

Center for Sustainable Tourism



Guidelines for Green Tradeshow Booths

Environmentally preferable products, services, and destinations are some of the hottest trends in the travel and tourism industry. How better to maximize the effectiveness of your marketing by using your green booth as a spring board to talk about how your products, services, or destination embodies environmental and social responsibility.

Going green can be a challenge for the wasteful tradeshow industry, but there are a some features to consider when producing a greener booth. These include: 1. Reducing waste generated by production and disposal of booth; 2. Reduced greenhouse gas emissions associated with transportation of your booth and its staff; 3. Use energy efficient lighting and A/V equipment; 4 and Support local communities, both back home and while on the road.

Greenhouse Gas Emissions Reduction

- Greenhouse gas emissions associated with transportation of booth and staff travel is offset using either carbon credits or renewable energy credits
- Renewable energy is used to power booth through renewable energy credits

Energy Conservation

- Ensure that all equipment is turned off when not in use and at the end of the day
- Booth either does not require lighting or lighting uses energy efficient design
- Booth uses energy efficient electronics
- Alternative shipping to reduce transportation needs (ex. shipping directly to next exhibit location)

Benefiting Local Community

- Include a donation to local non-profit group as part of you tradeshow booth budget
- Provide booth space to a local non-profit group
- Donate time or services to local community while at tradeshow

Education for Employees and Clients

- Sustainable practices used in booth are shared with clients and staff
- Include environmental education as part of marketing
- Share with participants your business or organization's sustainable practices

Waste Reduction and Recycling

Booth Construction

- Made of post-consumer recycled content
- Made of recyclable or compostable materials
- Low VOC materials
- Design allows for re-use or re-design
- Low source of noise pollution

Booth packaging

- Made of recyclable and environmentally preferable materials

Reduction and Reuse of Paper

- Materials are printed on both sides
- A system to distribute information electronically (ex. offer small cards or flyers with web site or use promotional USB flash drive with preloaded content)
- Unused side of waste paper is used as scrap paper
- Use reusable print materials rather than single use documents (avoid printing dates on materials to facilitate reuse)
- Use high post-consumer recycled content for printed materials and soy ink
- Have a system in place to ensure waste paper is recycled or re-used
- A print as needed policy of single use materials (consider using local printers)

Promotional Items

- Made of post-consumer recycled content
- Made of recyclable or compostable materials
- No unnecessary packaging
- Reusable e.g. bags and water bottles
- Made of environmentally preferable materials such as organic cotton or bamboo
- Serves an environmental purpose such as compact florescent bulbs or flower seeds

Recycling bins at booth to encourage recycling



north carolina
visitnc.com 1-800-VISIT NC



This document was made possible through a partnership between the Center for Sustainable Tourism at East Carolina University, East Carolina University's Office of Engagement, Innovation and Economic Development, the North Carolina Division of Tourism, Film, and Sports Development, and the North Carolina Division of Pollution Prevention and Environmental Assistance. Information presented is collected, maintained and provided for the convenience of the reader. While every effort is made to keep such information accurate and up-to-date, the state of North Carolina does not certify the accuracy of information that originates from third parties. Under no circumstances shall the state of North Carolina be liable for any actions taken or omissions made from reliance on any information contained herein from whatever source nor shall the state be liable for any other consequences from any such reliance. Mention of a company should not be considered an endorsement by the State of North Carolina.