



WHITE PAPER

SUSTAINABILITY IN EXHIBITION STAND CONSTRUCTION

In this white paper, you will learn how to organize your exhibition appearance efficiently and stress-free with a clear 10-step plan. You will receive valuable tips on strategic planning, budgeting and optimal stand design. We will also show you how to generate targeted leads and ensure your exhibition success in the long term.

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SUSTAINABILITY IN STAND CONSTRUCTION & MANAGEMENT



TIPPS

for more sustainability
at the exhibition stand

Einleitung

Sustainability in exhibition construction is no longer a marginal phenomenon, but an essential challenge for companies and event managers. Exhibitions cause considerable consumption of resources - from visitors' travel to the air conditioning of the exhibition halls to the production and disposal of stand materials. The high amount of waste generated after the exhibition is dismantled is a particular problem.

More and more companies are therefore turning to sustainable exhibition concepts in order to reduce their ecological footprint. Although a completely "zero waste" approach is hardly feasible at present, waste, energy consumption and CO₂ emissions can be significantly minimized through conscious planning. Sustainability and individuality do not have to contradict each other - they can even complement each other.

Sustainability in exhibition stand construction encompasses far more than just environmentally friendly materials. Economic efficiency and social responsibility are also key aspects of a sustainable exhibition concept. What used to be considered an optional extra is now an indispensable part of modern corporate strategies. Sustainability is no longer a "nice-to-have" in the live communication industry, but an absolute "must-have".

Although a completely sustainable exhibition is currently not feasible, there are numerous practicable approaches to making exhibition stands more environmentally friendly and sustainable. This white paper provides a comprehensive guide to sustainable exhibition presentations and shows practical solutions that make both ecological and economic sense.

10 TIPPS

for an environmentally friendly
exhibition appearance

Sustainable exhibition management begins in the planning phase. This is where the foundations are laid for a resource-conserving, environmentally friendly and yet effective exhibition presence. The selection of sustainable materials, the optimization of transport, set-up and dismantling as well as well thought-out logistics play a central role in reducing the CO₂ footprint.

To ensure that your exhibition appearance is not only successful but also sustainable, we have put together ten practical tips. These will help you to achieve your environmental goals without compromising on quality and impact:

- Sustainable logistics: Use climate-friendly transportation options and bundle deliveries to reduce emissions.
- Efficient set-up and dismantling: Avoid unnecessary material consumption through intelligent planning.
- Modular exhibition systems: Rely on reusable, Standardised frame systems for more flexibility and less waste.
- Buy or rent an exhibition stand? Consider whether buying or renting a sustainable exhibition stand is more suitable for your company.
- Sustainable materials: Use environmentally friendly, recyclable or biodegradable exhibition elements.
- Reusable graphics: Rely on long-lasting, flexible printing solutions instead of one-off banners.
- Energy-efficient lighting: Use LED technology and renewable energy for your stand.
- Digital instead of printed advertising materials: Reduce paper consumption with digital brochures, QR codes and interactive displays.
- Ecological exhibition catering: Choose regional, organic and sustainable catering options.
- Sustainable giveaways: Instead of plastic items, offer environmentally friendly, practical promotional gifts made from recycled or sustainable materials.

RESOURCE-CONSERVING LOGISTICS: TIPS FOR A SUSTAINABLE TRANSPORTATION STRATEGY

Resource-conserving logistics in exhibition stand construction is a decisive factor in reducing CO₂ emissions and resource consumption. An efficient transport strategy not only helps companies to improve their environmental footprint, but also to cut costs and reduce their ecological footprint at the same time. In the following, we will show you how you can make the logistics for your next exhibition appearance more sustainable.

1. Optimisation of transport capacities:

Smaller exhibition systems such as roll-ups or folding walls can be easily transported by car or train. For larger systems that require a van or truck, it is crucial to fully utilize these vehicles. In this way, you avoid empty runs and maximize transport efficiency, which leads to a noticeable reduction in CO₂ emissions.

2. Use of sustainable means of transportation:

Wherever possible, use more environmentally friendly transportation alternatives such as electric cars or electric trucks. Particularly when transporting smaller exhibition systems, stand personnel can transport them in their own cars or by train to minimize CO₂ emissions. Transportation is carried out in robust carrier bags that protect the exhibition stand from damage and soiling.

