



Sustainable participation at Events/Fairs



Exhibitors





Today, companies have an obligation to prioritize **sustainability**. You cannot confront the present without making a commitment to the future. Any project with the goal of longevity must prioritise the well-being of both the planet and society.

The MICE sector, which stands for Meetings, Incentives, Conventions, and Exhibitions, has a significant impact on the environment. Its diversity allows it to operate across a wide geographic range and be linked to almost every sector of the economy.

At IFEMA MADRID, we understand that trade fairs and exhibitions involve multiple relationships between operators and managers. These relationships occur with clients, exhibitors, visitors, companies, professionals, suppliers, and society. The media amplifies the impact of any action taken during the limited duration of these events.

For this reason, we prioritise forming alliances, and establishing guidelines to minimise any negative effects that our fairs and events may have, while maximising the positive impact on awareness, waste reduction, and social and economic development. Our fairs and events provide an opportunity to create shared value.

The **Exhibitors' Guide to Sustainable Participation at Events/Fairs** analyses the milestones that companies encounter when exhibiting at a trade fair or event. These milestones can be turned into opportunities to collaborate on sustainable development objectives.

It is gratifying for IFEMA MADRID to accompany them on this journey.

INTRODUCTION

Briefs Notes on Sustainability:

Sustainability involves achieving present effectiveness without compromising the future. It mainly refers to three areas:

- **Economy:** It involves promoting fair economic growth, supporting concepts such as innovation and entrepreneurship, and ensuring shared wealth.
- **Environment:** It implies a commitment to the rational use of natural resources, adequate waste management, and control of air emissions, while establishing the necessary measures for their reducción.
- **Social:** Promoting social justice and combating inequalities. Ensuring that a company's growth also leads to an improvement in people's quality of life.
- **Sustainable Development Goals (SDGs):** The 2030 Agenda established the Sustainable Development Goals as a guide for action. These goals serve as a reference for companies to frame their objectives. Every company that decides to establish a Sustainability Plan does so because it understands that sustainability should be part of its business strategy. The conclusion should be to act, but also to measure. Therefore, going forward, the 'Annual Results Report' should be accompanied by a 'Sustainability Report' that includes non-financial results. This will promote continuous improvement.





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Things to consider when **preparing** for the trade fair or event



THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

The exhibitor has decided to participate in the fair/event and is determining their approach. To do so, you can rely on your marketing department, on the collaboration of an external agency or decide to go via a tendering process.

In any of the three cases, consider these aspects when preparing for the fair/event to ensure your participation is as sustainable as possible:

– **Choice of Materials**

- Construction of the Stand
- Consumption Materials
- Promotional Materials
- Merchandise and Packaging

– **Safety**

– **Accessibility**

– **Actions to enhance innovation, inclusion, diversity, and skill acquisition in the sector.**



THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Choice of Materials

The amount of waste generated is a significant impact of fairs and events. Therefore, it is essential to plan the materials used in our participation carefully. This includes the construction of the stand, consumption materials, promotional material, and packaging. To ensure proper execution, we suggest following the 5 R's criteria in the following order:

- **Reflection, Rethinking, or Replacement:** substitute hazardous chemicals or materials with less harmful alternatives for people and the environment (e.g. inks, paints, etc).
- **Reduction:** minimise the volume or weight of materials used as much as possible.

- **Reuse:** reuse the material by extending its useful life. When planning your participation, consider the advantages of designing a booth that can be reused for multiple events. This approach is not only sustainable but also cost-effective for your company.
- **Repair:** any materials that may break to further extend their useful life before discarding them.
- **Recycle:** Provide a way to reuse materials that would otherwise be discarded as waste by transforming them into other materials or products.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Construction of the Stand

The stand regulations apply to both free design stands and those provided by the fair/event organizer, promoting sustainability from a client perspective.

