



Insights
for Better
Events.



The
Industry
Voice.



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Sustainability in Action: A Case Study of Expo! Expo! 2025



INTERNATIONAL ASSOCIATION
OF EXHIBITIONS & EVENTS

Exhibitions & Events Mean Business

Expo! Expo! Partners in Sustainability



HONEYCOMB STRATEGIES



ACLYMATE
NET ZERO FOR ALL



EARTHLIGHT

EIC Sustainable Events Certification



Improvements from 2024 Expo! Expo!



Early Engagement



Utility Reports



Digital Enhancements



No Pre-Set Meals



Food Waste and Donations

New Initiatives for 2025



Sustainability Sanctuary



Plant Based Meals



Carbon Offsets



We are taking climate action

Since February 2, 2026, we have purchased

20,500

kg of carbon credits

Spread the Word



That's the same climate impact as:



339

new trees planted



4.6

cars off the road for a year



2.6

homes' annual energy usage



54.2

flights from LA to New York

Expo! Expo! Sustainability

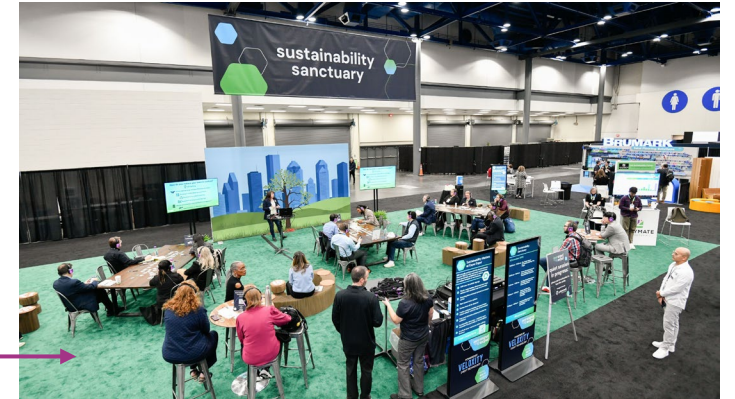
How we showcased sustainability at expo! expo! :

- One partner for both production and expositions, allowing us to save on trucking and labor.
- Partnered with Brumark on using sustainable carpet on show floor.
- Partnered with Exploring Graphics to change non-fabric graphics to recyclable materials. Emphasis on digital or fabric graphics.

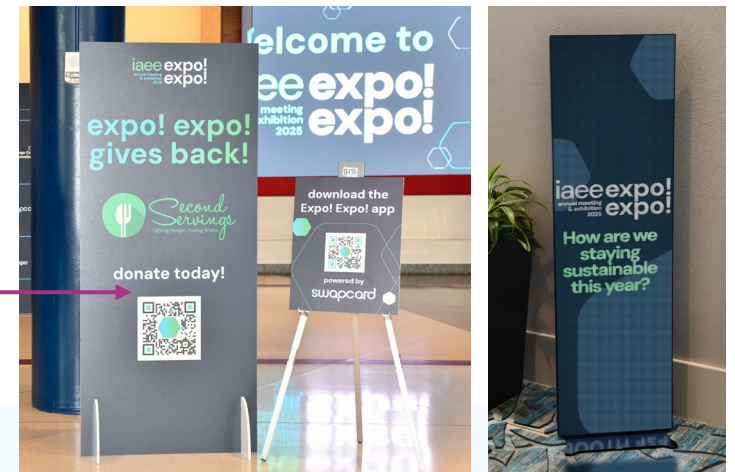
One Partner – Lowering Carbon Footprint



Sustainable Carpet



Utilizing Falcon Board & Digital Signage



Take Small Steps at Your Next Event!

1.

Consider the signage substrates that are used. Try to move away from the quantity and frequency of foam substrates.

2.

Streamline your vendors on site

3.

Removing aisle carpet and focusing on area carpet instead (or recycling)

Sustainable Materials Management



Landfill Diversion



Alternative Fuels



Carbon Mitigation



BRUMARK
Total Flooring Solutions

Energy Transfer Creates a Circular Economy

LINEAR ECONOMY



Pollution occurs at every phase of the linear economy model.

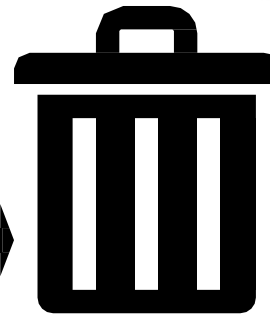
From the extraction and use of resources through the manufacturing phase, and then the pollution that results from this waste.

Materials accumulate in landfills, release toxic chemicals, pollute the natural environment, and persist for centuries.

