slas europe 2026

Conference & Exhibition

Guide to Sustainable Exhibiting

LIMITLESS

PURPOSE

This guide helps you to execute environmentally responsible exhibits. It outlines practical steps to reduce environmental impact and support social responsibility at every stage of your event planning process.

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PLANNING & STRATEGY

Set Clear Sustainability Goals

Define measurable goals aligned with your organization's values (e.g., zero waste, carbon neutrality, minimal single-use materials).

Engage Key Stakeholders Early

Bring vendors, partners, and teams into sustainability discussions early to ensure shared responsibility.

Choose Sustainable Venues

Prioritize locations with green certifications, recycling programs, and energy-efficient operations.

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BOOTH DESIGN

Use Modular & Reusable Materials
Choose components that can be reconfigured or reused across multiple events.

Design for Longevity
Avoid single-useitems. Opt for durable structures and high-quality graphics designed for reuse.

Work with Sustainable Vendors
Collaborate with SLAS official contractor STANDout GmbH and request sustainable booth options.

Carpet Recommendations
- Consider a low-pile, dark-colored carpet in a standard size. This is more accessible to attendees and is more likely to be reused.
- If bringing your own flooring, consider reusable flooring to use across multiple events.

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LOGISTICS & SHIPPING

Optimize Transportation
Ship materials efficiently—use consolidated freight and avoid air shipments when possible.

Reduce Packaging Waste
Eliminate unnecessary packing materials and use reusable containers and pallets.

Source Locally
Work with local vendors to cut down emissions from long-distance transport.

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ONSITE OPERATIONS

Energy Efficiency

Use LED lighting, energy-efficient equipment, and reduce power use during off-hours. Power down all displays and electronics overnight.

Waste Management

Plan for recycling and composting. Label bins clearly and educate staff on sorting.

Water Conservation

Avoid bottled water; use refill stations and reusable bottles for staff.

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GIVEAWAYS & PRINTED MATERIALS

Rethink Giveaways

Choose items that are useful, sustainable, and locally sourced—or skip them altogether.
Consider consumable giveaways such as a sweet treat, a beverage, or a bath and body product.

Go Digitial

Replace brochures with QR codes or tablets for info-sharing.

Print Responsibly

If printing is necessary, use recycled paper and soy-based inks.
Avoid dates and event hashtags to reuse signage.

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STAFF & TRAINING

Educate Your Team
Train staff on sustainable practices before the event. Make them champions for green practices onsite.

Incentivize Behavior
Reward teams or departments that meet sustainability benchmarks.

Food Consumption
Take only what you need at food stations.

Make the Most of Event Resources
Download the event mobile app to have all event information at your fingertips, including the exhibit hall map!

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MEASUREMENT & REPORTING

Track Key Metrics
Measure waste diversion rates, carbon footprint, and energy use.

Post-Event Review
Conduct a debrief to evaluate success and identify improvements for future events.

Share Results
Communicate your sustainability achievements with stakeholders andattendees

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EQUITY & INCLUSION

Accessibility

Ensure your exhibit is ADA-compliant and inclusive to all attendees. Someconsiderations:

- Place essential items at heights accessible to both seated and standing guests and ensure they are viewable from different distances.
- Use clear, high-contrast signage.
- Use hard flooring or low-pile carpet.

Support Diverse Vendors

Include minority-owned, women-owned, and local small businesses in your supply chain.

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Guide to Sustainable Exhibiting

By adopting these sustainable exhibiting practices, we reduce our collective impact while building more thoughtful and responsible industry standards.

Learn more about SLAS's sustainability efforts for SLAS Europe 2026:

slas.org/europe2026-sustainability

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