– **Materials (cardboard, vinyl, wood, melamine, aluminium, carpet, tarpaulins, etc.):**

Use recyclable materials that comply with one or more of the following:

- The use of recycled materials in the composition of the product reduces the need for virgin raw materials.
- Manufactured with environmental considerations in mind: less water, virgin raw materials, energy, and greenhouse gases are used compared to traditional manufacturing processes.
- The manufacturing facility holds an environmental management certification: ISO 14001, EMAS, etc.
- The materials are certified in some way: ECOLABEL, UNE-EN ISO 14025, UNE-EN 15804, FSC, PEFC, etc.

The top priority for all of these materials should be their reuse or repair for reuse. If reuse is not possible, they should be recycled into new raw materials.

– **Lighting:**

Ensure that the project uses efficient lighting, such as LED, and is designed for future reuse.

– **Decorations and Furnishings:**

Encourage the use of rented or similar furniture and decorations, ensuring that they are intended for later reuse.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Consumption Materials

In addition to promotional materials, the company will also use certain materials on the stand on a continual basis, such as paper, writing materials, and glasses.

Considerations for design and procurement:

- Responsible consumption involves making adequate provisions to avoid surpluses whenever possible.
- When procuring, look for suppliers considering the following:
 - Locally sourced Local economy
 - Produced by special employment centres. Social economy
 - Companies committed to research and development or start-ups. Innovation and entrepreneurship

- The consumable materials must comply with at least one of these requirements and be recyclable:
 - The use of recycled materials in the composition of the product reduces the need for virgin raw materials.
 - Manufactured with environmental considerations in mind: less water, virgin raw materials, energy, and greenhouse gases are used compared to traditional manufacturing processes.
 - The manufacturing facility holds an environmental management certification: ISO 14001, EMAS, etc.
 - The materials are certified in some way: ECOLABEL, UNE-EN ISO 14025, UNE-EN 15804, FSC, PEFC, etc.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Promotional Materials

The company will distribute various elements to convey information about its products, services, and brand, as well as to build customer loyalty. These elements mainly include brochures.

Aspects to consider in design and purchase:

- The message and composition of the text should align with the values that the company aims to convey.
 - Responsible consumption involves making adequate provisions to avoid surpluses whenever possible.
 - Do not include information that could prevent the reuse of surpluses in subsequent editions of the fair/event, such as dates and years etc.
- When procuring, look for suppliers considering the following:
 - Locally sourced. Local economy.
 - Produced by Special Employment Centres. Social economy.
 - Companies committed to research and development or start-ups. Innovation and entrepreneurship.
 - Promotional materials must be recyclable and meet at least one of the following requirements:
 - The use of recycled materials in the composition of the product reduces the need for virgin raw materials.
 - Manufactured with environmental considerations in mind: less water, virgin raw materials, energy, and greenhouse gases are used compared to traditional manufacturing processes.
 - The manufacturing facility holds an environmental management certification: ISO 14001, EMAS, etc.
 - The materials are certified in some way: ECOLABEL, UNE-EN ISO 14025, UNE-EN 15804, FSC, PEFC, etc.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Merchandise and Packaging

- Make an accurate forecast of the required goods for the stand. By doing so, you can increase efficiency and reduce the need for unnecessary transportation packaging and waste generation.
- When preparing goods for the stand, aim for minimal packaging by optimising size and reducing padding, strapping, etc.
- Choose packaging that can be reused for both incoming and outgoing goods
- Use recyclable materials such as wood or cardboard, with recycled and/or FSC or PEFC certified.
- The filling material should be paper-cardboard instead of plastic.
- Whenever possible, replace plastic strapping with other materials such as textile or metal.
- Avoid using plastic film.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Safety

Please note that once the stand design has been approved and before engaging with the stand builder/assembler, you must ensure that you commit to:

- Have the project approved in accordance with the locally applicable regulations, as well as any instructions or guidelines from the organiser.
- Particularly with regard to overhead structures, the project of hanging points must be legalised.

The company contracted to carry out the assembly must comply with its legal obligations regarding social security, tax, and occupational risk prevention.