PFAS, also known as “forever chemicals,” and microplastics are commonly used to describe this leachate in the context of polymer pollution.

85.5 mil

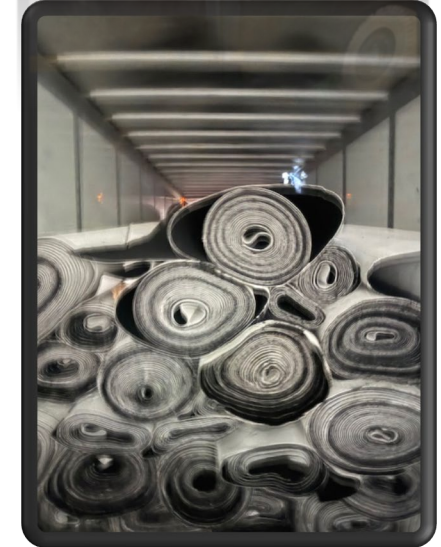
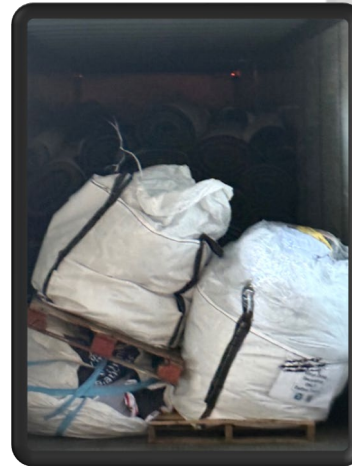
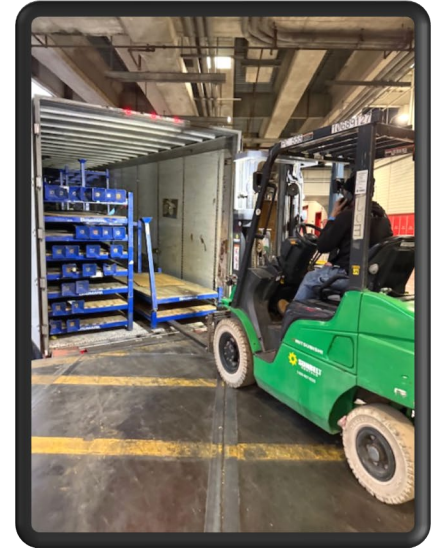
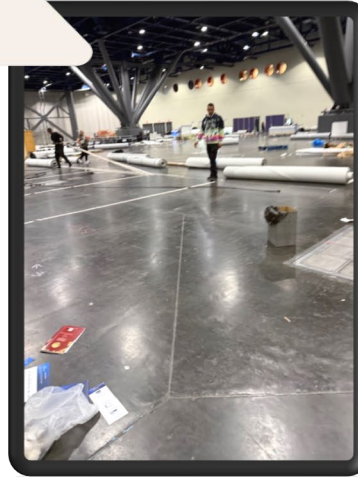
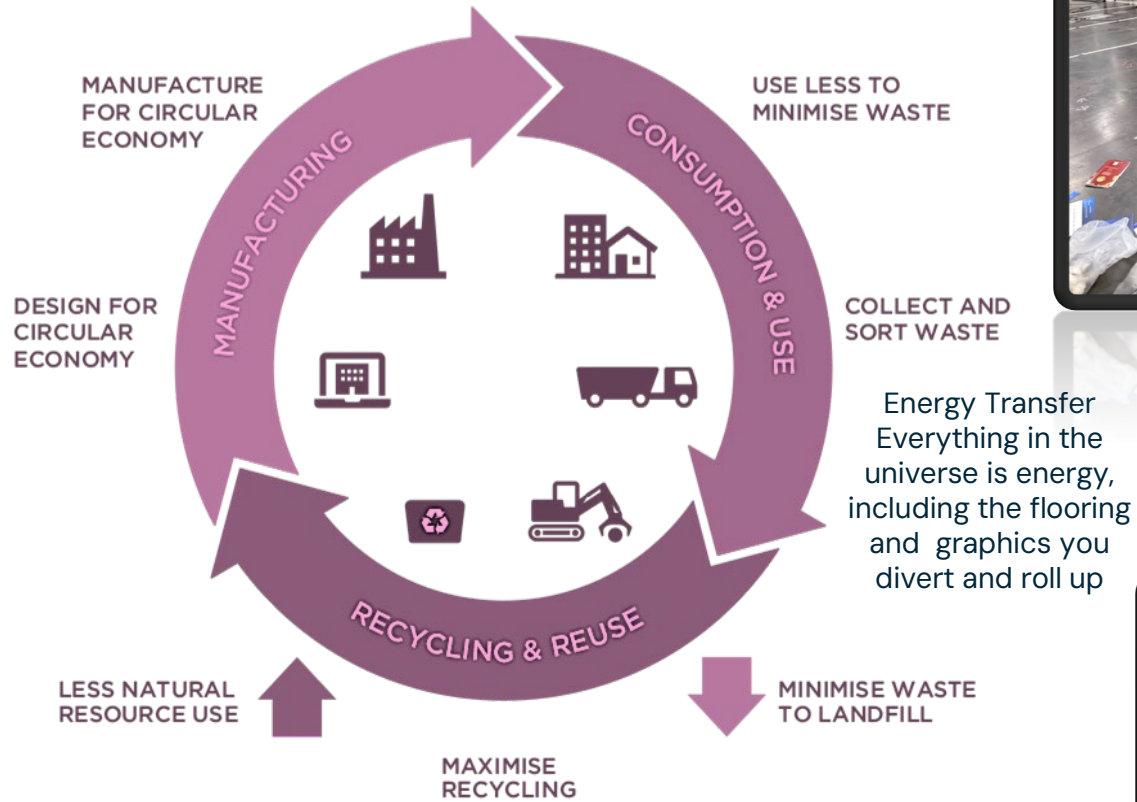
Pounds of Carpet Are Sent to Landfills Annually



