

## Green Exhibitor Guide

Welcome to TRA 2026! We're excited to have you join us at Hungexpo. We can make this event not only innovative but also sustainable. Here are some easy-to-follow steps to keep your booth eco-friendly. These actions are highly recommended to help us all reduce our footprint.

### 1. Booth Setup & Waste

- **Go reusable:** Use modular stands and furniture that can be used again at future events.
  - Choosing HUNGEXPO for your **TRA 2026** stand rental is a sustainable choice because your presence will be powered by **100% renewable electricity**, significantly reducing the carbon footprint of your exhibition space. The venue operates on a **circular economy model**, offering full-scale selective waste management and the recycling of specialized materials like exhibition carpets to minimize environmental impact. Furthermore, you can leverage **eco-conscious on-site logistics**, including state-of-the-art catering that prioritizes local, seasonal ingredients and digital-first "paperless" solutions that align perfectly with the green mobility goals of the conference.
- **Pick greener materials:** FSC-certified wood, recycled aluminium, or biodegradable fabrics are great choices.
- **Separate waste:** Cooperate with the waste management program of Hungexpo: Reduce – Reuse – Recycle! Hungexpo focus on recycling and conduct selective waste management, promotes and encourages recycling at the events. They selectively collect waste generated during events (from construction to demolition) and ensure its recycling.
- **Think digital:** Replace printed brochures with QR codes, tablets, or interactive screens.

### 2. Energy Use – Did you know Hungexpo uses 100% renewable energy?

- **Switch to LED lights** – they save energy and look great.
- **Turn off equipment** when not in use (screens, projectors, chargers).

### 3. Giveaways

- **Offer smart giveaways:** Digital vouchers only. Skip merch, even reusable bottles, or eco-friendly items.
- **Skip single-use plastics** – avoid disposable cups, straws, or plastic bags.

### 4. Transport & Logistics

- **Plan shipments smartly:** Consolidate deliveries and avoid air freight if possible.
- **Encourage public transport:** Hungexpo is easy to reach by metro and bus.
- **Offset travel emissions** if you can – it's a nice touch.

### 5. Communication

- **Show off your efforts:** Add a sign like *"This booth is built sustainably, because {...}"*.
- **Share your green story:** Tell visitors how your company is reducing its footprint.
- **Measure if you can:** Track your booth's energy or waste – it's inspiring to share.

### 6. People & Community

- **Support local suppliers** for materials and catering.
- **Make your booth accessible** for everyone.
- **Create a welcoming space** with seating, and a positive vibe.

Think of sustainability as part of your brand story. Every small step count, and together we'll make TRA 2026 a showcase of **innovation and responsibility**.