



## BE PART OF A SUSTAINABLE EVENTS INDUSTRY

At Informa we achieve sustainable commercial success through thoughtful market focus and superior results for our customers. Being a sustainable business is central to how we run our events, how we make decisions, and how we do business every day.

Our continuing evolution is fueled by insight, innovation, and collaboration. We are proud of our commitment to having a positive environmental and social impact on both the communities and industries we work within.

We are committed to achieving a sustainable events industry and will continue to be at the forefront of driving change.

### What type of booth will you have?

One of our key issues remains the amount of waste created at our events. A key part of this is the building of space only booths.

### There are two ways to build a booth:

1. The structure is made using a system designed to be able to be used again and again in different formats to suit the client
2. The structure is usually made from MDF (Medium Density Fiberboard) to be used only once, demolished and disposed of at the end of the event.

We realize that many of our exhibitors are not aware of the differences between these two types of booths and how much of an impact this decision has on both the health & safety of our show and the environment impact.

We want to encourage all of our exhibitors to find out which of these two types of build they use and consider taking advantage of the many benefits associated with using a system build booth.

### Will it cost more?

No; booths which use system build come in all shapes, sizes, level of complexity, and prices. Therefore, there is an option to fit any budget.

### Will it look impressive?

Yes; a large majority of the most impressive booths at our show are already taking advantage of using system builds to achieve a quality finish and higher return on investment. Any desired look, feel, design, and style is achievable with a system build.

### Exhibitor Sustainability Check List:

1. Ensure your booth is designed so that it can be used again
2. Promote your company and product's sustainability credentials
3. Be energy efficient by using LED lights and energy efficient equipment such as computers and TV's
4. Reduce your paper handouts by switching to digital alternatives
5. For any paper you do use, choose recycled paper, reducing its carbon impact by a third.
6. One of the biggest environmental impacts of our events is travel and transportation. Choose public transportation and logistics companies with sustainable credentials
7. Think about what you buy for the event, such as promotional items and catering, and ask if there is a sustainable option, such as paper rather than plastic cups, or pens from recycled plastic.
8. In order to reduce waste, we are now requiring exhibitors to flatten and separate cardboard for disposal.
9. Make sure you and your contractor are aware and compliant with all of the Health and Safety Requirements
10. Check out Informa's event charity partner to discover how you can support them
11. Think about what waste your booth will create and try to minimize it as much as possible; for what waste you do have, try and ensure it is recyclable