Building sustainable development environment of exhibition and dealing with waste reasonably

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Abstract. The waste formed by the special booth and the paper propaganda materials in the trade exhibition has become a serious public hazard. Therefore, the government must formulate laws and regulations to strengthen the management and restriction. The trade association must perfect the existing regulations and formulate new systems, supervise and manage the whole process and enforce them. The participating enterprises must change their ideas and improve their marketing level. The three parties work together to reduce the waste and create a sustainable development environment for the exhibition.

1. Exhibition performance on environmental impact

1.1. Unreasonable design and planning of exhibition venues and stands
Unreasonable design and planning of exhibition venues and stands is a potential cause of environmental pollution. It mainly includes the following aspects: first, the awareness of green design concept is weak, the ecological concept can’t be applied to the exhibition design process, and too much consideration of the external form and function of the exhibition hall, resulting in great waste. Second, the design of venue space and resource utilization is not scientific, which results in that the venue space cannot meet the requirements of natural lighting, rainwater and solar energy collection and material recycling. Thirdly, the booth design failed to follow the concept of green design, resulting in the excessive application of disposable materials and special booth, which exacerbated the environmental problems.

1.2. Low environmental protection standards for building materials of venues and booths
The main cause of environmental pollution is the substandard construction materials of venues and booths. There are few green standards for the construction of the exhibition, especially the green building measures for the exhibition project have not been introduced. Many exhibition projects do not have strict environmental protection regulations to realize the operation of the whole process of construction, inspection, use, disassembly, etc., thus causing serious environmental pollution.

1.3. Short term activities break through environmental carrying capacity
It is an important factor to cause serious environmental pollution that the short-term human flow is too large and exceeds the environmental carrying capacity. Any exhibition is inseparable from the corresponding service facilities. A large amount of carbon dioxide will be emitted into the air by the use of boiler soot and air conditioning, which will have a serious impact on the air quality in the exhibition area.
1.4. Characteristics of waste generated in the exhibition
In every stage of pre exhibition preparation, in exhibition management and post exhibition evaluation, a large amount of exhibition waste will be produced, and the highly concentrated flow of people and logistics during the exhibition will increase the amount of exhibition waste. However, the space for holding the exhibition is relatively fixed, which makes the waste generated by the exhibition relatively concentrated. The negative effects of these wastes include huge volume, spectacular lineup, waste of resources, pollution of the environment, large increase in treatment costs, etc.

There are three types of wastes in the exhibition: one is the solid waste pollutants generated by the construction of exhibition halls and stands; the other is the domestic wastes generated by the highly concentrated flow of people; the third is the large air pollution caused by the sudden increase of vehicles, excessive use of air conditioners and the use of unqualified construction materials in a short period of time. The solid waste mainly consists of paper, bottle, plastic, metal packaging containers or materials for booth construction. They are essentially over packaged waste. Either direct packaging products or indirect packaging products through packaging exhibitors. These wastes have the characteristics of gorgeous, exquisite and high-grade, all of which constitute a "visual feast", just like the useless chicken ribs left behind by the pity of abandonment.

2. Build a sustainable development environment for exhibition and reasonably deal with waste from exhibition

2.1. Implement the "green" design to promote the sustainable development of the exhibition
The first is to simplify the space structure, partition and volume design of the exhibition hall and the exhibition hall, so as to save materials and workmanship. Second, the design and construction of the exhibition hall and exhibition stand mainly use natural materials of environmental protection nature, artificial biodegradable materials, recycling and renewable materials and purification materials. The third is to design a unique display image recognition system for enterprises to achieve long-term stable reuse. The fourth is to increase the design application and modular design of detachable exhibition tools in the design of exhibition tools, so as to improve the efficiency and save the construction loss in the early stage. Finally, the practicability of the design should be highlighted. In the design of exhibition hall, venue, exhibition stand and exhibition route, the design should be combined with the actual needs, and the design innovation should be carried out on the basis of sufficient market research and field examination.

2.2. "Green" management to promote sustainable development of exhibitions
First, formulate specific green business objectives and establish a green management leading group to implement green services. Secondly, green accounting system should be implemented, and the costs and expenses of venue pollution and environmental prevention and control should be measured and recorded correctly, timely and reasonably. Third, we should carry out green marketing, collect the green degree information of relevant enterprises, and put forward specific requirements for the exhibitors in terms of material use and waste treatment.

