

EXHIBITOR SUSTAINABILITY GUIDELINES

There is no "right way" to make sustainable decisions for an event. Being thoughtful of our impacts on the environment and on our communities leads us to the best solutions. In some cases, aim to eliminate completely. In other instances, it makes sense to choose items that have reuse options. You can also support local economies by prioritizing the manufacturing location over recycled content. Follow these guidelines for best sustainability practices at our event.

MATERIALS & BOOTH BUILD

Some of the of the biggest waste impacts are from the items we select in the planning process months before the exhibit hall opens. When making the most sustainable choices for the event, there are many ways to approach decision making.



BUILD MATERIALS

Booth materials should demonstrate at least one of the following: reusable, recyclable, recycled content, provides social good/value, bears a recognizable eco-label.



CARPET & FURNITURE

Flooring and/or carpet is avoided if possible and if required, is not custom cut or colored to ensure the ability to reuse.
Best practice is to rent furniture. If you buy, plan to donate it after use.



SIGNAGE

Foam core signage and balloons are prohibited.
Consider digital or materials like honeycomb for printed signage.
For printed booth and marketing material, design for reuse: no dates, no booth numbers, no show logos.

When items have reached the end-of-use, find a way to donate or up-cycle things. Vinyl banners can become bags. Built items can be donated for re-use.

[MILE HIGH WORKSHOP](#)
Vinyl banner recycling

QUANTITIES



While having items left over can provide great support for charitable organizations through donations, it's better to plan quantities practically to save the organization money and prevent potential waste going to landfill.

WASTE & DISPOSAL

Our event strives to send as little as possible to the landfill through thoughtful event planning recycling, composting and donation of usable goods. WEFTEC asks that exhibitors join us by reducing waste.



SMART SWAG & REUSABLES

Single use plastics (including bags), are prohibited, and plastic water bottles are discouraged.

Follow smart gifting guidelines for meaningful, low-waste keepsakes. Attendee gifts are one way to remember your brand. They cost you money and the planet carbon emissions, so make sure the item is good quality and relevant to a professional audience, like a travel shoe bag, or a quality pen you would want to use yourself.

Fairware

Ethical sourcing of eco-friendly promotional items

Gifts for Good

Gifts that give back to social causes



UPCYCLE/DONATE

Choose items that can be reused more than once or twice and then repurposed or donated before it is recycled or landfilled. Ask the exhibitor team if a donation program is in place for your event.

When possible, WEFTEC will coordinate efforts with the venue and destination non-profit partners in advance to confirm what can be donated locally. Knowing what you might have left over or won't want to ship back in advance will help ensure that items can be given new life someplace else.

POWER & ENERGY

We can make dents in our energy and GHG output through common-sense reductions in electricity usage.



POWER DOWN

All displays, monitors and exhibit lighting should be powered down each night after show hours. If equipment cannot be shut down, it will be put into sleep mode during non-exhibit hours.



EFFICIENT EQUIPMENT

Procure equipment through purchasing or rental that is energy-efficient. LED bulbs, Energy Star appliances and electronics