

# Plan. Build. Impact.

*Park Display's Guide to  
Sustainable Exhibitions*



**PARK  
DISPLAY**  
TRADING SINCE 1976

**Whether you're planning a trade show, exhibition stand, or corporate event, sustainability can be seamlessly woven into every decision. Use this checklist to guide your process and make a positive impact from start to finish.**











# 1. Set Clear Sustainability Goals

**Start with intention.**

Define sustainability for your event or stand—whether it involves reducing carbon emissions, minimising waste, or supporting ethical suppliers. Establish clear, measurable goals early in the planning process to ensure alignment with your team and stakeholders. This creates a benchmark for all decisions and helps track progress.



## 2. Choose Sustainable Materials

**Be mindful.**

Choose eco-friendly, recycled, or recyclable materials when possible. For items such as flooring and signage, consider materials with a lower environmental impact. Avoid single-use plastics and explore alternatives like FSC-certified wood, biodegradable fabrics, and non-toxic paints.





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# 3. Adopt a Modular Stand Design

**Design for longevity.**

Modular stands minimise waste by enabling components to be reused across multiple events and provide flexibility in layout and branding. Designs should be chosen that can be adapted, rebranded, or scaled to different venues, reducing the need for new construction each time.



# 4. Implement Energy-Efficient Practices

**Stay energy concious.**

Cut energy use by using LEDs, energy-efficient screens, and smart power systems. Use renewable energy if possible and turn off equipment when not in use to save energy.





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# 5. Utilise Digital Marketing Materials

**Keep it digital.**

Choose paperless options like QR codes, touchscreens, or mobile apps for brochures and presentations. This reduces paper waste and creates interactive, trackable, and updatable experiences.



## 6. Select Sustainable Giveaways

**Make it meaningful.**

Instead of offering disposable freebies, consider providing meaningful and eco-friendly giveaways. Choose items that are practical, long-lasting, ethically produced, or sourced from local craftsmen. Alternatively, provide digital incentives or make donations to environmental causes instead of physical gifts to reduce waste entirely.



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# 7. Plan Sustainable Transportation and Logistics

**Minimise your carbon footprint.**

Lower the carbon footprint of your event logistics by consolidating shipments, opting for low-emission transport, and collaborating with local suppliers to reduce freight. Motivate staff and attendees to use public transport, carpool, or cycle to the venue.



# 8. Engage with Sustainable Vendors and Suppliers

## **Collaborate.**

Partner with vendors who share your sustainability values. Ask for certifications, assess their environmental policies, and inquire about their supply chain ethics. Choosing the right collaborators strengthens your sustainability story and ensures accountability across the board.



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## 9. Educate and Engage Your Team

**Bring your internal team on the journey.**

Offer training on sustainable practices, brief them on your event's eco-goals, and encourage their input. A well-informed and engaged team is more likely to spot opportunities for improvement and champion your green initiatives on-site.



# 10. Measure and Report Your Sustainability Efforts

**Track your outcomes.**

Measure your sustainability KPIs and share them with your team and stakeholders. Transparent reporting builds trust and identifies growth areas. Clear metrics and communication inspire others to follow.







# Request Your Stand Design Today!

Call 01869 245 703 and one  
of our experts will be in touch.

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