

FABTECH

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SUCCESSFUL EXHIBITING ARTICLE SERIES

ARTICLE 3

Green Exhibiting: 24 Ways to Create a More Environmentally Friendly Exhibit Program

By Jefferson Davis, Competitive Edge

We know that the face-to-face contact created by tradeshows is absolutely vital to the success of commerce. But did you know that the average tradeshow releases hundreds or thousands of metric tons of CO₂ in the atmosphere?

With these two facts in mind, we all need to take a closer look at how we can create greener exhibit programs. Greening our exhibit programs is not just good for our environment, it's also good for our corporate identity and it may even help us win more business. Did you know that some corporations are now giving purchasing preference to companies with green business practices? As you can see we all have a lot to gain from greener exhibiting.

Below is a collection of 24 strategies for executing a greener exhibit program. Cross out the ones you are already using, put a checkmark by the ones you plan to use, and get busy now on creating a greener exhibit program.

1. Reuse, refurbish or extend the life of your current exhibit
2. Consider renting versus buying your next exhibit to reduce material use and transportation emissions
3. Choose and use recycled materials whenever and wherever possible
4. Recycle as much as you possibly can to help avoid landfills
5. Label leftover products for donation
6. Reduce the weight of your exhibit and everything you send to the show
7. Buy locally and store locally
8. Print literature at the destination or on demand in your exhibit versus shipping and throwing it away
9. Print on at least 30% post-consumer recycled paper
10. Use vegetable or soy based inks for printing
11. Choose eco-friendly giveaways
12. Avoid PVC it takes 100 years to decompose and releases a lot of VOC's
13. Choose wood from Forestry Stewardship Council certified forests
14. Consider replacing wood with Plyboo - it renews 5 to 10x faster than trees
15. Replace fluorescent, incandescent and halogen lights with LED's
16. Use water based paints and finishes
17. Use recycled carpet made from plastic bottles – not synthetic carpet which takes 100 years to decompose
18. Pad wrap shipments versus using crates to reduce weight
19. Limit the use of Styrofoam and plastic wraps by choosing more eco-friendly packaging materials
20. Reuse packaging materials as much as possible
21. Choose freight carriers that use biodiesel fuel
22. Choose freight carriers that buy carbon offsets
23. Use local staff whenever possible
24. Get a FREE copy of The Green Events Source Book CD Rom: www.greeneventsource.com

Jefferson Davis, president of Competitive Edge is known as the "Tradeshow Turnaround Artist".

Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is co-creator of the FABTECH Online Exhibitor Solutions Center program. He can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com.