

COMEXPOSIUM

SUSTAINABLE EXHIBITOR GUIDE



ALL
» INVOLVED

SUSTAINABLE EXHIBITOR GUIDE :

WHY AND HOW TO TAKE ACTION?

As an event organiser, we are committed to is to reduce our environmental footprint while promoting more inclusive practices.

As an exhibitor, you play a key role in the development of an event ecosystem with a positive impact. This guide includes several actions that can accelerate the transition of our sector towards more responsible events and optimise your impact. Let's act together!

These initiatives will also allow you to strengthen your brand image, differentiate yourself from your peers through tangible proof of commitment, and improve the experience of your visitors and prospects. They constitute a source of sustainable value creation for your organization by improving operational efficiency, the attractiveness of your stand, and the quality of relationships with all your stakeholders.



Why act now?

The transition towards more responsible event management relies on collective engagement. By **progressively** integrating more sustainable practices, exhibitors help to evolve industry standards, while strengthening the credibility and **impact** of their commitments.

THE 8 LEVERS OF SUSTAINABLE PERFORMANCE

Many decisions you make as part of your participation in an event can help reduce its environmental impact and strengthen our collective performance.



01 Stand Selection

My stand is designed to be reusable and built using responsible materials.

02 Merchandise and Promotional Material

I prioritise utility, digital solutions and reusability to optimise commercial impact while reducing my waste production.

03 Transportation and Travel

I anticipate and rationalise my travel to reduce costs, logistical risks and carbon emissions.

04 Security and Accessibility

My stand is inclusive and accessible to everyone, without compromising on safety.

05 Waste Management

I anticipate, sort waste and mobilise my teams and partners to limit waste at every stage.

06 Energy and Water

I adopt practical, common-sense actions to minimise my impact.

07 Restauration

I prioritise responsible catering to limit food waste.

08 Assessment and Valorization of Actions

I measure, improve and promote my actions as part of a continuous improvement process.

01. STAND SELECTION



The Business Advantage

Reusing your stand from one year to the next allows for significant operational savings and better control over assembly and disassembly processes, helping to optimise labor costs.

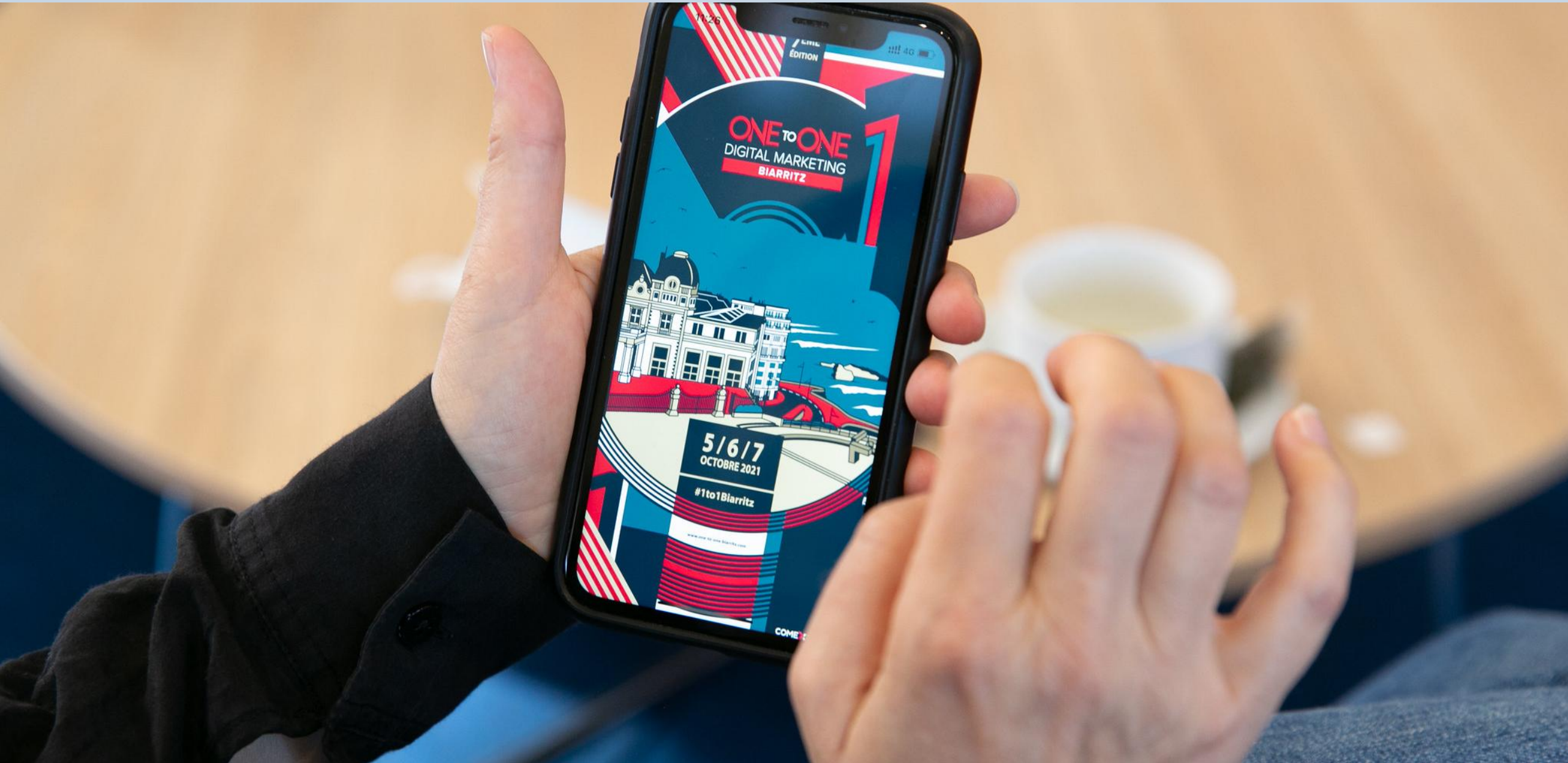
Did You Know?

