

## TIPS FOR EXHIBITING “GREEN”

### Reduce

1. Green giveaways. Choose with an eye toward minimizing trash. Avoid items that come in plastic packaging. Stay away from plastic bags, wood, and non-recycled materials. Keep giveaways useful. Useless giveaways, no matter how clever, always end up in the trash at the close of the show.

These ideas are based on items we rarely find left behind when offered as giveaways. All of these items can be donated very easily if left behind. Add your logos and marketing message to the packaging.

- Travel mugs
- Candy / Snacks / Mints
- Tissue boxes
- Cotton tote bags
- Compact fluorescent bulbs
- Golf balls
- Energy drinks
- Foods in recycled paper wrapping
- USB flash drives (portable storage devices)
- Gift cards for popular coffee / espresso shops / restaurants

2. Offer a business card and flyer that directs potential clients to your website for more information on your products and services. Business cards travel well and rarely are they found on the show floor at move out.

### Recycle

1. Marketing. Try to bring only "just enough" literature to hand out. Use recycled paper. There are many variations of recycled paper, even smooth, bright-white papers that are comparable to virgin papers.

2. Printing. Some inks can be as toxic as paint. Many printers offer services that range from using energy-efficient operating procedures to printing with soy-based inks on recycled papers.

3. Miscellaneous. For the things that can't be re-used and it's impossible to take back home then it's time to recycle them. Consolidate the recyclable items and place them in the provided recycle bins placed about the exhibit area.

4. Use the available trash cans for non-recycle items such as food, food containers and plastics.

Here is a list of items you may have in your booth that can be recycled:

- Aseptic packaging and cartons (empty drink boxes you often find in packed lunches)
- Corrugated cardboard
- Brown paper
- Magazines and catalogs
- Office paper
- Plastic bottles (empty contents first)
- Glass bottles (empty contents first)
- Scrap paper
- Junk mail
- Tin and aluminum cans (empty contents first)
- Packing peanuts
- Shrink wrap

### Redesign

1. Building a booth? Use eco-friendly materials. If you're building a custom booth this year, you have several options for greener materials.

2. Think about your paints. Oil and latex-based paints are toxic to the environment—they contain poisonous chemicals that can't be removed at a treatment plant. Instead of traditional paints, look for non-VOC paints. Other eco-friendly paints are made from talcum powder, clay, and chalk.