

# SUSTAINABILITY TIPS & TRICKS FOR EXHIBITORS

As we, at Kenes Group, seek to inspire sustainable development in our industry, we do our best to organize this event in an environmentally and socially responsible way.

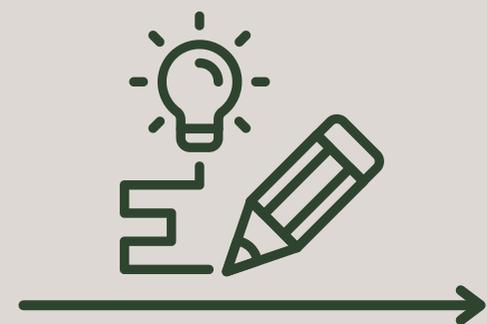
We invite you to join our sustainability efforts by considering these Sustainability tips & tricks.

Let's work together on enhancing the event experience, meeting the expectations of our audience, and minimizing the wastage of time, resources and expenses.



# RETHINK YOUR BOOTH DESIGN

- When planning your stand, think of the many benefits of producing a stand that you can reuse at multiple events, not just for better sustainability, but also for cost efficiency.
- Design your booth and displays using environmentally responsible materials and energy efficient lighting if applicable.
- Choose the core elements such as walls, counters etc. from reusable materials.
- Choose recyclable carpets, vinyl flooring (if applicable at the venue) and other floor coverings.
- Design and word signage so that it can be stored and reused multiple times.



# PLAN SMARTLY YOUR SET-UP AND DISMANTLING

- Follow the organiser's set-up schedule. Working on your stand outside the set hours might involve extra cost and directly affects the energy needed to keep the exhibition hall open and functioning.
- Use efficient, low energy consumption equipment.
- Make a conscious effort to minimize packing materials. Whenever possible, use environmentally responsible packing materials that are reusable, recyclable or biodegradable.
- Consider using materials or packaging that generate less waste at the end of the material's life cycle e.g. less volume or less weight.
- Participate in the facility's recycling efforts by recycling cardboard, freight boxes, plastic wrappings and other recyclable items during move-in and move-out.



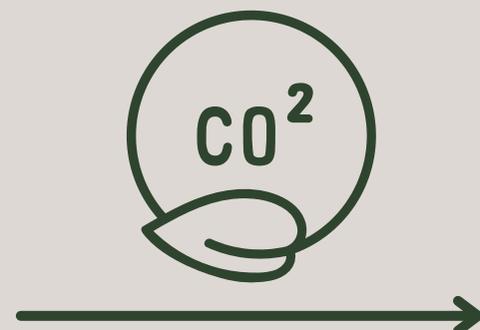
# BE CONSCIOUS OF YOUR BOOTH PRESENCE

- Be sure to shut off any electronic devices outside of event hours to conserve power.
- Provide promotional items made of recycled, responsibly grown natural fiber, and non-toxic and biodegradable materials. Ensure items are useful, not merely promotional in nature.
- Giveaways with some imagination could also be electronic: free music downloads, free online subscriptions or free internet access.
- Instead of a giveaway, consider a donation to a special cause in the name of your booth visitor.
- Inform and train your staff about the environmentally responsible practices to be implemented during the event.



# REDUCE CARBON FOOTPRINT

- Use local staff in the booth if possible.
- Minimize transportation to and from the event site. Use biodiesel or alternative fuel shipping methods, or a SmartWay hauler, where applicable.
- Where possible, travel by train. If travelling by plane, choose airlines that strive to reduce the environmental impact of their flights.
- At the destination, travel to your hotel and around the destination on public transport or shuttle buses, or group together for sharing a taxi.
- For car rentals, choose electric or low-emission, and if possible, consider ride-share.
- At the hotels: bring your own toiletries or use the refillable amenities provided by the hotel. Reuse your towels and bed linens and save water as much as possible .



# MEASURE & SHARE YOUR LEARNINGS

If possible, we also encourage you to track your success, but more importantly be proud of your sustainability efforts and share your stories and achievements.

We'd love to hear about your best practices. If you'd like to share examples or new ideas with us, please contact us!

We truly thank you for helping to reduce the impact of exhibiting on the environment!