Comexposium offers equipped stands at most of its trade shows, namely the Naco and Circular stands, which are designed with a reuse and repurposing approach. Contact your sales teams to find out more.

If you choose an equipped stand, we encourage you to select a responsible range or a solution designed with optimization principles in mind.
If you choose a space-only stand, we have outlined below a number of best practices that you can share with your stand builder, design agency, or contractor.

Action	Description
✓ Certified Providers	Prioritise design agencies with environmental certifications (ISO20121, ISO14001, B Corp label...).
✓ Responsible Design	Favor reusable and modular stand designs, avoiding unnecessary spaces.
✓ Solidarity Partnerships	Collaborate with social enterprises and local suppliers engaged in the circular economy and/or involved in social initiatives.
✓ Efficient Lighting	Use LED lighting, which consumes four to five times less energy than conventional lighting.
✓ Low-Carbone Materials	Use responsible materials (reusable, recycled, recyclable, low-carbon...).
✓ Durable Materials	Choose sustainable products (natural inks rather than synthetic, water-based paint rather than solvent-based...).
✓ Reusable Equipment	Minimize your waste production: reduction of single-use packaging, decorations, and signage. Aim for zero waste after assembly and disassembly.
✓ Optimized Planning	Find out about the schedules for the assembly and disassembly phases: exceeding them increases energy consumption and affects environmental performance.

02. MERCHANDISE AND PROMOTIONAL MATERIAL



The Business Advantage

Favoring the digital format over the physical format is more responsible, but also a source of business development: business cards in QR code format can, for example, allow you to generate leads.

Did You Know?

As with the eco-design of the stand, you can adopt the 5R technique: **Rethink** your habits, **Refuse** what you do not need, **Reduce** what you do need, **Reuse** what you already have, **Recycle** what you cannot refuse/reduce or reuse.

In a context where brand image and experience are major elements in ensuring your customers' satisfaction, your choices regarding promotional materials and items strengthen your differentiation.

Action	Description
Questioning your Needs	Take the time to ask yourself whether these elements are necessary for achieving the performance indicators related to your participation in this event.
Optimize the Stocks	Adjust as closely as possible to your needs the number of copies produced of those you think you will use.
Dematerialized Media	Promote paperless and digital formats (QR codes, digital catalogs, low-energy screens...).
Durable Consumables	Anticipate by minimizing the waste generated: avoid plastic bottles, disposable cups, non-reusable and non-recyclable decorations...
Experience vs Samples	Favor demonstrations rather than mass-distributed samples.
Timeless Design	Design: avoid dating or personalizing your promotional material too much, so that it can be reused for other events.
Responsible Production	Consider the reuse and environmental impact of your goods and promotional materials and favor production channels closest to the destination.

03. TRANSPORTATION & TRAVEL



The Business Advantage

Streamlining the transportation part as early as possible upstream of your participation will help optimize this expense item (less handling, reduced transportation cost through consolidation, fewer risks of delays...)

Did You Know?

Taking a plane to travel from Paris to Amsterdam emits more than 11 times more CO2 than making this journey by train. Reference comparison tools [are available for free](#) to compare the carbon footprint of your trips.

The rationalization of logistic flows and travel is an important lever to reduce your carbon footprint and optimize your costs.