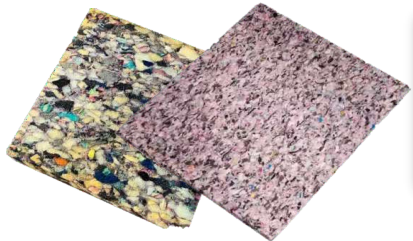
Linear economy – the emphasis is on profitability, regardless of the product's life cycle.



Circular Economy



Redirecting Materials for continued use
and waste disposal fee
savings



- Savings comes from:
- Avoided dumpster pulls
 - Avoided mixed-waste tonnage fees
 - Cleaner docks and faster labor flow
 - Sustainability reporting value



Less Landfilling

More Material Management



Certificate

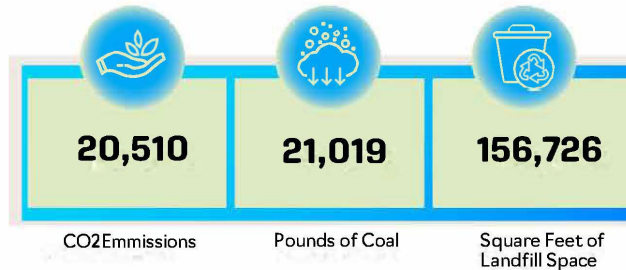
Sustainable Material Diversion

IAEE

EXPO! EXPO!
 Successfully Diverted from the Landfill, **66,477** Total Pounds of
 Material for ReCycling and Alternative Fuel
 Via Grit Expositions

Material	Mat. Type	Weight	Diversion Strategy
Carpet/Turf	XL	31.89 Tons	ReCycling/ReCcovery
Vinyl	Flex Floor	0.00 Tons	ReCycling
Padding	Rebond	0.00 Tons	ReCycling/ReCcovery
Graphics	SEG/Vinyl/Cbro	1.35 Tons	ReCcovery
Total		33.24 Tons	

Net CO2E 22,923.55 Metric Tons



85.5 mil /by ~70,000lbs =
 Pounds of Carpet Are Sent to Landfills Annually 1,214 shows

**Valuable
 People and
 Products are
 Everywhere,
 with Valuable
 Energy can
 create
 amazing ROI's
 for People,
 Pockets, & the
 Planet**



SO25044813



#expoexpo

iaee expo!

annual meeting
& exhibition
2025

expo!



Sustainability Sanctuary



Space Design

The Sustainability Sanctuary represents a dedicated expo floor area designed to showcase sustainable solutions, foster meaningful discussions, and provide interactive learning experiences. This innovative space combines exhibition opportunities with collaborative areas, all constructed using sustainable materials and practices.

