



mesago

sps

Sustainability in practice

Tips for exhibitors



Change doesn't start big.
It starts smart.

Sustainable exhibiting is both achievable and effective. Even small, carefully chosen steps can make your trade fair appearance more sustainable – ecologically, economically and socially, without compromising on quality.

This guide invites you to integrate sustainability into every phase of your exhibition journey: planning, implementation and follow-up. Step by step and exactly where it suits you. Whether it's the choice of materials, logistics or reuse – every improvement counts. Together, we can make the SPS sustainable for the future!

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1. Stand design & materials

Concept and planning

- **Share sustainability goals early** and involve all stakeholders
- **Think modular:** plan for reusable stand systems
- **Consider accessibility** – so that everyone feels welcome
- **Prefer modular stand construction** over individual solutions

Materials and products

- **Use reusable and recyclable materials**
- **Choose reusable flooring** instead of disposable carpets
- **Demand sustainable packaging** from service providers
- **Use fabric graphics** made from recycled, pollutant-free materials
- **Avoid using dates**
- **Avoid PVC** and use environmentally friendly printing inks

1. Stand design & materials

Reuse and additional products

- **Use potted plants** instead of cut flowers – for use beyond the trade fair
- **Offer giveaways with real utility value**
- **Provide information digitally** (QR codes instead of brochures)
- **Choose partners with environmental certificates** or sustainable standards



Tip: Look out for recognised sustainability labels such as FSC (wood from sustainable forestry) or Cradle to Cradle (recyclable products).

2. Energy use at the stand

More efficiency, less consumption

- **Switch off all devices** completely after the trade fair closes
- **Label safety-relevant technology** that must remain switched on
- **Use switchable power strips** to avoid standby consumption
- **Unplug chargers** from the power supply after charging
- **Use energy-efficient devices**
- **Use LED lighting** instead of conventional light sources

3. Mobility

Travel consciously

- **Enable low-emission travel**
- **Prefer travel by train**, avoid domestic flights
- **Organise and support carpooling**
- **Use Deutsche Bahn event tickets**
- **Choose accommodations** close to the exhibition grounds
- **Actively pass on information** about climate-friendly travel options to customers



Tip: Traveling by train can reduce trade fair emissions by up to 75% compared to arriving by car.

4. Resources & waste

Before the trade fair

- **Consider waste early** and integrate it into your stand design
- **Check materials for reuse and recyclability**
- **Reduce packaging** and choose sustainable alternatives
- **Consult the trade fair company** about disposal options

During the trade fair

- **Separate waste** in accordance with the trade fair company's guidelines
- **Offer digital media** instead of printed materials
- **Minimise resource consumption** (water, paper, packaging)
- **Raise employee awareness** of resource-saving behaviour

After the trade fair

- **Store materials for future use**
- **Donate or properly recycle materials** that are no longer needed
- **Evaluate and optimise resource consumption**
- **Identify potential for improvement**

5. Responsibility & commitment

Act with respect

- **Ensure fair working conditions** and an inclusive, non-discriminatory atmosphere
- **Choose environmentally friendly, fairly produced clothing** for stand personnel
- **Donate unused materials, exhibits or furniture** to social institutions

6. Catering & logistics

Less waste – more indulgence

- Prefer regional, seasonal products
- Offer vegetarian and vegan dishes
- Use reusable tableware instead of disposable solutions
- Hire sustainable caterers
- Plan quantities according to demand to avoid waste
- Donate surplus food to charity organisations

Clever organised

- Commission regional service providers and partners
- Minimise transport routes through long-term planning
- Optimise transport volumes through efficient packaging
- Use recycled packaging and avoid plastic film
- Plan loading times and capacities efficiently

7. Communication

Transparent and comprehensible

- **Communicate goals and measures** early and transparently
- **Avoid greenwashing** and support claims with concrete data
- **Use recognised certificates and labels**
- **Explain sustainability** in an understandable and honest way

CO₂ footprint calculation

- **Avoid emissions**, then reduce them and finally offset them
- **Inform organisers and service providers at an early stage** if data is required for the CO₂ balance sheet

8. Team & awareness

Achieve more together

- **Train stand personnel on goals and measures**
- **Regularly discuss sustainability within the team**
- **Involve employees as ambassadors**
- **Seek feedback on improvements**
- **Celebrate success together** and appreciate commitment



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**Together for
a sustainable
tomorrow!**

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