

A young girl with dark hair in pigtails, wearing a blue and white striped shirt with a red bow, is lying on her back on a lush green lawn. She is holding a realistic globe of the Earth above her head with both hands. The globe shows the Americas and surrounding oceans. The background is a vast, well-maintained green lawn.

Reduce. Reuse. Recycle.

Sustainability Development in the Trade Show World

 **ABSOLUTE**
EXHIBITS



Absolute Exhibits
Approaches Eco-Exhibiting

Bringing Environmental Sustainability to the Trade Show Floor

In the world of trade shows, high carbon footprint materials and waste can run rampant, the show floor is ripe with opportunities for ecological improvement. Absolute Exhibits is committed to environmental responsibility and sustainability. We are not just trying to make our products as environmentally responsible as possible, our practices are both good common sense, as well as good business. Our commitment to sustainable manufacturing is represented by our ongoing development of manufacturing processes and products that represent a real reduction in our overall manufacturing carbon footprint verses traditional methods.

Our Core Mission

As a family-centric business we are dedicated to environmental improvements that foster a sustainable future and lead to social and economical improvements in the community we do business and as a model to our family to move our business forward using the best practices possible for the next generation.

Our Vision

Manufacturing, shipping, and installing environmentally friendly exhibit displays is a tremendous challenge in an industry that is moved by a stopwatch and crisis-date calendar. Sustainability is not just a buzzword; it's a virtue woven into all that we do. Our Green Initiatives are programs, processes and material choices that we make to further our commitment to environmental sustainability.

Our Partnerships

We are committed to the planting of trees in North America to replenish our forests and provide an oxygen rich environment for generations to come. Each trade show booth built out of wood is counted and categorized by square foot in order to determine how many trees we've used in a single trade show booth. With hundreds of trade shows we attend per year, we combine this total to determine our donations to One Tree Planted.

Renting is Recycling

1

Literally thousands of words can be written as to why exhibit rental is a much better choice than a purchase exhibit. Of course, at the top of the list is recycling. Absolute Exhibits rents approximately 85% of all of their show floor orders in the USA and 100% outside of the country. Our long-term clients work far in advance with our designers to create exhibits that can move throughout the multiple USA venues and accommodate a variety of different sized exhibit spaces. Graphics are keyed to work within many accompanying frameworks. We suggest eliminating dates and cities for full graphic re-usage.

2

We utilize energy-efficient, professional standard options for monitors, lighting, and appliances – heavy duty with years of sustainability. We crate and palletize materials using detailed drawings in order to eliminate excess baggage, reducing the number of trucks we put on the road. We save money on shipping and reduce the amount of pollution generated.

3

Our exhibits are best described as the trade show world of Legos. The long-term life cycle of every wood panel, aluminum post or beam, pieces of furniture, carpet and wood flooring are reused over and over again as they are cut and recycled. Panels become crates, carpet becomes liner, padding is cut and reused between graphics. Every piece of aluminum is 100% recyclable.

Sustainability is not a Sacrifice ...

improving the overall health of the Planet will only enhance human lives

There are many easy ways to create an environmentally friendly trade show booth without sacrificing a brand's style. At Absolute Exhibits we have followed the European model of exhibit rentals that utilize durable, environmentally-conscious components that have been used time and time again. A lighter weight booth constructed of fabric and aluminum requires less fuel to ship resulting in less pollution. Additionally, we use 20% recyclable aluminum in our manufacturing practice. We laminate and subsequently re-laminate rather than using paint for our finishes.

We strategically choose images, logos, and signage for future reuse. New dye-sub fabric graphics are printed using water-based inks. Dramatic booth lighting can be used to highlight products and create ambiance by choosing energy-efficient LEDs. Converting marketing materials to digital eliminates tons of paper waste. Finally, we produce 100% recycled custom built wood crates with recycled lining materials for shipping and storage of the exhibit. Our initiatives are programs, processes, and material choices that we make to further our commitment to environmental sustainability.

Working toward Trade Show Exhibit Sustainability

Change does not happen in an instant. The best way to implement sustainable practices in a trade show plan is to think long-term.

Always be mindful that even the littlest changes make a positive difference. Quick thoughts -

REUSE. RECYCLE. RETHINK. Consider a rental program with an exhibit that can reuse graphics and recycle flooring, and furnishings. An exhibit that can be reconfigured per booth space sizing. Reduces the carbon footprint that long-distance transport create by storing exhibit materials in more than one facility across the country - this can be done through a rental program as well.

ENERGY EFFICIENCY. Use the most environmentally conscious lighting, A/V equipment, and appliances.

REPROCESS EXHIBIT MATERIALS. Just because furniture styles have changed or computers and monitors have improved does not mean they are not useful. Local communities stand in line for reusable furniture and A/V equipment. Even carpet can be cut down and re-installed. Packing and shipping materials can be reused or repurposed as well. Makes donations of left-over booth materials and food samples to local organizations.

GO DIGITAL. Convert marketing materials to digital. Not only does this modernize your trade show exhibit, but it also eliminates paper waste. Eliminate the need for pamphlets by hanging up monitors that can display information in an efficient and more eye-catching way. Tablets are an alternative option and offer visitors the opportunity to quickly sign up under your company's contact list. Don't forget QR Codes.

SUSTAINABLE SWAG. Offer eco-friendly swag. Reusable water bottles, bamboo/hemp shirts, green bags, and pens/pencils/notebooks made from sustainable or recycled materials. If you are compelled to swag - swag sustainably.

Sustainability ... leaving our kids a better world



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