Show Smart

Plan smart, reuse more, waste less.

Messe Düsseldorf

Practical tips for your trade show presence

Trade show presences are the result of collaboration among many stakeholders. That is why we all have a role to play: At Messe Düsseldorf, we take care of the framework conditions at the exhibition grounds. You decide how to plan and implement your trade show presence.

Whether it is booth construction, materials, energy, mobility, catering or waste: there are many opportunities to use resources more consciously, reuse items and avoid unnecessary effort.

Let’s move forward together.

There's plenty you can do!

A trade show presence offers many opportunities – before, during, and after the event. And it does not always have to be a major undertaking: even small changes can make a difference. Here you will find concrete ideas for planning and implementation.

Considered. Think ahead.

Choose your partners carefully:

When selecting partner companies, pay attention to their experience with sustainability issues in the events sector and the standards or guidelines they follow. Agree on your goals and expectations from the start – and incorporate them into your joint planning.

Built for the future:

modular booth or custom-built booth? With both options, it is worth considering modular construction methods and the materials used. For example, look for reusability and **recyclability.** Bonus points if booth components can be reused at future events.

Get involved.

Less is more:

Disposable items, unnecessary packaging, mountains of paper – in many cases, there are sensible **alternatives.** For example, our digital exhibitor badge.

Save and win:

Keep an eye on your **energy and material** usage. When it comes to transportation, event technology, and promotional materials, assess where you can use less, what can be reused, and what you can do without entirely.

Too good to throw away:

Look for ways to **reuse items** and explore other possible uses – from potted plants to the entire trade show booth. Another good option: rent booth equipment instead of buying it.

Well-connected:

All roads lead to Düsseldorf – and from there, straight to the trade show: By **public transit**, you can usually reach the trade show grounds from the city centre in as little as 15 minutes. When choosing your accommodations, it is also worth checking the connections by bus and train.

Fair Play:

When **scheduling your booth staff,** keep their well-being in mind: Plan for sufficient breaks and ensure fair working conditions and appropriate compensation.

For discerning diners:

Regional, seasonal, vegetarian, or vegan – preferably served in reusable containers – this is how your **catering** can score points with your guests as well.

Sorting waste is not hard:

Please **separate your waste by type!** This makes further recycling easier and avoids the costs of sorting mixed waste later on. Take advantage of our waste management services, such as recycling stations, collection points for hazardous waste, and our customized waste disposal service.

Last but not least:

The last person turns off the lights, sets out the sorted waste for disposal, and gives away or donates any leftover food. **After every day of the trade show!**

Well done?

After the trade show is before the trade show:

Prepare **reusable booth components** and equipment for transport and your next event. And before disposing of the rest separately, consider whether someone else might still be able to make good use of it.

Let's get down to specifics:

What worked well – and what could be improved next time? After the trade show, review **energy use, mobility, material consumption, and waste.** Document your experiences and relevant key figures and use them when planning your next trade show presence.

Next Level:

Want to dive even deeper? Calculate the **greenhouse gas emissions** from your trade show appearance. Identify relevant emission sources and determine where emissions can be avoided or reduced for your next trade show appearance.

Thank you for taking part – for trade shows with a future!

Find more tips and information for your smart trade show participation here:
www.messe-duessedorf.com/showsmart