These include the following:

- Registration of your employees with Social Security is required.
- Ensure that your company is up to date with Social Security and tax payments.
- Guarantee that your workers have received the necessary information and training in occupational risk prevention for the assembly and dismantling work.
- Maintain a model of preventive organization within the company.
- Ensure that workers have valid medical certificates

Receipt by workers of personal protective equipment.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Accessibility

The design of the stand and participation in the fair/event must consider accessibility for people with disabilities, including but not limited to:

- In case of uneven ground, wheelchair ramps with appropriate width and inclination are available for accessibility. Alternatively, a stand at ground level without any unevenness can be used.
- Reserved seating is available in the exhibition areas for individuals who are visually impaired, hearing impaired (front row), or have reduced mobility. They shall be identified as appropriate.
- Screens and videos will be subtitled.

- As regards signage and signposting:
 - The panel's lettering should have a noticeable contrast with the background, as should the background with the surrounding area.
 - The backing shall be matt.
 - The composition shall be simple and uniform.
 - Wherever possible, include pictograms, taking into account the needs of people with on the autism spectrum.
 - Indoor and outdoor signs must include Braille and be positioned at a height of 1.25-1.75m.





THINGS TO CONSIDER WHEN PREPARING FOR THE TRADE FAIR OR EVENT

Actions to enhance innovation, inclusion, diversity, and skill acquisition in the sector.

When designing participation in a fair or event:

- During the event, activities will be planned to increase visibility for groups at risk of exclusion or people with disabilities.
- During the event, informative talks will be organised and participation in conferences will be encouraged and forums that promote skills acquisition related to sustainability or innovation.
- Including images of people in videos, brochures, posters, stickers, etc. can promote and encourage diversity in terms of gender, age, origin, size, and more.
- The selection of personnel to work at the stand during the fair/event will consider criteria of equality and diversity, such as gender, age, origin, and size.





Fair or Event Assembly



FAIR OR EVENT ASSEMBLY

The duration of the assembly period affects various aspects of sustainability.

Consumption Materials:

- Please adhere to the established set-up times provided by the organisation. The need to extend working hours beyond the planned timeframe has a direct impact on the consumption necessary to keep the spaces open and operational.
- Use energy-efficient machinery whenever possible.
- Remember to turn off equipment when it is not in use or use a timer to switch it off.

Safety:

- It is essential that all persons involved in assembly use personal protective equipment.
- As stated in the preparation for the trade fair/event, the assembly company must ensure that it complies with the legal health and safety requirements, as well as any other specific regulations or instructions established by the organisation of the trade fair/event or the venue/congress centre where it takes place.

Chemical products:

Avoid using flammable products and whenever possible, opt for non-hazardous alternatives. For example, choose water-based paint instead of solvent-based paint and natural inks instead of synthetic inks.





Residuos

As previously mentioned during the fair/event preparation phase, selecting the right materials for constructing the stand is crucial in reducing waste during assembly and dismantling. During assembly, the following steps must be taken:

- Substitute non-hazardous materials or products such as inks and paints.
- Use lighter or more compact materials.
- Use materials that can be reused or repaired.
- Materials that cannot be reused should be treated as waste and sent to authorised recycling plants for final disposal.

How to properly manage waste?

The assembling companies must be aware that they are producers of waste and, consequently, the main responsible for its management. They should aim to comply with the level of segregation described below and to divert all waste for recycling. In order to do so, it is necessary to find out about the waste treatment system set up by the organiser of the fair/event. If there is no clear information available, they should request to be informed about the available options.

The assembling company shall segregate the waste it generates during assembly into at least the following types::

- The five typical municipal waste categories are: 'Paper-cardboard', 'Packaging-plastics', 'Organic', 'Glass', and 'Other'.
- The waste generated from constructing stands includes materials such as aluminium, wood, melamine, carpet, and vinyl.

In any case, the assembling company must send all the waste fractions described above to an authorised waste manager for recycling.





Packaging

Save the packaging for later reuse in other assemblies or during disassembly.

Follow the recommendations described in trade fair/event preparation for packaging.

Transportation

Follow the recommendations described in the transport section of this guide.

Accessibility

As stated during the fair/event preparation phase, the stand's construction must consider accessibility for individuals with disabilities, including but not limited to:

- In case of uneven ground, wheelchair ramps with appropriate width and inclination are available for accessibility. Alternatively, a stand at ground level without any unevenness can be used.
- Reserved seating is available in the exhibition areas for individuals who are visually impaired, hearing impaired (front row), or have reduced mobility. They shall be identified as appropriate.

