**AAXO Exhibition of Exhibitions 2018 Post-Show Sustainability Report:**

**Introduction**

Ultimate Data Sciences exhibited at the AAXO Exhibition of Exhibitions 2018, on 31 January 2018 and 01 February 2018.  The following report outlines each element of our stand, and why these elements were chosen from a sustainability point of view.



**Rationale**

This report has been created in accordance with the Event Greening Forum's Code of Ethics, section 2 (to "publicly disclose environmental impacts and activities through regular reporting"), and 4 ("a commitment to continual improvement in all their business activities").

This report is voluntary, and has been created to encourage comments from the Event Greening Forum as well as its members on how we may exhibit better in the future.

**Stand Design**

<u>Graphic Panels</u>

Fabric graphic panels were selected and carefully designed so that they can be re-used at future exhibitions. Design elements consider:

- The technology industry is fast-paced, and our company's products and services evolve over time. Therefore, graphic panels did not mention our products or services.
- Our products and services vary in the different niche sectors we operate in. By not mentioning our products and services, we are able to re-use these panels at exhibitions in other sectors.
- The smaller of the two panels was selected for positioning of contact details and logos of the associations we belong to. If Ultimate joins additional associations, the smaller panel can be replaced rather than all stand graphics at future exhibitions.
- Although the "10 Years" insignia was used, it would be acceptable for us to retain the mention of this milestone for another two or three years at other exhibitions.
- The plasma screen was freestanding and therefore did not damage the graphic panels.
- The counter was also branded with a non-descript graphic panel. It is our intention to mount this particular panel onto a frame so that it may be used as a wall hanging in our office.

<u>Electricity and Lighting</u>

- Electricity was switched off outside of show times.
- Mobile device chargers were unplugged from the electrical supply while not in use.
- Only LED lighting was used on the stand.

<u>Printed material</u>

- No marketing material was printed for this show.
- Business cards were given to visitors.
- We had left-over desk calendars from 2017 corporate gifts, which we distributed instead of printed marketing material. We found that these calendars are a functional product which people need and enjoy using.

<u>Portfolio</u>

- We opted for a digital (PDF) portfolio. On our stand we had a QR-code which visitors could scan in order to view our portfolio on their smart phone.
- This QR-code was created as a permalink on our website (a perpetual link which will always link to our company portfolio). Therefore, if we update our company profile in the future we do not have to re-print any QR-codes for future stands. Visitors who saved the link will always have access to the most recent version of our portfolio.
- Our portfolio was also available for viewing on an iPad on the stand.

Lead Capturing

- We created an electronic lead capturing form instead of a paper-based system.
- This practice was successful enough to prompt enquiries from other exhibitors as to how they could implement an electronic lead capturing system on their stands. Ultimate is able to provide this solution, and will make the product available to the industry.
- We found that it was necessary to make additional notes after each new lead departed from our stand. We had not implemented an electronic system to cater for this, and therefore wrote down our notes in a notebook. For the next version of this lead capturing system, we will look for ways to accommodate electronic note taking.

Travel

- Where possible, Ultimate staff car pooled for the duration of the show, including during build-up.
- Staff who lived nearest to the venue were responsible for overseeing the build-up process. Shifts were also determined according to who lived in closer proximity. For staff which needed to be both on site and in the office, travel was closely aligned to their normal travel to and from work.

**Applying the Event Greening Forum Code of Conduct:**

In interpreting and applying the Event Greening Forum Code of Conduct, the following items are pertinent in this report:

Promoting sustainability

We chose to place emphasis on our collection of digital and cloud-based services. Wherever possible, we explained the green considerations of each service to visitors, for example:

- Online platforms that eliminate the need for paper-based office administration.
- The recycling service included in our cashless payment (voucher card) system.

Reducing our environmental footprint

- The necessity of each stand element was considered, and if an element was absolutely necessary in the context of exhibiting we sought out greener options.

Operational processes

- The ideas for greening our stand came from all staff, and in each case the most green solution was selected.
- Visitors to our stand were told that we are members of the Event Greening Forum, and for those who did not know the EGF, we explained what the association does and encouraged the visitor to be on the look-out for other EGF members.
- We noted that a few visitors enquired about whether our company was committed to greening.

**Applying the Minimum Standards for Sustainable Exhibitions**

In applying the Minimum Standards for Sustainable Exhibitions 2017 (supplied by the Event Greening Forum), the following items are pertinent in this report:

- A pre-exhibition meeting was held at our offices to familiarise staff with the greening objectives of our stand.
- All stand elements were procured from EGF members.

**Challenges**

- While we encouraged staff not to purchase bottled water, some did so of their own accord. To mitigate this challenge:
    - We did not allow bottled water to be kept in plain sight on the stand.
    - We will consider greener alternatives for future shows such as providing reusable water bottles for staff.

**Conclusion**

In the spirit of adopting better greening practices, Ultimate invites the reader of this report to make comments and suggestions for our exhibition stands in the future.

Kindest regards,

*Ultimate Data Sciences (Pty) Ltd*