3. Utilise regionality:

Avoid unnecessarily long transport routes by using regional logistics partners for exhibition transport. Especially with globally standardised frame systems, local providers can make the transport process more efficient, which not only reduces emissions but also saves time and money.

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RESOURCE-SAVING LOGISTICS

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ASSEMBLY AND DISMANTLING OF EXHIBITION STAND

SET-UP AND DISMANTLING OF THE EXHIBITION STAND: HOW TO MAKE THE PROCESS MORE SUSTAINABLE AND RESOURCE-EFFICIENT

Setting up and dismantling an exhibition stand is more than just a logistical challenge - it offers a valuable opportunity to actively reduce the ecological footprint of an exhibition presence. With the right planning and innovative sustainability solutions, you can not only minimise CO₂ emissions and material consumption, but also save costs in the long term and give your company a green image. Discover how you can make your exhibition stand construction more efficient, resource-saving and environmentally friendly.

1. Journey of the exhibition technicians

In order to minimise CO₂ emissions caused by long journeys, local fitters should be preferred. This not only helps to reduce the environmental impact, but also saves costs and time, as long journeys and overnight accommodation costs are avoided.

2. Standardised frame systems in exhibition stand construction:

Safe packaging and transport of exhibition equipment is crucial to avoid damage and material waste. Instead of disposable wrapping film, it is advisable to use robust, reusable transport boxes. These boxes offer an efficient solution for the safe transport of exhibits and exhibition materials. They are:

- Stackable and therefore space-saving
- Easy to handle
- Available in various sizes and designs, including lockable versions for valuable goods

By using customisable inlays, sensitive devices such as screens or glassware can be optimally protected. Dispensing with disposable materials such as plastic film not only promotes sustainability, but also helps to reduce waste and thus increases the environmental friendliness of the entire exhibition presentation.

3

STANDARDISED FRAME SYSTEMS IN EXHIBITION CONSTRUCTION

Standardised frame systems in exhibition stand construction:

The use of standardised and modular system construction components enables exhibition stand construction companies to establish resource-saving logistics. By using reusable components, flexible modules can be used for different exhibition stands, which promotes the reuse of materials and improves the eco-balance of each product.

This modular construction method minimises the need for new resources and thus helps to reduce waste. It not only increases efficiency in planning, but also ensures long-term sustainability and a cost-efficient solution in exhibition stand construction.

The advantage of this modular construction method lies not only in the conservation of resources, but also in the increase in planning efficiency and the reduction of waste. Each component is designed to be used several times over many years, which drastically reduces the ecological footprint of an exhibition stand. The optimising the service life

of these components contributes to long-term sustainability in exhibition stand construction and ensures a cost-effective solution that benefits both the company and the environment.

Thanks to a global network of service partners and a large rental contingent of these standardised stand construction items, transport routes are optimised and deliveries are minimised. This not only reduces CO₂ emissions, but also minimises the impact on transport routes. This means that substructures for exhibition stands no longer have to travel unnecessarily long distances - a significant contribution to environmental protection.

The standardised aluminium frames are not only versatile, but are also characterised by their low weight, which leads to a reduction in CO₂ during transport. After intensive use, these frames can be recycled and returned to the production chain. This conserves valuable resources and minimises waste.

ALTERNATIVE: RENEWABLE RAW MATERIALS SUCH AS BAMBOO IN EXHIBITION STAND CONSTRUCTION

Another sustainable approach could be the use of bamboo instead of aluminium frames. Bamboo grows quickly and is an excellent, resource-saving alternative. This environmentally friendly raw material is not only sustainable, but also particularly robust and versatile.

Tip: Check all components of your exhibition stand for sustainability

In addition to the frame systems, other components of your exhibition stand should also be subjected to a sustainability check, e.g. adhesives.

- Ask yourself: What is a fair balance between durability, environmental impact and manufacturing costs?

EXHIBITION STAND RENT VS. BUY

RENT VS. BUY AN EXHIBITION STAND: FOCUS ON ECOLOGICAL ASPECTS

Nowadays, the decision whether to rent or buy an exhibition stand increasingly has to take ecological aspects into account. Sustainability is playing an increasingly important role, especially when choosing between renting or buying a stand. Here are some important considerations:

1. Buy an exhibition stand: Sustainability through reuse

An exhibition stand for sale is particularly sustainable if it is regularly reused at different exhibitions. This option is ideal if the stand is used over a longer period of time and the stand area is almost identical at every exhibition. This means that the exhibition stand remains optimally customisable and can be used efficiently at every event.