2.3. On site waste treatment to promote the sustainable development of the exhibition
The first thing is to establish a complete garbage collection system on site, such as setting different color garbage cans and cleaning them in time to achieve classified recycling and timely treatment. Second, employees are employed to directly classify and recycle the recyclable components in solid waste, such as beverage bottles, packaging bags, fabrics, waste plastics, waste paper, waste glass, waste metal, waste rubber, etc. Third, relevant departments should be set up to simply treat the resources that can be reused after simple treatment, such as waste paper, waste wood, waste fabric, etc., so as to serve as materials for booth construction, exhibition decoration and advertising. The fourth is to sign long-term cooperation contracts with professional waste treatment enterprises to systematically
and uniformly deal with the resources that need deep processing and treatment, such as waste metal, waste glass, waste rubber and other non recyclable resources.

2.4. Promote sustainable development of exhibition through government regulation

The first is to vigorously promote the awareness of ecological environment protection through social media, and guide exhibition organizers, exhibitors and participants to jointly form a green exhibition development awareness. The second is to integrate the hotel, transportation, catering, communication and other related industries with the exhibition industry to form an organic whole, so as to optimize the resource allocation of the exhibition industry chain. The third is to establish scientific green evaluation indicators and reward and punishment mechanism from the perspective of raw materials use, booth design, service management, etc., and establish a comprehensive evaluation system for the entire exhibition industry to reduce the impact of post exhibition activities on the ecological environment, so as to promote the green development of the entire exhibition industry.

2.5. Exhibitors should weaken the role of special booth and paper publicity materials

Whether the booth is specially equipped is not the choice standard of the purchaser, what they really value is the comprehensive strength of the enterprise and the product itself. On the contrary, if the special clothing is not in line with the strength of the enterprise or too luxurious, it may also have a negative effect of "beyond the Golden Jade". For the general audience, if the information that the special booth is trying to convey can be accepted or even understood, it is necessary to mark the question mark. For the exhibitors themselves, the booth is too complex, which not only wastes the exhibition space, but also reduces the work efficiency of the exhibitors. There is no need to exaggerate the function of the special booth. To estimate the function of the exhibition paper publicity materials correctly. Exhibitors often directly link the exhibition publicity effect with the distribution quantity of paper publicity materials. Therefore, before the exhibition, we printed a large number of products at no cost, and spared no effort to distribute them frequently during the exhibition. In order to achieve the expected distribution target, exhibitors have also come up with a lot of good ideas. Some of them are specially employed and dispatched throughout the exhibition hall. They will be treated as buyers whether they need it or not. As a result, the colorful bodies of paper propaganda materials inside and outside the gate of the exhibition hall are often ugly.

Secondly, exhibitors should do a good job of on-site marketing. Such as improving the level of local special decoration and display. From the perspective of exhibition principle, the exhibition stand is the result of multiple factors. Including design, layout, lighting, color, exhibition stand, exhibition equipment, charts, exhibits, image, style, etc. Among them, the most critical factors are exhibits and exhibits description. Others can only play an auxiliary role. Therefore, exhibitors should learn to change the overall special decoration into local special decoration. They can apply for the refitting of exhibition equipment, display innovation, hang small ornaments, and supplement with unique lighting and music. There are many methods and means. The key is to win with details. Another example is to improve the ability to explore and identify potential customers. Exhibition promotion and negotiation is not only a strong physical labor, but also a strong mental labor. In order to improve the efficiency, the booth marketing personnel should learn to observe the words and colors, find and capture the targets accurately in the crowd of people flowing through the booth, and use human, material and financial resources to potential buyers. For ordinary visitors, the basic etiquette of greeting and sending is enough.

Thirdly, exhibitors should do a good job in marketing follow-up after the exhibition. For example, post exhibition publicity. This is a work that many enterprises do not attach importance to. In fact, as an important part of the whole publicity and marketing of the exhibition, it is very important and indispensable. This kind of publicity is not only a summary and review of the company's performance, but also an important means to stabilize existing customers and attract potential customers. Another example is post exhibition relationship maintenance and development. Exhibitors need to thank
existing buyers, visit key new customers and contact potential new customers before leaving the exhibition city.