- Screens and videos will be subtitled.
- As regards signage and signposting:
 - The panel's lettering should have a noticeable contrast with the background, as should the background with the surrounding area.
 - The backing shall be matt.
 - The composition shall be simple and uniform.
 - Wherever possible, include pictograms, taking into account the needs of people with on the autism spectrum.
 - Indoor and outdoor signs must include Braille or similar-style system and be positioned at a height of 1.25-1.75m.



Entry of take down

Exhibitors



ENTRY OF TAKE DOWN

The period of goods receipt has an impact on different aspects of sustainability.

Consumption Materials:

- Please adhere to the incoming goods times set by the organisation.
- The need to extend working days beyond the planned timeframe has a direct impact on the consumption necessary to maintain the open spaces in operation.
- Use energy-efficient machinery whenever possible.
- Remember to turn off equipment when it is not in use or use a timer to switch it off.

Safety

- It is essential that all persons involved in the set-up personal protective equipment.
- As stated in the preparation for the trade fair/event, the company that unloads and assembles the goods must ensure that it complies with the legal safety requirements and any other specific regulations or instructions issued by the organisation of the fair/event or the venue/congress centre where it is being held.

Materials (consumption and promotional materials)

Both consumables and promotional material should follow the recommendations described in fair/event preparation.



ENTRY OF TAKE DOWN

Packaging

The treatment of packaging is of particular importance for incoming goods.

Our recommendation is:

- Follow the recommendations described in trade fair/event preparation for packaging.
- Follow the recommendations described in trade fair/event preparation for packaging.

Transportation

Follow the recommendations described in the transport section of this guide.

Waste

No waste should be generated at this stage if the recommendations described for packaging are followed in both the Fair/Event Preparation and Goods Receipt sections.



During the Fair or Event.

Exhibitors



DURING THE FAIR OR EVENT

Raising team awareness

In order to be aware of what sustainability means and the influence of our behaviour, it is essential to have clear information about it. Therefore, prior to the event, it is important that all those who are going to attend your stand during the event receive a brief and specific talk in which the company's commitment is conveyed to them and how they can, through their actions during the event, contribute.

As a guide, we consider it very important that you give them the following indications:

- Maintain cleanliness and proper use of facilities.
- Use natural resources responsibly: turn off taps, lighting and equipment when not in use.
- Immediately report any leaks you detect (water, gas, etc.) to those responsible for the venue or conference centre.

- Orient visitors to your stand regarding waste disposal. Clearly indicate the designated areas for paper-cardboard, packaging, organic waste, glass, and general waste.
- At the end of each day, waste must be deposited in separate bins (paper, cardboard, packaging, organic, glass and other waste) the waste that you generate or have generated that day.
- You will receive a detailed explanation of the activities that will take place at the stand and the events in which you will participate to promote innovation in the sector, inclusion, diversity, and/or skills acquisition.
- Please do not discard any leftover promotional or consumption materials at the end of the event. Instead, they will be collected with other goods during the taking down process for reuse or to be used as raw materials.

Material

This includes:

- Consumption materials
- Promotional Materials

In both cases, all aspects mentioned in this respect in the preparation phase must be taken into account.

In addition to these instructions, here are two recommendations:

- Control the distribution of your promotional material Please note that your aim should be to raise awareness of your company and your products, not to fill the litter bins of the venue.
- Ensure that any unconsumed materials have a final destination and are not left on the stand at the end of the event. You may be surprised at the value that some of these items can have for special occupancy centres or NGOs. The key is to find the appropriate place.



DURING THE FAIR OR EVENT

Getting to and from the fair/event

Follow the recommendations described in the Transport section of this guide.

Transport of Goods

Follow the recommendations described in the Transport section of this guide.

Catering

Follow the recommendations described in the Catering section of this guide.

Daily wastage

Regarding daily waste generation:

- You will have to separate them within your stand into 5 fractions in separate bags/containers/paper baskets: paper-cardboard, packaging, organic, glass and waste.
- At the end of the day, the staff hired by you for the cleaning of your stand will have to remove your waste and manage it separately in these 5 fractions.