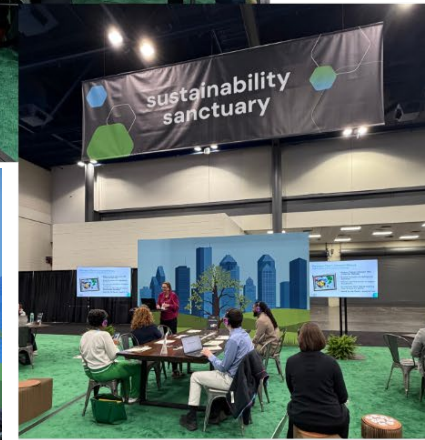


Photo Courtesy Of Oscar & Associates

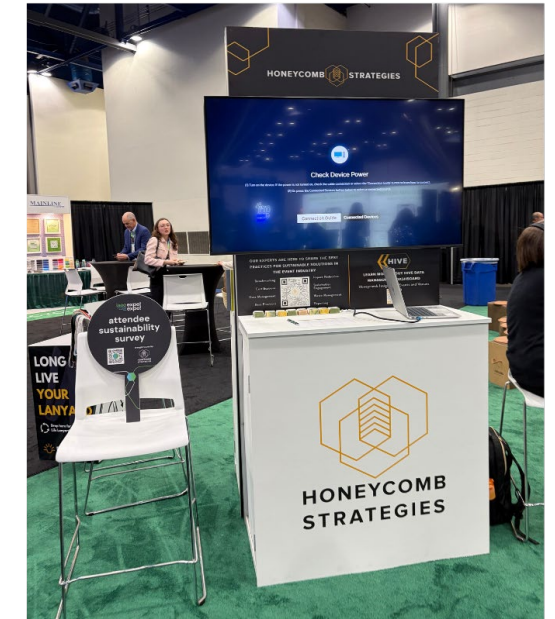
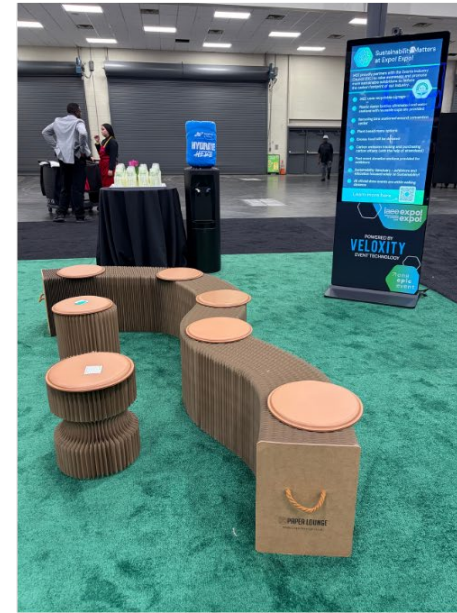
Session Selection

Day 1: Understanding & Assessment

- Morning: Establishing foundational knowledge and introducing key sustainability concepts
- Afternoon: Exploring case studies and organizational implementation strategies
- End of Day: Introducing circular economy principles as a bridge to Day 2's implementation focus

Day 2: Implementation & Action

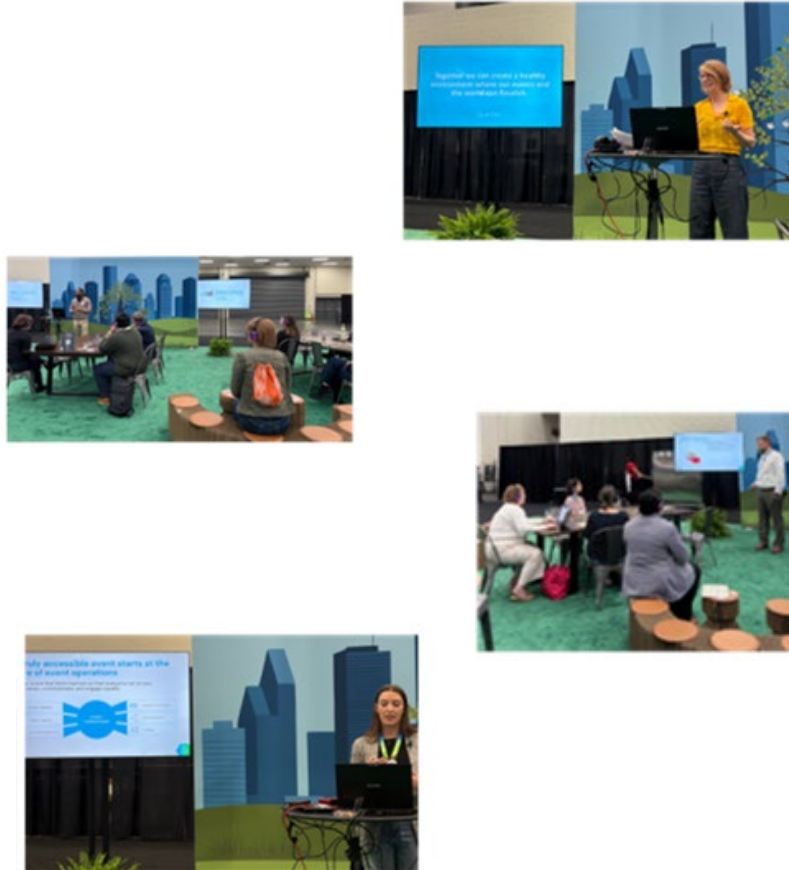
- Morning: Practical application of sustainability principles in event design and supply chain
- Afternoon: Exploring measurement methodologies and translating knowledge into actionable plans
- Overall: Moving from theory to practice with concrete takeaways



