

EXHIBITOR GUIDE FOR A SUSTAINABLE EXHIBITION

As an exhibitor, there are plenty of things you can do to make the exhibition more sustainable. Even small gestures will have an impact – and can benefit you, too. Visible measures make a good impression on visitors as well as helping you cut costs.

With our exhibitor guide, we want to provide suggestions for a range of different areas where we are also making our own efforts to gradually improve sustainability.

Before the exhibition

Registration

Use our online application to save paper and thereby reduce CO2 emissions.

Booth construction

Take sustainability into consideration and ask your booth construction expert for advice. Reusable materials can be chosen and the floor coverings, lighting and graphics can also be made more sustainable.

Giveaways

Distribute giveaways that people can continue to use after the event, ideally for a long time. Make sure environmentally acceptable material is used and order the right amount to avoid waste. Ideally, of course, you should also think about supply chains and sustainable production.

Printed materials

Which of your materials need to be printed and which can be provided online, for example using QR codes? How many copies of the printed materials do you really need? You can also choose to offset the CO2 emissions produced during the printing of your marketing materials.

Transportation

Check the packaging material used to transport items. Can sustainable, recyclable material be used? What is the carbon footprint?

During the exhibition

Exhibitor pass

The ticket doesn't need to be printed! You can simply store it on your mobile phone and scan it at the turnstile to help save paper.

Traveling to the exhibition

- Use the event ticket offered by the rail company Deutsche Bahn or book a long-distance bus for a comfortable, affordable and environmentally friendly journey. This reduces the use of private transportation.
- Use public transportation to get around in Munich. The exhibition center is easy to reach via the subway stations Messestadt West and Messestadt Ost on line U2.

→ www.TheSmarterE.de → For Visitors → Travel Services

Catering

- While at the event, buy reusable bottles instead of single-use
- Choose local, seasonal, and ideally vegetarian meals and snacks for reduced CO2 emissions
- Support local cafés and restaurants which are committed to ensuring the sustainability of their products

Waste production

How can you reduce the amount of waste produced at your exhibition booth? As well as conserving resources, this reduces the waste disposal services needed.

Energy

Can power consumption at your booth be reduced overnight? Check which equipment needs power overnight and turn out the light. This is not just better for the environment, but also for your budget

After the exhibition

Check which booth elements, graphics and advertising materials/printed items can be reused. Check how many printed items and giveaways are left over and reduce your order for the next events accordingly.

If you follow these guidelines, you'll already be making a solid contribution to the reduction of waste and CO2 emissions. You'll also set a good example for other exhibitors. Many thanks!

Do you have any questions or suggestions?
We would be delighted to hear them. Email us at
info@thesmartere.de