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1 Rule of a flat stomach :
 Cut down 3 Pounds of stomach fat
 every week by using this 1 weird old tip.

Tip



Sustainable Trade Show Exhibits Should Minimize Environmental Impact

By [Rob Hard](#), About.com Guide

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Event Best Practice: Green Trade Show Exhibit Booths



The Switzerland Convention & Incentive Bureau (SCIB) received the IMEX Green Exhibitor Award 2010. Their exhibit booth incorporated elements of sustainability that considered shipping, marketing materials, locally sourced foods and staff transportation.

Courtesy of SCIB

Depending on the size of the trade shows, exhibit booths can be small or extravagant exhibition structures. Organizations will determine what is most cost effective for their operating needs, but today many people are paying attention to make sure that their booths and exhibition are sustainable and reduce the overall impact of potential waste.

Sustainable exhibit booths should be designed in a way that makes exhibiting easy in the stand, and marketing materials and the entire process of exhibiting more environmentally-friendly and sustainable. It should also help reduce waste and help show organizers to be environmentally-friendly. At IMEX 2010, the Switzerland Convention and Incentive Bureau (SCIB) received the IMEX 2010 Green Exhibitor Award ([view award application](#)) because their trade show exhibit booth incorporated the following elements:

- Use of Swiss wood – a renewable source and net remover of carbon dioxide from the atmosphere – throughout the stand and its construction.
- Use of low energy lighting, minimal electricity and locally sourced organic food and beverages.

- Staff traveled by train to attend/participate in IMEX to reduce carbon emissions.
- All stand material and printed materials were shipped in a single transportation run.

The structure of SCIB's new stand was recycled from its previous stand. The new one, however, is covered with aluminum plates instead of printed pictures. SCIB explains that the synergy of using the same stand material as Switzerland Tourism also reduces the cost and the environmental impact of our presence at IMEX.

SCIB attends IMEX because "it is a recognized meeting point where event planners and suppliers in the meetings and incentives industry comes together and anticipates trends," explains Barbara Albrecht, managing director of SCIB.

Theme: SCIB was an event exhibitor at [IMEX](#) worldwide exhibition for incentive travel, meetings and events.

Event Space: Exhibition Center

Location: IMEX 2010 at [Messe](#) at Frankfurt, Germany

Date: May 24 - 26, 2010

Total Attendees:

About 3,400 exhibitors participate in the show from 150 countries. They include tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more. About 8,300 visitors attend IMEX, including more than 3,500 hosted buyers from 57 world markets attend IMEX.

Event Manager: Barbra Albrecht, Switzerland Convention & Incentive Bureau.

Submitted by: [Switzerland Convention & Incentive Bureau](#)

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