Sustainability Education

9 December 2025

- 10:00 am – 10:20 am **The Green Event Revolution: Setting The Stage**
- 10:50 am – 11:10 am **Plant-Forward Menus & Zero-Waste Catering: Practical F&B Solutions**
- 11:30 am – 11:50 am **Cutting Travel Emissions: Practical Strategies for Event Organizers**
- 3:00 pm – 3:20 pm **Waste To Wonder: Practical Circularity Strategies For Event Materials**
- 3:40 pm – 4:00 pm **Sustainability Solutions Exchange: Ask Your Questions!**



10 December 2025

- 9:30 am – 9:50 am **Aspiration To Action: Practical Sustainability For Volunteer-Led Teams**
- 10:10 am – 10:30 am **Breaking The Mold: Our Cardboard Booth At IMEX**
- 10:50 am – 11:10 am **From Data to Impact: Driving Action Through Event Sustainability Metrics**
- 11:30 am – 11:50 am **Building Truly Inclusive Events: Beyond Basic Accessibility**
- 1:30 pm – 1:50 pm **Carbon Compliance Countdown: Navigating The New Climate Reporting Landscape**
- 2:10 pm – 2:30 pm **Your 90-Day Sustainability Roadmap: Specific Actions & Metrics**
- 2:45 pm – 3:30 pm **Sustainability Solutions Exchange: Ask Your Questions!**



Help Us Grow The
Sustainable Future
Of Our Industry
&
Plant The Seeds
Of Change



Learnings: Key Takeaways from Year One



Focus on the most impactful ideas for the first year



20-minute sessions felt too short for deep engagement



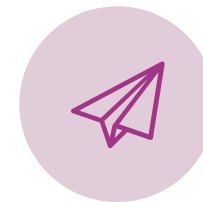
Limited Q&A in most sessions



Essential to have a dedicated speaker manager and setup coordinator



Lunch seating created a great awareness opportunity



Program story arc: A two-day journey through event sustainability

What Worked: Successes of the Sustainability Sanctuary

Effective pace and layout of the space

Strategic location on the expo floor

Inspiring content that resonated with attendees

Sessions catered to attendees at all stages of their sustainability journey

Morning and afternoon roundtable discussions facilitated peer learning



What Didn't Work: Areas for Improvement



Need more exhibitors to buy into the concept

Strategies to involve exhibitors outside the sanctuary

Increase pre-show communications to build anticipation

Enhance interaction with the backwall for idea sharing

Sessions felt rushed; longer formats may be needed

Sustainability in the Exhibition Industry

Pulse Check from
Expo! Expo! 2025



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Exhibitions & Events Mean Business

1 Sustainability is here to stay



currently incorporate sustainable practices into their company's events



said sustainability is extremely important or very important to the future of the industry

2

Measurement is a key opportunity



of respondents with active sustainability programs are measuring and reporting their impacts



want to be empowered to better demonstrate ROI and cost savings from sustainability

3

Industry associations lead the way

59%

of respondents chose industry associations as the number one source they go to for sustainability knowledge

4

Travel carbon emissions matter

82%

said it is moderately, very, or extremely important for event organizers to address travel-related carbon

5

Reusing and recycling are in demand

78%

of respondents to the exhibiting survey reported reusing elements of their booth



Reducing, reusing, and recycling waste was the #1 topic respondents want to learn about

3 Ways to Turn Insights into Action

**Get started
(if you haven't)**

**Identify data to
measure
progress**

**Seek
opportunities to
reuse and
recycle**

Download the Full Report Here

Pulse Check 2025

Sustainability in the
Exhibition Industry

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STRATEGIES**



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EXHIBITIONS & EVENTS

What we want to improve on for 2026!



Carbon Offsets



Exhibitor Engagement



On-Site Review



Recycling and Food Waste

Sustainability doesn't require perfection, it requires participation!

- Start small, but start intentionally
- Engage your partners early and often
- Build sustainability into planning from day one
- Measure what you can, learn from it, and improve each year
- Together, we can continue to elevate sustainability across the events industry.

Questions?

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