

Checklist: Sustainable Fair Presence

Stand design & Construction

- Contact your stand builder and other service partners at an early stage about adapting your stand to the criteria in this guide
- Where possible, work together with a local stand builder
- Choose a modular, reusable stand design that can be adapted to different conditions
- Go for reusable furnishing, see [Furniture and stand equipment](#)
- Consider efficient transport and set-up solutions

Materials & Packaging

- Make sure you use single-grade, separable materials
- Where possible, avoid using painted wood, chipboard or drywall elements
- Use reusable flooring solutions (e.g. carpet tiles, laminate)
- Check for certifications and production under fair conditions
- Reduce packaging material; go for reusable material instead of film

Transport & Storage

- Where possible, use a local stand constructor so that stand materials and equipment can be stored close to the stand to reduce transport distances

Rental furniture & Decoration

- When furnishing your stand, consider furniture and furnishing elements that are reusable.
- Consider rental furniture and other decoration from local partners.
- Use potted plants instead of cut flowers and reuse, donate or give away plants after the fair.

Accessibility

- Plan your stand to be inclusive and accessible
- Present your products so that they can be easily reached by everyone

Waste management

- Where possible, only leave single-grade materials
- Use Messe Frankfurt's waste advisors
- Collect paper waste separately during dismantling
- Contact social organisations for material donations or Trash Galore for the provision of materials to social organisations

Marketing material

- Use functional and sustainably sourced promotional goods – anything else will just get thrown away.
- Avoid print products and provide digital materials via QR code instead.

Travelling


- Where possible, use the train to travel to the fair, instead of car / plane
- Use electric vehicles – charging facilities are available
- The use of local public transport RMV to travel to / from the fair is included in the exhibitor passes and trade visitor tickets

Energy

- Use energy-efficient appliances and LED lighting

- Avoid standby-mode by switching off appliances; unplug devices after charging.
- Keep hall doors closed in order to keep hall temperatures at the regulated level.

Catering

- Discuss quantity planning with your caterer at an early stage to avoid wasting food
- Give preference to regional, seasonal and vegetarian/vegan dishes
- Use reusable crockery and large containers instead of individual packaging
- Return cans and bottles with this symbol for recyclables:  .

Logistics

- Plan your shipments well in advance and avoid last-minute deliveries
- Use reusable packaging (cardboard packaging, boxes, crates)

Social sustainability

- Ensure compliance with human rights along the supply chain
- Make sure that booked personnel only work permitted working hours, take sufficient breaks and are paid fairly and equally

Communication

- Involve all participants in your sustainability strategy at an early stage.
- Sensitise the entire team at the stand – it's worth spreading the word.
- Make sustainability visible.
- Talk about small achievements – sustainability is a process and takes time.