Action	Description
PRODUCTS TRANSPORTATION	
 Optimized Logistics	Inform yourself in advance about the transport and storage conditions for goods offered by the organizer at the event venue.
 Decarbonized Flows	For your booth or the supply of goods or promotional materials, prioritize the options that emit the least CO2: electric transport, grouped shipments, reusable/recyclable/recycled packaging, and optimized volume (empty space = unnecessary emissions).
 Eco Mobility	If you are traveling independently, adopt responsible driving habits and favor gentle modes of transportation.
TEAM MOVEMENT	
 Optimized Routes	Streamline transportation (group departures, public transport, carpooling if there are no other solutions than using a motor vehicle).
 Local Accommodation	Select your accommodation based on its proximity to the event and to the local public transportation network.
 Coherent Movements	Extend these principles to journeys related to the event (dinners, conferences...).

04. SECURITY & ACCESSIBILITY



The Business Advantage

Ensuring the accessibility of your booth for as many people as possible helps make the event more inclusive, while also enhancing the attractiveness of your space and the positive perception of your brand.

Did You Know?

All compliance elements are also available in the Generic Exhibitor Guide, available on your client area. Your Comexposium contact can tell you how to find it.

Beyond regulatory compliance, each inclusive initiative strengthens your image and enhances your social responsibility.

Action	Description
 Conformity	Ensure legal compliance, particularly during assembly and disassembly phases: worker status, mandatory training related to risk prevention, necessary protective equipment... The generic Exhibitor Guide available in your client area contains all this information. If you have any questions, discuss them with your Comexposium contact.
 Inclusive Space	Promote the accessibility of your booth for people with reduced mobility: suitable circulation space, access to the booth in case of elevation, available seating, quiet areas...
 Reusable Signage	Favor non-vintage signage that is accessible to everyone (Easy-to-Read and Understand method, braille, element height between 1.25 and 1.75m, subtitles for content in case of digital screens, etc.).

05. WASTE MANAGEMENT



The Business Advantage

Alignment around responsible practices is a lever of performance: it differentiates your brand and gives credibility to your CSR message through concrete actions that make your communication clearer and more impactful.

Did You Know?

All Comexposium events have a cleaning and waste management service. Be sure to get in touch with your Comexposium contact to be able to benefit from it.

Responsible waste management is a strong marker of your commitment. Anticipating and organizing this approach helps to reduce environmental impact while demonstrating to your partners and clients the consistency of your practices with your values.

Action	Description
✓ Zero Waste	Aim for zero waste (assembly, operation, dismantling).
✓ Service Provider Commitment	Empower your partners involved in assembly/disassembly: responsible behaviors, eco-friendly actions, compliance with the organizer's waste management system, which must be communicated to them in advance.
✓ Solidarity Donations	Encourage donation for your potential surpluses or reusable materials in good condition. Your Comexposium contact can inform you if an initiative has been set up by the organizer.
✓ Sorting Instructions	If you have subscribed to a cleaning service, follow the instructions given by the organizer on sorting and managing waste.
✓ Responsible Service Providers	If you have not subscribed to a cleaning service, make sure that your provider complies with regulations (source sorting, waste treatment, responsible behavior...).
✓ Engaged Teams	Your employees are your first ambassadors, ask them to follow the sorting system put in place by the organizer.

06. ENERGY AND WATER



The Business Advantage

Mastering your energy consumption is a key element in effectively managing your participation, especially if your booth includes audiovisual equipment. Adjust your electrical panel requirements as best as possible.

Did You Know?

Reducing a screen's brightness from 100% to 70% is often imperceptible to visitors but can significantly decrease power consumption. A simple adjustment, with no impact on the experience.

Optimizing your energy consumption is a tangible signal of your responsible performance. Every action, from sizing needs to the rational use of equipment, reflects your ability to combine operational efficiency and environmental commitment.

Action	Description
 Controlled Energy	Properly size the power of your electrical panel to avoid overloads and power outages.
 Cut the Unnecessary	Remember to turn off electrical devices when they are not being used.
 Equip Responsible	Use low-power electrical/electronic devices.
 Prioritize the Wi-Fi	Prefer Wi-Fi rather than using 4G/5G data.
 Preserve the Water	Water: consume this natural resource as close to your needs as possible.

07. RESTAURATION



The Business Advantage

Reducing waste and consuming seasonal foods helps optimize expenses and decarbonize your participation. Quality food also affects the health of your participants.

Did You Know?

If you wish to donate any possible surpluses to charitable organizations, ask your Comexposium contact if any arrangements exist at the event level.

A sober, local approach adapted to the real needs of your teams and visitors enhances both your image and your contribution to responsible participation.

Action	Description
TEAM RESTORATION	
✓ Sustainable Food	Encourage responsible consumption by promoting seasonal foods and local producers.
✓ Hydration Zero-Waste	Favor water bottles and water fountains over single-use containers.
IF YOU ORGANIZE A CATERING SERVICE WITH AN EXTERNAL PROVIDER	
✓ Optimize via the Organizer	Contact your organizer to take advantage of any existing catering services (economies of scale, delivery, waste sorting...).
✓ Plan to Optimize	Communicate the expected visitor traffic in advance to the service provider to optimize inventory management.
✓ Solidarity Network	Donate the surplus to charitable organizations (ask the organizer what is in place).
✓ Switch to Reusable	Packaging, cutlery: avoid single-use products.
✓ Hygiene Compliance	If you work with an external provider, check compliance with food hygiene standards.
✓ Diets	Consider allergies/intolerances/special diets to avoid waste.

