



**ESCA**  
EXHIBITION SERVICES  
& Contractors Association



# How the U.S. Trade Show Industry is Quietly Crushing

How Being Cost-Conscious Accidentally Made Us Climate-Conscious

# Sustainability

# One Trip, Many Meetings

By consolidating travel for trade shows, we maximize **networking opportunities** while minimizing our carbon footprint. This approach not only enhances efficiency but also contributes to a more sustainable future for events.



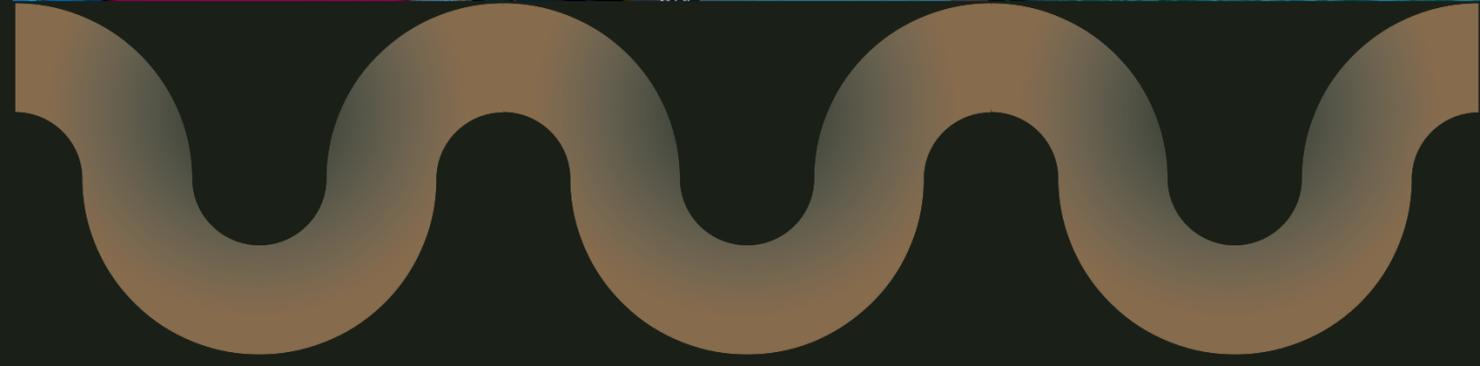
# Reuse Over Rebuild

Modular aluminum systems offer **flexible solutions** for trade shows, allowing businesses to easily adapt their displays without the need for constant rebuilding. This approach significantly reduces waste and promotes sustainable practices.



# Smart Shipping = Lower Emissions

Efficient shipping methods reduce emissions and costs. By consolidating shipments and using **optimized routes**, the trade show industry can significantly lower its carbon footprint while maintaining cost-effectiveness and reliability.



# Graphics Go Green

Sustainable fabric graphics are transforming the trade show industry. By utilizing eco-friendly materials, we reduce waste while achieving stunning visuals that **capture attention** and promote brand messages effectively.



# Local Inventory, Lower Impact

By establishing **warehouse hubs**, companies can significantly reduce transportation emissions. This strategy promotes **efficient logistics** that minimize environmental impact while ensuring timely access to materials for trade show setups.



# Less Waste, Smarter Catering

Implementing smart waste management practices at trade shows reduces environmental impact. By incorporating composting stations and clearly labeled waste bins, events can significantly decrease landfill contributions while promoting sustainability among attendees.



# Recycling That Gives Back

Donating recycled materials like banners and carpet to local charities not only reduces waste but also **supports community initiatives**, creating a positive impact on both the environment and society.



# Real Metrics, Real Change

Utilizing **data-driven insights** is crucial for measuring our sustainability efforts in the trade show industry. Effective tracking of **environmental metrics** allows us to implement strategies that truly make a positive impact.



# Local Labor, Smarter Setup

Utilizing **local labor** for modular setups enhances efficiency and reduces transportation emissions, fostering a community-focused approach that promotes teamwork and supports local economies while delivering exceptional trade show experiences.



