

Exhibitor Sustainability Checklist

We aim for all of our events to be run in an environmentally and socially responsible way whilst seeking to inspire sustainable development in our markets.

We do this not only because more than 80% of our attendees tell us that they care that our events are run in a responsible manner, but because it is the right thing to do for our customers, colleagues, and the communities we serve.

We would like to encourage you to join our sustainability efforts by completing the 10 point checklist enclosed in this document.


By working together, we can make the event more memorable, meet our audience's expectations, and reduce wasted time, resources, and costs.





Exhibitor Sustainability Checklist


10 things to remember




1 Ensure your stand is designed so that its structure will be used again by either yourself or by your contractors. 

2 For your travel and transport, choose the most sustainable option possible for your journey to and from the event. Consolidate your shipments and use logistic companies that have sustainability credentials. 

3 Select energy efficient, LED lighting and other equipment for your stand and be sure to power down your equipment at the end of the day. 

4 Reduce paper handouts by going digital, and source recycled, sustainably certified paper options where printing is needed. 



5 When purchasing promotional items, consider both the environmental credentials of the materials they are made from as well as whether they are useful giveaways that will be used long after the event is over. 



6 Ensure you and your contractor are aware of and compliant with all health, safety and security requirements.



7 Think about what waste your stand will create and try to minimize it as much as possible. For the unavoidable waste items, try to ensure it will be recycled. Key items to consider include signage, carpeting and packaging waste.



8 Inspire the sustainable development of your industry by promoting your company's and your products' sustainability credentials.



9 Get involved with the numerous initiatives and conversations throughout the event which aim to help facilitate and inspire the sustainable development of your industry.



10 Help to support the sustainability of the local area by using local suppliers and considering the sustainability credentials of the hotels you book.



Would you like to work with us on the sustainability of the event? Contact the event team or reach out to Informa's sustainability team for more information at sustainability@informa.com

Do you know what happens to your stand?

Have you ever considered what happens to your stand after the event? Although only used by a minority of our exhibitors, the use of single use, “build and burn” stands that only last a few days are a major sources of waste. One single stand can create around 4 tonnes of waste. They also take longer to build, are more risky to plan and can contain a lot of hidden costs. **We would like to encourage every one of our exhibitors to join us in working towards the prevention of this unnecessary waste.**

What is a disposable stand?

The structure of a stand (e.g. the walls) are made to be only used once, and is therefore demolished and disposed of at the end of the event.

What is a reusable stand?

The structure is made using a system designed to be able to be used again and again in different formats to suit the client style. It can be owned by the client or most often rented from a contractor.

Benefits to building a non disposable stand

1. Faster, cleaner and safer build with a more reliable timeline – no stress!
2. Can lower costs as there is a lower waste bill and fewer construction hours needed
3. Higher quality look and feel for your stand
4. Demonstrates your company’s commitment to sustainability with a lower environmental impact

How you can make a difference

When choosing your contractor, make sure they are using a process which allows them to use the structure of the stand time and again. Specify it in your tender and ask them to confirm what will happen to the stand after the show.