Messe Düsseldorf

Every check mark counts!

Checklist for Your Smart Trade Show Presence

A trade show presence offers many opportunities – and it doesn't always have to be a grand spectacle. Use this checklist as a practical guide for planning, execution, and follow-up. Select the items that are relevant and feasible for your trade show presence.

Booth Construction

- ☐ Reusability of the booth, parts of the booth, or the equipment (including components, flooring, furniture, signs)
- ☐ Reusable or recyclable materials and, where applicable, products with relevant certification
- ☐ Low-energy appliances and lighting
- ☐ Reusable decorations or plants
- ☐ Accessible booth design

Travel and Accommodations

- ☐ Travel by public transportation, e.g., using the event ticket
- ☐ On-site: use of public transportation
- ☐ Accommodations with good access to the exhibition grounds and public transportation
- ☐ When choosing accommodations: transparent information on environmental and social standards or recognized certifications

Logistics / Transport

- ☐ Partner companies / service providers from the region
- ☐ Avoidance of unnecessary trips, e.g. by consolidating partial loads
- ☐ Reusable or recyclable packaging materials

Catering

- ☐ Regional and seasonal dishes as well as products with organic or Fairtrade certification
- ☐ Vegetarian and vegan meal options and reduced use of meat
- ☐ Reusable tableware and bottles
- ☐ Measures to prevent food waste

Communication & Promotional Materials

- ☐ Needs-based use of printed materials and conscious media selection
- ☐ For printed materials: use of recycled paper and selection of inks and coatings based on specific product information or certifications
- ☐ Undated, reusable printed materials
- ☐ No disposable items as giveaways

Waste Management

- ☐ Avoidance of unnecessary single-use packaging
- ☐ Measures to prevent material and food waste
- ☐ Separate collection of waste during the event as well as during setup and takedown
- ☐ Sorting of production waste by type
- ☐ Donation or distribution of food that is still fit for consumption

Procurement

- ☐ Purchasing guidelines that take environmental and social criteria into account
- ☐ Product selection based on recycled content, reusability, repairability, or specific recognized certifications
- ☐ Additional selection criteria: origin, production conditions, and compliance with human rights throughout the supply chain

Staff

- ☐ Appropriate wages
- ☐ Compliance with maximum working hours
- ☐ Adequate break times
- ☐ For workwear and team clothing: materials, production conditions, and relevant certifications as selection criteria

Space for your own ideas