2. Rent an exhibition stand: Flexibility and innovation

An exhibition stand for hire is a sustainable choice if your company regularly presents new innovations and prefers customised exhibition stands. By renting an exhibition stand for individual events, you avoid buying a stand that is rarely used. This option is particularly environmentally friendly if you only take part in a few exhibitions and constantly need new designs or concepts.

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SELECTION OF SUSTAINABLE EXHIBITION STAND ELEMENTS

SELECTION OF SUSTAINABLE EXHIBITION STAND ELEMENTS: ENVIRONMENTALLY FRIENDLY OPTIONS FOR YOUR EXHIBITION STAND

An exhibition stand offers much more than just a platform for your products and services - it can also send a strong signal for sustainability and innovation. In addition to traditional exhibition stand systems, there are many creative and environmentally friendly solutions that can make your exhibition presence both ecological and brand-strengthening. Discover how you can not only improve your environmental footprint through sustainable measures, but also take your brand message to the next level.

1. System flooring: Sustainability with recycled materials: System floors offer an excellent opportunity to integrate sustainability into the planning of your exhibition stand. They can be made from 100% recycled materials, such as old carpets or fishing nets salvaged from the oceans.

Another advantage:

Clever installation techniques mean that the floors can be used several times, reducing waste and cutting costs.

2. Exhibition furniture: Purchasing new exhibition furniture for every exhibition appearance is neither economical nor sustainable. A forward-looking alternative is the use of rental furniture. This approach gives you access to a wide selection of high-quality, modular furniture that can be easily customised to your individual requirements. In addition, the furniture often complies with certain repair and recycling standards, which significantly extends its service life.

3. Design Elements: Moss walls, wooden structures and plants: Smaller design elements such as moss walls and wooden structures can also emphasise the ecological design of your exhibition stand. Placing plants not only visually enhances the stand, but also creates a pleasant, natural atmosphere. Make sure that these materials are suitable for multiple use at exhibitions to further promote sustainability.

6 REUSABLE GRAPHICS

Reusable graphics for exhibition stands: Sustainability meets aesthetics and functionality

The use of reusable graphics in exhibition stand construction represents a decisive step towards both optimising costs and protecting the environment. With a one-off investment in high-quality, sustainable materials, you can create a long-term solution for your exhibition presentations that is both aesthetically impressive and environmentally friendly. It is particularly important to choose environmentally friendly printing processes that do not use harmful solvents, for example. This ensures that your exhibition stand is not only visually appealing, but also sustainable and future-proof

1. Reusable graphics: Combining sustainability and design: The use of reusable graphics makes it possible to present uniform and at the same time environmentally friendly designs at several exhibitions. When designing your exhibition stand, you should

make sure that the graphics not only fulfil the ecological requirements, but also have a strong visual impact. Reusable graphics based on textiles or durable materials can easily be used for multiple exhibition appearances, offering a cost-effective and environmentally friendly solution.

2. high-quality textiles: aesthetics and sustainability in one The use of high-quality, printed textiles makes it possible to combine sustainability with aesthetic sophistication. These textiles are not only environmentally friendly, but also offer remarkable print quality. They help to enhance the design of the exhibition stand while achieving ecological goals.

With textile graphics, you can present your brand message in a modern and creative way. A big plus: the textiles are particularly flexible and can be quickly re-designed for different exhibition appearances. What's more, they are easy to wash and can be

-which significantly extends the life cycle of the graphics.

4. reusable wooden panels as a stable substructure:

Reusable wooden panels are a stable and flexible solution for the construction of exhibition stands. These panels not only provide stability, but also allow the integration of screw connections to fix additional elements or furniture. They can serve as a base for the entire stand construction and provide strong support for textile graphics or other design elements.

An additional advantage of reusable wooden panels is their versatility. Not only can they serve as a supporting structure, but they can also be combined with a uniformly painted wall or backlit textiles to add visual depth to the stand. This gives you great flexibility in the design of your exhibition stand without compromising on quality or sustainability.