Find out about the segregation and collection system in place at the venue or conference centre or conference centre. If there is any other, e.g. wood, this should be taken into account.





End of Fair/Event

Exhibitors



END OF FAIR/EVENT TAKE DOWN

If we have acted in accordance with the above points, the removal of goods should not cause additional complications in order to do so in a sustainable manner.

Fundamentally, it should address the following:

Packaging

The treatment of packaging is of particular importance for outgoing goods.

Our recommendation is:

- Reuse packaging from the set-up process or from other fairs/events.
- Please follow the instructions provided for fair/event preparation.

Transportation

Follow the recommendations described in the Transport section of this guide.

Consumption and Promotional Materials

If we have done the planning properly, there will not be a significant amount of surplus. In any case, let us not forget the options we have seen above:

- If it is to be used at other events, incorporate its collection into the collection of goods, following the instructions given for its removal.

If we can't reuse them, let's remember the

- option of donating them to a social organisation. Items such as pens, notebooks, and bags can all be useful.
- Finally, if none of the above options are possible, make sure that your waste treatment is carried out in an appropriate manner, segregating, as far as possible, the different components (see section waste from the assembly phase).





END OF FAIR/EVENT TAKE DOWN

Waste

To avoid generating waste at this stage, follow the recommendations described for packaging, consumables and promotional material in both the section on trade fair/event preparation and this one on Goods Receipt.

In the case of consumables and promotional material that it has not been possible to reuse or donate, it shall be in this order:

- Load it and pick it up like any other goods and take it to your premises.
- If you do not want to or cannot carry it or collect it, you should contact the venue/congress centre to find out what options they offer (e.g. separate disposal in the waste bins in the halls, etc.), but never leave it abandoned on the stand.

Safety

- It is essential that all persons who are to take part in the removal of goods use personal protective equipment.
- As stated in the preparation for the trade fair/event, the which loads and goods and company must ensure that it complies with the legal health and safety requirements, as well as any other specific regulations or instructions established by the organisation of the trade fair/event or the venue/congress centre where it takes place.

Consumption Materials

- Please adhere to the departure times of goods established by the organisation. The need to extend working hours beyond the planned timeframe has a direct impact on the consumption necessary to keep the spaces open and operational.
- Use energy-efficient machinery whenever possible.

Remember to turn off equipment when it is not in use or use a timer to switch it off.



Dismantling of the fair or event

Exhibitors



DISMANTLING OF THE FAIR OR EVENT

Waste

The dismantling period is, together with the assembly period, the one that has the greatest impact in terms of waste. This phase is a top priority because dismantling is usually done within a limited time frame.

The assembly and dismantling of our stand can be done directly or subcontracted to another company, either with the trade fair organiser or with a third company, and, in the latter case, either directly or through an agency that manages our entire participation.

In any case, we must consider ourselves responsible for ensuring that the process is carried out in a sustainable manner and, to this end, incorporate the actions listed below or demand that your supplier complies with them.

The objectives to be pursued are:

- 1. Minimise waste production.**
- 2. Separate waste.**
- 3. Recycle.**

Planning is crucial, Taking into account the time allocated for dismantling, which is usually limited, the resources the resources required for dismantling should be determined.





Waste

1. Minimise waste production (volume/weight):

To achieve this goal, it is crucial to consider reuse and repair.

In the case of total reuse, which is always preferable, apply the advice on packaging and transport that we have previously established for goods.

- If you do not plan to reuse your stand in its entirety, but only partially: analyse its component parts to determine whether there are any that could be useful on future occasions or for other types of activities (e.g. wood, aluminium, cardboard, screws, tarpaulins, lighting, wiring, carpets, plants, etc.).
- If there are materials that you do not plan to reuse, explore alternative outlets.

- Textiles: can be used by special employment centres or other institutions to manufacture other materials/products (e.g. tarpaulins are recycled in special employment centres and transformed into promotional bags or purses) or
- Natural plants: sent to special employment centres or gardening companies to be replanted.
- Food products can be sent to NGOs for their use.

