



2019 Sustainable Exhibiting Guide

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Our approach to sustainability

We're committed not only to leading through best practice in sustainability and supporting our local community, but also to inspiring action from the meetings and events industry to maximise its efforts. We just published our first official sustainability report about IMEX in Frankfurt to share our results with the industry. You can download a copy [here](#).

We're proud to say our Frankfurt show is 100% hydro-powered and thanks to our waste donation programme plus the responsible recycling systems at Messe Frankfurt, we send ZERO waste to landfill. Supporting local non-profit organisations such as Shout out Loud and Stiftung Waisenhaus Orphanage is an important part of this.

Working with many of you we launched a water refill movement during IMEX 2018 to reduce single-use plastic bottles and increase the use of water coolers and refillable water bottles. This is now a key part of our sustainability strategy.

This year I invite you all to make a sustainable exhibiting pledge. By pledging to support just three simple initiatives, you can help us make the show even more sustainable.

We hope the ideas and actions in this guide inspire you to get involved. Even if you try just one idea, it could make a real difference.

CARINA BAUER, CEO, IMEX GROUP



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STEP 1: Pre-show planning

Make your sustainability pledge

Make a sustainability pledge by committing to three green actions to minimise your impact at the show.

We'll be highlighting all stands that join the pledge with a special green stand number.

Choose **3** (or more!) of the following ideas:

1. Reduce all single-use plastics and paper, including brochures
2. Join the IMEX refill movement - don't provide bottled water - order a water cooler and bring re-usable water bottles for your team
3. Appoint a waste management champion to encourage waste reduction on your stand
4. Talk to your stand constructor about what they can do to reduce the waste they create
5. Use public transport or walk where possible to the show
6. Offset your travel to the show through a carbon offset programme
7. Consider ordering sustainable catering (see p.4)
8. Reduce or only offer sustainable gifts/ giveaways
9. Attend a sustainability education session at the show to learn new tips

[Make your pledge here](#)

Deadline: 1 May 2019



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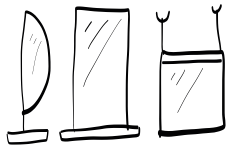
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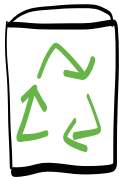
STEP 1: Pre-show planning

Your show preparations



PROMOTIONAL MATERIALS

- Use digital options instead of printed materials
- Choose sustainable, useful giveaways that have a life after the show
- If you need to print then choose post-consumer recycled paper and vegetable-based inks
- Make printed materials timeless (not date specific) so they can be reused



PACKING & SHIPPING

- Avoid using styrofoam packing peanuts, these are not recyclable
- Choose biodegradable packing
- Use recyclable packaging



FOOD & DRINK

- Order sustainable (locally produced or vegetarian) food for your stand
- Avoid single use plastic cups, cutlery/ drinking straws
- Chose sustainable service ware: glass and china
- Ask your staff to bring their own re-usable water bottles and coffee cups



JOIN THE IMEX REFILL MOVEMENT - *help reduce single-use plastic*

- Order a water dispenser/cooler for your stand instead of water bottles
- We'll give you a refill sticker for your cooler
- We'll promote your stand on social media as being part of our refill movement
- To order log into the [Messe Frankfurt Service shop](#) and search 'water dispenser'
- Top tip - order several water refills at a time to minimise delivery costs

Please email roger.lehner@imexexhibitions.com once you've ordered your water dispenser so we can keep track of interest.

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STEP 2: Responsible travel

SUSTAINABLE TRAIN TRAVEL

Travel to Frankfurt by train where possible and check out the sustainable train travel with Deutsche Bahn open to all European exhibitors. Find more information about our special offers by logging into the [IMEX website](#).

SUSTAINABLE TRAVEL FOR HOSTED BUYERS

We're proud to carbon offset all hosted buyer flights and shuttle buses thanks to our partnership with the [Costa Rica Tourism Board](#). In 2017 this saved 5,303.19 tonnes of CO2. We expect figures to be very similar for 2018, they are currently being verified.

PUBLIC TRANSPORT

To get to and from the airport or elsewhere in the Rhine Main region, take advantage of some great local public transport. You'll find more information on schedules and fares [here](#).

USE THE FRANKFURT WALKING MAP

Keep up your daily steps with our walking map. Most of the hotels in the city centre are a 20-30 minute walk of Messe Frankfurt.

[Download the Walking Map here](#)



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STEP 3: During the show

Support our donation programmes

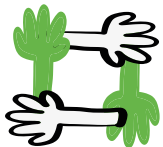
Our donation programme re-uses and recycles leftover food and materials from the show that would usually go to waste.

Non-profit organisations in Frankfurt need your help:

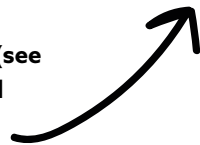
- **Lichtblick aktiv Sister Sigrid** – a shelter for the homeless
- **ShoutOutLoud** – food diversion network and social enterprise
- **Stiftung Waisenhaus Orphanage** – children's orphanage

By working with local food networks we can divert unwanted items and **help** those who need them.

Last year these organisations were thrilled to receive your leftover notebooks, flowers, sweets and lanyards. **You** can play a key role in this programme.



See what you can donate (see table right), and when and where to drop them off.



Donation item	Where and when to donate
Food - any food that can be kept at room temperature i.e. bread, pastries, unopened tins, jars and bottles	Donate at the Operations counter in front of the Operations Office in Hall 8. (Outside the entrance to the show floor.)
Furniture - tables, chairs, lamps, rugs, decorative items	Donate at the Operations counter- larger items can be collected from your stand
Floral arrangements, potted plants	On Thursday after 4pm at the Operations counter
Stand graphics and posters	Drop off to be pre-arranged at the Operations counter
Promotional items i.e. notebooks, stationery, gifts, books	Drop off bins located around the show: 2 bins in Hall 8 and 1 bin in Hall 9

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STEP 3: During the show



BADGE BACK PROGRAMME

At the end of the show please leave your badge and lanyard in the collection boxes at the exits to the hall.



GENERAL WASTE

We're extremely proud to divert **all show waste** away from landfill! **90.2%** of waste is recycled or re-used and the remaining residual waste is incinerated to create energy for the local community.

You can help by:

- Disposing of compostable items along with food in the green compost bins located in the food service areas
- Looking out for non-compostable items in your meal, such as chip bags, salad dressing and condiment packets, and **not** placing these in the green compost bins
- Placing recyclables such as paper, plastic bottles, and cans in the recycling bins



EDUCATION

Sustainability education takes place during our **free**, pre-show day of education, **EduMonday** and at the show on the Inspiration Hub.

All sessions are listed under our sustainability track. The full programme will be available on our website from **15 March**.



AWARDING INNOVATION IN SUSTAINABILITY

We're proud to run the Innovation in Sustainability Award with our partners EIC. [Take inspiration](#) from last year's winner **SMG Salt Lake**: Salt Palace Convention Center & Mountain America Exposition Center for its collaborations with stakeholders to form a powerful Green Team that achieved several APEX/ASTM certifications.

We can't wait to find out who's won this year - the winner will be announced at the IMEX Gala Dinner. Applications for the 2020 award will open at the end of 2019.

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Thank you for taking the time to exhibit sustainably at IMEX

Remember

If all exhibitors make just **one small change**
together we'll make a **one big difference**