SUSTAINABLE PRINTING PROCESSES FOR TEXTILE GRAPHICS

Sustainable printing processes: Dye-sublimation process for long-lasting textile graphics

The dye-sublimation process is an environmentally friendly printing process used for printing on textiles. This process utilises water-based inks that are completely free of harmful substances. These inks make it possible to create vibrant and long-lasting graphics that are both visually appealing and environmentally friendly.

Compared to conventional printing processes, such as solvent printing or UV printing, the dye-sublimation process offers several advantages. It is not only more environmentally friendly, but also more durable and resistant. Printed textiles retain their quality for a long time and can be washed and reused without any problems. This not only helps to reduce the ecological footprint, but also ensures that your graphics appear in perfect condition at every exhibition appearance.



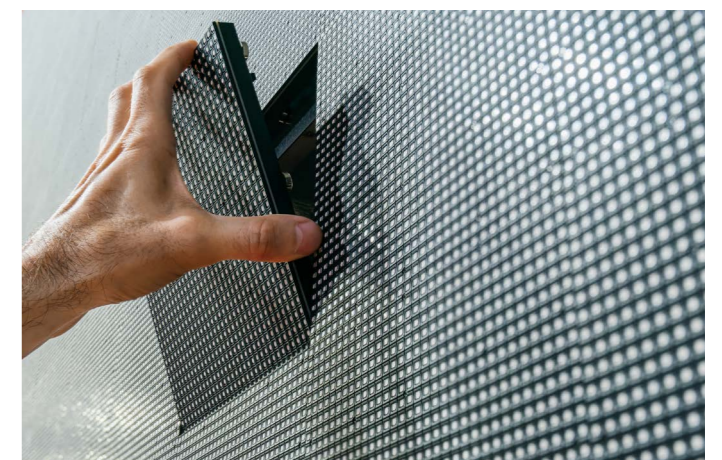
LED VIDEO WALLS AS AN ALTERNATIVE

LED video walls: Flexibility and dynamics for your exhibition stand

Another innovative approach to exhibition stand construction is the integration of LED video walls. This technology makes it possible to present dynamic and customisable content that can be updated at any time without the need for new print materials. LED video walls offer a cost-effective and environmentally friendly solution to flexibly communicate your brand message.

The combination of LED displays and reusable textile graphics creates a dynamic presentation that integrates both static and moving content. This innovative combination creates a modern exhibition presence that attracts visitors' attention while emphasising the company's sustainability goals.

However, it is important to consider the logistical requirements of this technology. LED modules can be difficult to transport and require a stable power supply, which should be considered when planning your exhibition stand.





7 LIGHTING AT THE EXHIBITION STAND

LIGHTING AT THE EXHIBITION STAND: SUSTAINABLE LEDS FOR EFFICIENCY AND IMPACT

Today, the right lighting is crucial to show off your products and services to their best advantage on the exhibition stand. LEDs (light emitting diodes) have proven to be the best choice to ensure both energy efficiency and brightness while offering a long lifespan. Compared to conventional light sources, LEDs avoid common problems such as excessive heat generation and offer a sustainable lighting solution.

1. Energy efficiency and environmental benefits of LEDs:

A significant advantage of LED lighting is the enormous energy saving. With LEDs, you can reduce your energy consumption by up to 90 %. This advantage not only helps to reduce operating costs, but also makes a significant contribution to improving your company's environmental footprint. In times when sustainability and resource conservation are becoming increasingly important, this is an important aspect that brings both ecological and economic benefits.

2. Use of energy-efficient appliances: Sustainability for the exhibition appearance:

In addition to choosing the right lighting, you should also opt for electrical appliances with a good EU energy consumption label. These devices combine sustainability with cost savings and reflect your company's commitment to acting responsibly. Such an approach is increasingly appreciated not only by visitors but also by business partners and can further strengthen your image as an environmentally conscious company.

DIGITAL ALTERNATIVES TO PHYSICAL ADVERTISING MEDIA: SUSTAINABILITY AND FLEXIBILITY FOR YOUR EXHIBITION PRESENCE

Printed brochures and flyers at exhibitions are increasingly being replaced by digital alternatives. These digital solutions offer versatile and resource-saving options for targeting potential customers and interested parties. From interactive presentations on tablets to customizable content on touchscreens, digital media creates a modern, flexible and sustainable brand experience.