2.6. Establish a system to regulate the treatment of waste from exhibitions

Legislation is an important work, it is impossible to jump. Therefore, before legislation, we should give full play to the positive role of industry associations and strengthen industry control. There are two ways to strengthen it: to perfect the existing regulations and to make a new system. In order to realize the "standardization of special booth", some regulations need to be modified and improved.

First of all, the standard control of special booth and paper publicity materials. This depends on the way of special legislation. Law is a powerful means to regulate all kinds of market behaviors and a long-term mechanism to curb excessive special clothing and excessive distribution of propaganda materials. It is suggested that the compulsory regulations on the waste management of exhibitions should be issued as soon as possible on the basis of referring to the relevant laws and regulations of China and foreign countries. Secondly, the economic control of special booth and publicity materials. Use economic means to lay the foundation for the implementation of legislation. By means of economic means, we will support the research topic of the transformation and reform of special booth, increase the investment in the training and application of advanced technology for exhibition and installation, and promote the modernization process of special booth. Special tax will be charged for over printing and distribution of oversized and oversized special booth and paper promotional materials. Exhibitors are encouraged to use the standard booth and are required to strictly control the printing and distribution of paper publicity materials. Measure and charge the materials that cannot be recovered when the exhibition is withdrawn and the paper propaganda materials abandoned on the site, and implement the responsibility system of the exhibitors.

2.7. Whole process supervision, management and enforcement

2.7.1. Supervise the whole process of design, production, move in and move out of special booth.

The trade association shall change the practice of on-site drawing review before the exhibition stand enters the construction site, go to the grassroots level in the name of the supervision unit, start from the source of design, supervise the production and processing process, reduce the use of construction materials, and encourage the use of recyclable and recyclable environmental protection materials. Strictly supervise the move in and move out of special booth. The trade association shall strictly supervise the move in and move out of the special booth, and supervise the exhibitors to improve the recovery rate of reusable materials, encourage the enterprises to save, use and reuse the materials during the exhibition, stop the overdraft of resources, and minimize the amount of waste and garbage. We should timely publicize and promote new technological achievements in the design and materials of special booth. Such as process innovation, material innovation, stand system components, etc. We should promote the promotion of exhibition and installation industry. The industry can't expect to win its own development by using a large number of construction materials and increasing the cost of construction. It must rely on strengthening its independent intellectual property rights and innovation ability, and developing new construction materials to enhance the industry competitiveness. Therefore, the industry association should follow the scientific development concept to formulate norms and strengthen the industry self-discipline.

2.7.2. Supervise the whole process of the design, production and delivery of the exhibition paper publicity materials.

Encourage exhibitors to introduce information technology means, and try to use CD-ROM, USB flash disk, e-mail and other means to transmit a large number of detailed information, while paper publicity materials are only used as auxiliary means. Improve the design level of the exhibition paper publicity materials and change the publicity methods. In view of the special circumstances of the exhibition, a highly generalized, concise and clear leaflet is designed, which not only communicates information, but also saves resources and does not make visitors tired. We should
save and cherish paper, and use more environmentally friendly and renewable paper. At the same time, standardize the distribution of paper publicity materials. It can be considered to set up a unified distribution point or self-service station at the entrance and exit of each exhibition hall. On public days, distribution will be stopped, and customers who really need it can directly ask for it from the enterprise. The relevant departments shall supervise and manage, forbid the bundling and delivery of the exhibition paper publicity materials and other free gifts, avoid the ordinary consumers who specially receive the free materials to join in the activity; also follow up the recycling and sorting of the exhibition paper publicity materials. For those publicity materials without pollution, the exhibitors shall be forced to buy back and use them again.

3. Results
It will be a systematic, social and long-term project to realize the sustainable development of the exhibition industry. It is also a great event that benefits the modern society, benefits the future and benefits human beings. The government, industry and enterprises must share the responsibility. Both exhibitors and exhibitors can play a positive role in the sustainable development of the exhibition industry. To truly realize the sustainable development of the exhibition industry, what we need to do is to update our concepts, enhance our awareness and participate in the exhibition development in a new attitude.

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