2 and 3: Waste segregation and recycling:

Materials that need to be disposed of must be managed as waste.

The assembling companies must be aware that they

are producers of waste and, consequently, the main responsible for its management. They should aim to comply with the level of segregation described below and to divert all waste for recycling. In order to do so, it is necessary to find out about the waste treatment system set up by the trade fair organiser. If there is no clear information available, they should request to be informed about the available options. The assembling company shall segregate the waste it generates during assembly into at least the following types::

- The five typical municipal waste categories are: 'Paper-cardboard', 'Packaging-plastics', 'Organic', 'Glass', and 'Other'.
- The waste generated from constructing stands includes materials such as aluminium, wood, melamine, carpet, and vinyl.

In any case, the assembling company must send all the waste fractions described above to an authorised waste manager for recycling.



DISMANTLING OF THE FAIR OR EVENT

Packaging

Reuse packaging used for assembly or other trade fair set-ups and dismantling.

- Follow the recommendations described in trade fair preparation for packaging

Consumption Materials

- Please adhere to the established dismantling times provided by the organisation. The need to extend working hours beyond the planned timeframe has a direct impact on the consumption necessary to keep the spaces open and operational.
- Use energy-efficient machinery whenever possible.

Remember to turn off equipment when it is not in use or use a timer to switch it off.

Safety

- It is essential that all persons involved in dismantling use personal protective equipment.
- As stated in the preparation for the trade fair/event, the assembly company must ensure that it complies with the legal health and safety requirements, as well as any other specific regulations or instructions established by the organisation of fair/event or the venue/congress centre where it takes place.

Transportation

Follow the recommendations described in the Transport section of this guide.



Catering At The Fair Or Event



CATERING AT THE FAIR OR EVENT

Food consumption and the treatment of food surpluses and food waste waste is a very relevant aspect when it comes to sustainable participation in a trade fair, congress or event.

Regarding the event, two distinct aspects need to be studied:

Stand Personnel

It is advisable, if the objective is to have control over the impact produced, in all aspects that can depend on us, to try to act with controlled possibilities.

For this purpose, the trade fair organisers usually offer assistance options or provide companies to meet this need.

And of course, they can organise it directly from the exhibiting company itself.

In any of the three cases, there are considerations to be taken into account, either directly or by asking the concessionary company to guarantee it.

In doing so, please take into account the recommendations described below under the headings Products and foodstuffs and Packaging and containers.

Customer Service

Before proceeding further, you should be encouraged to reflect on your need and the type of care you are going to provide. Approach this reflection with a mindset of responsible consumption.

Depending on the volume you want to take on, we understand that you will make the decision to hire a specialised company or to carry it out directly with your own resources.

In either case, consider the following:

- Please ensure that you are aware of the catering regulations at the venue or conference centre .
- Finally, please note the recommendations described below under "Products and food" and "Packaging and containers".





