

Green Initiatives

INTERPHEX is committed to reduce, reuse, and recycle approach to planning and producing our shows. Recycling waste, trash and other paper products and using recycled products are just a few of the steps we have taken toward “green” tradeshow experience.

For example sending out this Service Manual in a web based format conserves over 150,000 pieces of paper previously used for the 3-ring binder format!

Here are a few examples of what you can do to help the environment:

-  Reduce, Reuse, Recycle
-  Sign your office up for a recycling program: paper, plastic, cans, etc.
-  Develop an online ordering system for your buyers.
-  Reduce marketing on paper by opting for more electronic communication, email attendees after the show.
-  Design your booth display to last for 5 years or longer using natural fibers.
-  Practice Green Purchasing where ever possible by specifying Environmentally Preferable Products (EPP). These products or services contain recycled content, minimize waste, conserve energy or water, and reduce the amount of toxics disposed or consumed.
-  Reduce packing material by utilizing recyclable materials and take advantage of convention center recycling options for packaging.
-  Donate extra amenities or promotional products to local charities rather than shipping them back or tossing them in the trash.

Reed Exhibitions has implemented the following programs and purchasing habits in an effort to reduce the amount of waste generated and encourage our clients and vendors to **Reduce, Reuse and Recycle** whenever possible.

-  We have successfully implemented Express Badge on many shows, allowing attendees to print their badge on demand at show site. This process **reduces** the printing and mailing of unnecessary badges.
-  Our offices are set up to **recycle** paper, plastic, cans.
-  We design a show look for a minimum of 3 year lifecycle and **recycle** graphics for the same period.
-  We have **reduced** paper communications both internally and externally by opting for electronic communication.
-  Producing an on-line exhibitor manual **reduces** our paper consumption by over 150,000 sheets on this show alone.
-  Where ever possible we partner with local charities to provide donation opportunities for our exhibitors as a way to “reuse” leftover products and merchandise, thus saving on packing materials and carbon emissions by not shipping home. A great way to “Reuse” material for a good cause.