



Be a Sailors for the Sea Ocean-Friendly Exhibitor!

As part of the sailing industry, we all need to protect the waters we rely on for our sport and recreation. Did you know that there are little things that we can do at our booths and displays to minimize the environmental impact of the boat show? Although these seem like small details, they can go a long way in reducing waste and keeping plastics out of the water. An added bonus? Over time, implementing these tips can even save your company money.

Here are four areas where your company can have a real impact:

Display and Products

Skip the Zip Ties – Reusable zip ties and bungees work well, are available in a variety of sizes, and last forever – and are much less likely to end up in the water.

Use Reusable or Updateable Signage – Try to reuse your booth items as much as possible by keeping messaging evergreen.

Avoid Plastic Bags – If you are selling items at your booth, either skip bags altogether or offer a paper or reusable alternative.

Swag and Handouts

Mind the Swag – Be thoughtful with any freebies that you might be handing out and focus on sustainability instead. Avoid single-use plastic items or tchotchkes, and consider items that are useful, made from recycled materials, or are biodegradable (such as seed paper, wood, or cork). [EcoPlum](#) is a good resource for sustainable swag.

Reconsider Candy Bowls – While we love chocolates at least as much as the next person, consider skipping the candy bowl, and all the plastic wrappers that go with it.

Reduce your Paper Use – Post QR codes that people can easily scan to gain access to your brochures, catalogs, and website. Consider keeping printed collateral just for those who ask for it, and use standard paper that's easily recycled (not glossy).

Booth Staff

Encourage Reusables – Stay hydrated at the show! Ask your booth staff to bring reusable water bottles and/or coffee tumblers (or provide them!) and let them know where the closest water refill stations are. Locations are marked on show maps.

Watch the Waste – Keep a small trash container or bag handy for the inevitable bits of garbage that collect during the day, and separate out your recyclables (the show has bins!).

Messaging

Spread the Word – Does your company have a sustainability initiative such as a take-back or recycling program for worn-out gear? Be sure to let people know about it!