CATERING AT THE FAIR OR EVENT

Products and Food

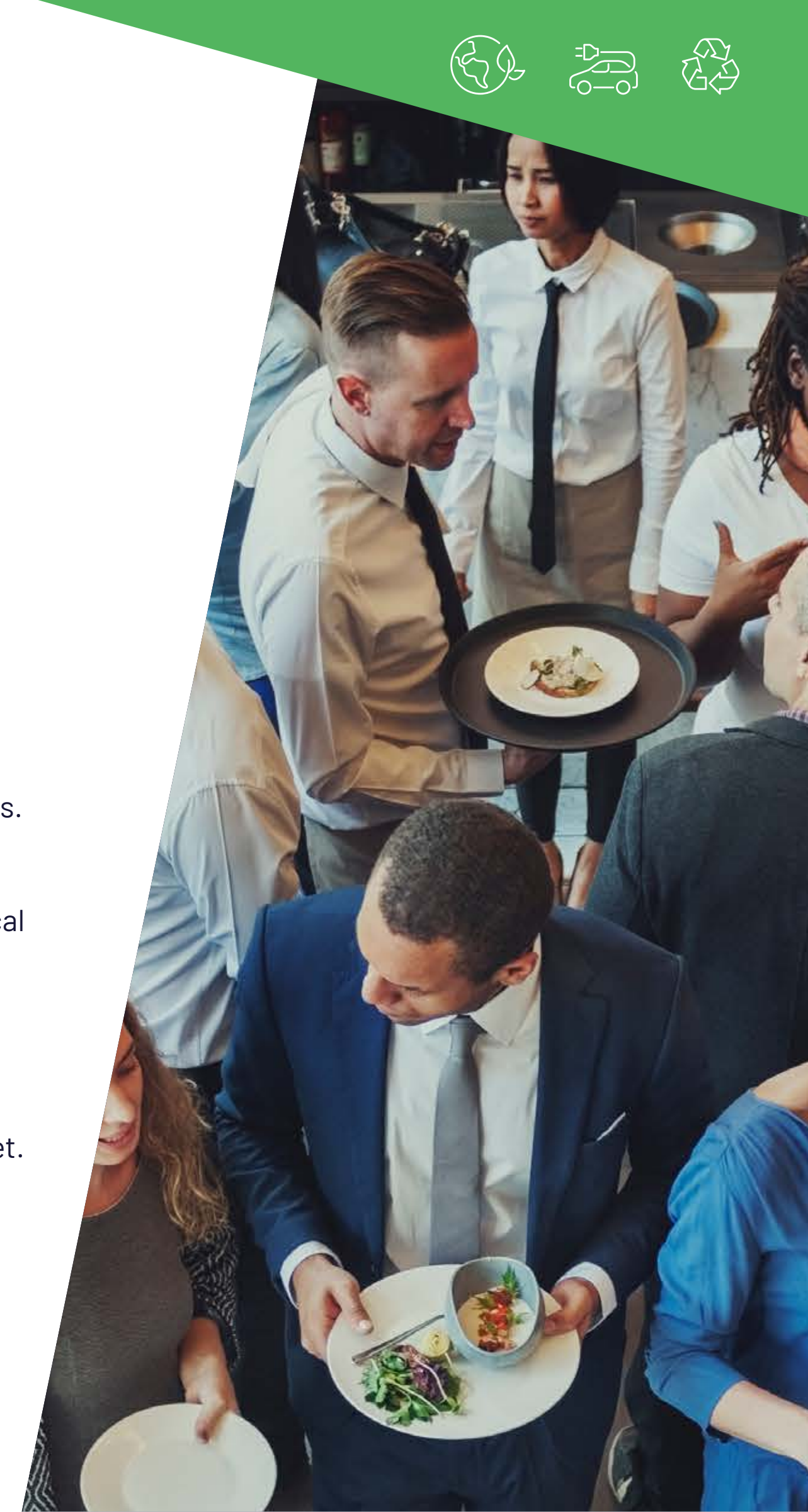
The exhibiting company is responsible for ensuring that the caterers it hires are safe and do not cause food poisoning. To this end, it must ensure that food processing and distribution in contracted caterers complies with food safety legislation.

A simple way to check that these companies comply with this type of regulations is through official certifications (e.g. ISO 22000 certification of the catering company or other similar equivalent standard, audit of the exhibiting company to the catering company for approval, etc.).

We invite you to follow these recommendations to make this service more sustainable:

- Communicate the proportionality of catered to your stand food to the number of guests. This will help to avoid unnecessary food surpluses.

- Donate any surplus food that may be generated (although it should be as little as possible if adequate daily provision is made) to local NGOs for distribution to low income people.
- Take into account food allergies and intolerances. These products must be clearly identifiable.
- Offer organic products and/or products from local producers and/or products from fair trade organisations. These products must be clearly identifiable.
- Finally, vegan products will be available to cater stand people who like to follow a plant-based diet.





Packaging and Containers

Packaging and containers examples include

- Cups/glasses,
- Plates,
- Cutlery,
- napkins, tablecloths,
- Bags,
- Straws, and drink stirrers,
- Food packaging.
- Sweet and savoury snack wrappers
- Coffee pods
- Single doses of sauces and dressings and any other similar items in single-use packaging.
- All packaging and containers used must be appropriate for food use.