08. ASSESSMENT AND VALORIZATION OF ACTIONS



The Business Advantage

Measuring and valuing your actions allows you to manage performance, identify optimization levers (costs, resources, processes), and strengthen your brand's credibility with clients, partners, and teams.

Did You Know?

What is measured can be improved: tracking key indicators allows progress and demonstrates results rather than intentions. a dashboard or checklist model replicated from one year to the next can help you objectify your responsible approach.

We invite you to take the time to measure and communicate the impact of your participation in an event, in an approach of transparency and collective progress.

Action	Description
 Continuous Improvement	Carry out a post-event review (waste management, stand, equipment/goodies, transportation, catering...) to identify effective actions and areas for optimization, in a continuous improvement approach.
 Manage and Evaluate Using Data	Collect, centralize, and structure your data (volumes, consumption, costs, service providers) to refine your management and decision-making related to future editions.
 Prove the Progress	Compare year over year to measure the progress made and highlight it through internal and external communication actions.
 Set the Example	Share best practices with your teams and partners to promote collective engagement and overall maturity growth for event management with a positive impact.

CHECKLIST : EVALUATE YOUR ENGAGEMENT LEVEL

01. Stand Selection

- ☐ I prefer a pre-equipped, reusable, or modular stand.
- ☐ More than 50% of the materials in my booth are eco-friendly (recyclability, origin, energy).
- ☐ I respect the opening and closing hours related to assembly and disassembly.
- ☐ I use LED lighting.

02. Merchandise and Promotional Material

- ☐ I choose not to offer any freebies at my booth.
- ☐ Whenever possible, I prefer digital formats (QR code, digital catalog, simple screens).
- ☐ The volumes of my merchandise and my promotional material are adjusted to my actual needs
- ☐ I pool my deliveries.
- ☐ My promotional material is undated or reusable for another event.
- ☐ I prefer demonstrations to handouts. *If you don't have any physical goodies, it's a given!*
- ☐ I only offer eco-friendly goodies (no plastic, local production, etc.).

03. Transportation and Travel

- ☐ I check in advance the transport and storage services offered by the organizer.
- ☐ I pool my shipments of goods. *If you are not carrying any goods, that's even better!*
- ☐ I choose the modes of freight transport that emit the least CO2.
- ☐ I streamline my team's travel (train, carpooling, public transport).
- ☐ I choose accessible accommodation close to the event.

04. Security and Accessibility

- ☐ I know the essential safety rules related to my presence. *If you have any doubt, contact us!*
- ☐ I comply with the regulations in force during assembly and disassembly.
- ☐ My booth is accessible to people with reduced mobility.

- ☐ I am implementing signage that complies with the FALC method.
- ☐ My content is accessible to the widest possible audience (subtitles, visual clarity).

05. Waste Management

- ☐ I hold all my partners responsible for assembly/disassembly. *If you take care of it yourselves, it is of course guaranteed!*
- ☐ My team is aware of the best practices for sorting and managing waste.
- ☐ No equipment is left abandoned at the end of the event.

06. Energy and Water

- ☐ I choose an electrical box that meets my needs.
- ☐ I use the Wi-Fi network rather than 4G/5G.
- ☐ I turn off all electrical devices at the end of each day of the event.
- ☐ I raise my colleagues' awareness of the responsible use of water resources.

07. Restauration

- ☐ The staff present at my booth are eating seasonal and local products.
- ☐ The staff present at my booth use water bottles or water fountains.
- ☐ I do not use single-use containers/cutlery at my stand.
- ☐ I donated the surplus food whenever it was possible. *If you don't have one, it's perfect!*
- ☐ If I organize my own catering service, I offer vegetarian/vegan options. *If you haven't arranged catering, it's a given!*

08. Assessment and Valorization of Actions

- ☐ I carry out a post-event quantitative assessment (impact of my booth, waste management, transportation...).
- ☐ I collect, organize, and store my key data (volumes, consumption, costs).
- ☐ I compare my results with the previous editions.
- ☐ I share my best practices with my teams and partners.

COMEXPOSIVIUM



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Listening to our stakeholders and our sustainability issues, we have defined the CSR strategy of the Comexposium Group: ALL INVOLVED.

Because it is collectively, with our teams, partners, exhibitors, visitors, and suppliers, that we will meet the environmental and social challenges of our sector.

To learn more about our ALL INVOLVED responsible approach, it is [here](#) !

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