

## SUSTAINABILITY INITIATIVES

Some ideas on how stands can be more sustainable at this year's event

- ☐ Let us know about your sustainability achievements, ideas and initiatives! We would love to promote you on our website and social media platforms. Please contact our Marketing Director, [Anthony.Anemogiannis@informa.com.au](mailto:Anthony.Anemogiannis@informa.com.au)

- ☐ Through our commitment to the evolution of the events industry, we aim to ensure that we are delivering the best possible experience for our customers. We believe that by moving away from the use of disposable exhibition stands we will improve the ease, quality, safety and sustainability of the exhibitor experience at our events.

Therefore, as part of event regulation we ask that exhibitors do not use disposable booths. Disposable booths are defined as space-only stands made to be used only once which are usually constructed from raw materials at the venue during build up and the main structure is disposed of after the event.

**\*\*We are specifying that any freebuild exhibitors must demonstrate evidence at both the design concept and build methodology that your stand's core structural materials are re-useable or recycled.**

For more information on Better Stands please click here: <https://betterstands.info/>

- ☐ Inspire the sustainable development of your industry by promoting your company's and your products' sustainability credentials
- ☐ Go paperless where possible. Use digital tools and platforms for promotions and sales
- ☐ Use 100% recycled / FSC certified paper for any marketing or sales material you require to have printed on your stand. Or even better capture the leads from the event and email marketing/sales material to them live at the event. Leads can be electronically captured via the event organiser visit portal.
- ☐ Pre-event Marketing – Use Digital Marketing options to promote your stand:  
**\*\* INSERT LINK WHEN RECEIVED**
- ☐ Provide each of your onsite exhibitor stand staff with a reusable coffee cup (eg Keep Cup) and reusable water bottle for them to use throughout the event.
- ☐ Promotional Products and giveaways on your stand. Can you utilise more sustainable materials, products or packaging? Look at offering functional and re-useable items (e.g a reusable coffee cup or water bottle)
- ☐ Provide non-plastic bags for give-aways on your stand. Consider FSC certified paper bags or fair trade certified organic cotton bags

- ☐ If you are having a coffee cart on your stand, we strongly encourage you to look at reusable coffee cup options, or alternatively biodegradable takeaway coffee cups.
  - ☐ Re-consider your packaging; consider the materials that you use to package goods brought onsite to the event. Does it have to be foam or one-off plastic or can it be cardboard or a soft plastic that can be used several times for other packaging purposes too?
  - ☐ Re-use your packaging. Do not throw packaging out onsite, instead store it so you can re-use it for pack down and to transport your goods back to your office
  - ☐ Use recycled and/or reusable pallets for your freight
  - ☐ Consolidate your shipments and use logistic companies that have sustainability credentials. We suggest using the events Official Show Contractor, Freeman – this will allow deliveries to be bulk delivered to the event (reducing trucks on road, pollution, carbon footprint etc). They can also help you with storage of goods during the event.
  - ☐ Correctly use the waste separation bins that are provided at the event.
  - ☐ Stand Build – are you using recyclable materials? Is your stand design reusable – can you use all or part of it at more than one event? Have you looked at stand waste disposal and considered the environment? \*Did you know MDF cannot be recycled; what materials are you using? Ask your stand builder about alternative materials to MDF
  - ☐ Use LED lighting only on your stand
  - ☐ Power down any equipment on your stand at the end of each day
  - ☐ Are your suppliers and contractors sustainability conscious? Choose suppliers who are trying to be sustainable. Hire locally where possible
  - ☐ How are your staff getting to the event? Can they attend via public transport or walk from their hotel or office (rather than catching a cab)? If they need to use a taxi can they cab share?
  - ☐ [Book accommodation](#) at The Broadmoor to minimize your carbon footprint when traveling to and from the event.
  - ☐ Pay the carbon offset for your staff flights
  - ☐ Consider raising money for charity on your stand. What's your cause? A positive PR opportunity.
-