The exhibiting company shall prioritise the use of reusable materials (glass, textile, ceramic, etc.) for packaging and catering containers, avoiding single-use containers. Wherever possible, the use of bulk dispensers or beverage carafes shall also be prioritised.

If it is not feasible to avoid single-use packaging and containers, they may be used as long as they are suitable for food use and comply with the packaging legislation of the country where the event is taking place.

Additionally, they must meet one of the following requirements:

- Either be manufactured under certain environmental criteria (such as FSC, PEFC, or using recycled materials).

- Or comply with other environmental certifications.
- It is recommended to have voluntary quality/food safety certifications such as IFS PACsecure, BRC Packaging, ISO 22000 or similar.

Additionally, it is important to properly dispose of both the packaging/containers and any food waste generated.

This can be achieved by:

- Separating them into appropriate paper-cardboard, packaging, glass, and organic fractions.
- And sending them to an authorised waste treatment facility for recycling.



Transport

Exhibitors



TRANSPORT

Transport of Goods

Occasionally, during the course of a fair/event, goods are moved in and out, either because direct sales are allowed, or because of replacement or substitution. In this case, as in all aspects of this Guide, proper planning at the outset of the project is very necessary to ensure that the need is addressed in a rational and sustainable manner.

This activity is carried out during assembly, goods in, holding, goods out and dismantling. Transport can be provided by the exhibiting company itself or by a third party, which may be the trade fair/event organiser, who may offer this service, please enquire about this.

As far as possible, it is recommended that materials for stand construction, consumables and exhibition material be sourced from local suppliers. If this is not possible, try to ensure that the transport used is low-emission, in addition to the following recommendations in the case of road transport:

- Select the size of vehicle, so that it is appropriate to its load. Avoid transporting air.
- Use alternative fuel vehicles (gas, hybrid, electric, etc.) as far as possible.
- Ensure that vehicles are properly maintained with up-to-date official inspections and periodic maintenance.
- Vehicles shall use low rolling resistance tyres (letter A or B) and shall be correctly inflated.
- Plan routes in such a way as to select those that involve the fewest kilometres travelled and the shortest waiting times.
- Reduce speed during transport to improve safety and fuel efficiency.





TRANSPORT

Getting to and from the fair/event

This activity is carried out during assembly, incoming goods, disassembly, removal of goods, but above all during the celebration.

The team manning a stand travels to the venue/congress centre every day to carry out their work. The organisation of the stand logistics should take into account these transfers in order to try to minimise the effect produced by them (e.g. A private shuttle service from the hotel to the fairgrounds/congress centre could be arranged on a daily basis (both outward and return)).

It is usually collective transport (e.g. coach, van, etc.), which reduces costs and emissions by reducing the number of vehicles on the road, thus improving air quality.)

Here are some effective recommendations for you to consider:

In case you and your employees are not residents of the city where the event is held:

- If possible, use train as a long-distance means of transport and, if travelling by air, select airlines that:
 - Implement initiatives to reduce the environmental impact of their flights (e.g. more efficient aircraft, lighter aircraft, aircraft that emit less greenhouse gases, carbon footprint offsetting actions, etc.) and/or,
 - Collaborate with NGOs for social purposes.
- Once you have arrived at your destination, travel to the hotel using public or collective transport (minibuses, coaches, etc.).
- When selecting accommodation, consider the following criteria:
 - Proximity to the event,
 - That there is an easy public transport route to the event or.
 - That you have public transport to the venue/congress centre for the event and select this option for the transfer of your team.
- If you use your own vehicle, arrange for carpooling.
- In case of car rental, ensure that they are electric or low-emission vehicles.
- It is important to take these recommendations into account, extending them to your transfers around the city where the event is being held outside the event hours (dinners, conferences, etc.).

In case you and your employees are resident in the locality where the event takes place:

- Encourage the use of public transport by your team.
- In case of car rental, ensure that the vehicles are low or zero-emission vehicles.
- If you use your own vehicle, arrange for carpooling.

Feel the Inspiration

IFEMA MADRID
Av. del Partenón, 5
Madrid. España

ifema.es