1. Advantages of digital advertising media: less waste, more leads

Another key advantage of digital alternatives is that visitors to the stand do not have to take printed catalogs home with them. Instead, they can download content directly on site or request it via email. This practice not only reduces waste, but also helps you generate valuable leads by allowing visitors to obtain information in an easy and environmentally friendly way.

2. Flexibility and efficiency: digital content for long-term use

The flexibility of digital solutions is an invaluable advantage for companies. Content can be easily updated, adapted and reused for future exhibitions or events. While digital devices such as tablets and touchscreens consume power, the costs are offset in the long term by the elimination of physical print materials and the increased efficiency of digital content.





9 ECOLOGICAL EXHIBITION CATERING

SUSTAINABILITY AND ENVIRONMENTAL PROTECTION AT YOUR EXHIBITION STAND

Sustainability plays a central role - also in the area of exhibition catering. Companies are increasingly turning to resource-saving solutions in order to minimize their ecological footprint and at the same time take responsibility for environmental protection. Here are some practical approaches for environmentally friendly and sustainable exhibition catering:

1. Use durable materials instead of disposable products:
Avoid disposable products that are thrown away after a single use and instead opt for durable, reusable materials. This not only helps to reduce waste, but also demonstrates your commitment to sustainable exhibition design.

2. Promote local economic cycles and reduce the CO₂ footprint:
By choosing caterers from the surrounding area, you promote local economic cycles and reduce the CO₂ footprint. This decision not only supports the local community, but also helps to reduce the environmental footprint of your exhibition presence.

3. Selection of exhibition products and seasonal, organic food:
Opt for fair trade products as well as seasonal and organic food from the region. These choices support sustainable agriculture and promote fair trade, making your exhibition presence even more environmentally friendly.

4. Reusable cups instead of disposable plastic cups:
Instead of using disposable plastic cups for coffee and drinks, you can switch to reusable cups. These cups not only offer an environmentally friendly alternative, but can also be used as practical giveaways for your stand visitors.

5. Reduction of food waste after the fair:
If there is any food left over after the exhibition, remember not to simply dispose of it. Give the left-over food to your stand employees or fitters. In this way, you can make an important contribution to reducing food waste.

PROMOTIONAL GIFTS WITH ADDED VALUE FOR YOUR BRAND

Sustainable giveaways are an effective tool for communicating your corporate values and leaving a lasting impression on your exhibition visitors. By choosing environmentally friendly promotional items, you can not only show your commitment to environmental protection, but also strengthen the positive image of your brand. When selecting your sustainable giveaways, you should pay attention to the following criteria:

What you should look out for when choosing sustainable giveaways:

- Longevity: Choose giveaways that can also be used by the user after the exhibition.
- Sustainable materials: Choose products that are made from renewable raw materials.
- Free from harmful substances: Make sure items are free from plastic, harmful chemicals and toxins.
- Recyclable: Choose products that are recyclable and reusable to support the circular economy.
- Examples of sustainable promotional products: Flower seeds - An eco-friendly and symbolic gift idea.
- Lunch boxes made from sustainable materials - Practical and environmentally conscious.
- Cotton bags or pouches - Versatile and durable. Plantable pencils/seed pencils - Sustainable and creative.
- Coffee cups (to go) made of cork or bamboo - Environmentally friendly and reusable. Spices, coffee or tea from sustainable cultivation - A tasty and ecological treat.

CLIMATE-NEUTRAL COMPANY: A COMPETITIVE ADVANTAGE FOR SUSTAINABLE SUCCESS

Climate change and the associated regulations are increasingly forcing companies to adapt their business models and production processes. The EU has further tightened its CSR Directive, so that companies have been obliged to submit comprehensive sustainability reports since 2023. In 2025, the pressure on companies to demonstrate sustainable practices will continue to grow as more and more large companies and organizations require their suppliers and partners to do so.

Companies that are already taking measures to achieve climate neutrality today are not only gaining a clear competitive advantage, but are also making an important contribution to global environmental protection. By implementing sustainable solutions, these companies are not only positioning themselves as responsible players, but also as innovative pioneers and market leaders in their sector.



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SUSTAINABLE
GIVEAWAYS



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