messe frankfurt

Guide for Exhibitors

Exhibiting sustainably

Event organisers

Visitors

Service providers

Let's make it happen together!

Exhibitors

Sustainable events

We are happy to advise you in person.

To achieve sustainability, we need to work together as a team. With all players involved – before, during and after your trade fair presentation.

All of our own company events address sustainability topics in one form or another. Messe Frankfurt actively promotes these topics in a variety of ways through accompanying conferences, congresses and special shows. Our platforms stand for transformation and innovation – thanks to you as an exhibitor at our events!

The following factsheet gives an overview of relevant topics that can be integrated into your planning process specifically when organising sustainable trade fair presentations. We orient ourselves towards the three dimensions of sustainability:

– environmental
– economic
– social

We provide tips and tricks showing how each of us can play their part.

Your exhibition stand:

Your on-site calling card

Your exhibition stand is your on-site calling card. It's time to also profile your sustainability credentials on your exhibition area. A sustainable trade fair presence starts with the design of your exhibition stand, so articulate your own sustainability requirements and goals in your discussions with internal and external partners from the get-go.

Consider and integrate various components in your planning:

– Make sure all partners, involved parties and stand builders are aware that sustainability is important to you and ensure it is practised throughout the duration of the project.

– Choose a modular stand design that can be used for not just one, but ideally for several trade fairs.

– Avoid single-use materials wherever possible.

– Instead, use materials that can be reused and returned to the material cycle (e.g. stand walls, graphics, furnishings, floor coverings). Check the environmental footprint of different options.

– When selecting materials, pay attention to certifications, production under fair conditions and recyclability.

– Use pot plants rather than cut flowers for decoration and give them a second life after your trade fair participation.

– Avoid giveaways intended for one-time consumption or use.

– Digitise your event materials and make them available at your stand via QR codes.

– Be sure to choose partners that also pursue sustainable goals and have a shared interest in making your trade fair presence more sustainable.

– Make sure all visitors have barrier-free access to your stand.

Think big!

If all the walls in our trade fair wall system were to be laid flat ontop of one another, the pile would be almost 3.5 times as high as the Messeturm (256.5 metres) – or even higher than the world's tallest building, the Burj Khalifa (829.9 metres).

Stand construction

System stand construction is sustainable!

We have numerous examples of how versatile our system stands are. With Fairconstruction, our in-house trade fair stand constructors, we will design a sustainable, reusable trade fair stand for you. Fairconstruction is Germany's largest system stand construction provider.
We will be happy to advice you:

Fairconstruction

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Mobility

The greatest source of greenhouse gas emissions ...

... in connection with events is the travel activities of all participants. Messe Frankfurt's exhibition grounds are in the heart of the city and in the centre of Europe, providing ideal connections to both local and long-distance public transport.
The exhibition grounds and surrounding car parks also have infrastructure for charging electric cars.

How to cut your travel emissions:

– Wherever possible, travel by train rather than by car or aeroplane, for example by partnering Deutsche Bahn (German Rail) or the local public transport companies.

– If you do travel by plane, the onward journey by public transport is very convenient. You can be in the centre of the city in just 15 minutes.

– From the main station it's just a 10-minute walk to the exhibition grounds.

– You'll find many hotels of different categories close to Messe Frankfurt's locations.

– Everything is within easy reach in Frankfurt, so we recommend a walk through our lovely city.

Energy – since 2020:

Carbon-neutral energy supply

We have been committed to 100 percent carbon-neutral green electricity since 2020. With three photovoltaic systems on our exhibition grounds, we also produce our own electricity. It is important for us to know where our green electricity comes from. This is why, from 2024 onwards, 30 percent of our electricity needs will be sourced from the Boitzenburger Land solar farm that is being built in Uckermark. A further 30 percent will be generated through wind turbines allocated specifically to Messe Frankfurt. Since as far back as 2014, our Energy Team has been working constantly on ways to reduce our total energy consumption. This also includes gradually converting to LED lighting in our halls.

What we can do to save energy together:

– Be mindful of the energy efficiency of equipment and lighting used during stand assembly, dismantling and the trade fair itself.

– Make sure your stand construction companies adhere to the specified assembly and dismantling times. This is the only way we can manage the halls efficiently.

– If it is a little warmer or cooler, there's usually a good reason. We don't heat above 19°C and cool to a maximum of 6°C below the outside temperature. Just 2 degrees can save up to 12 percent of heating energy.

– Doors and gates should be kept closed wherever possible and not left open the whole time.

Saving energy at your stand

Small things, big sustainable impact!

Help protect our environment

Follow these simple tips to save energy during the trade fair and do your part to protect the environment. And we offer 100% renewable energy at no extra cost to you. In fact, since 2019 all of the energy used on the Frankfurt exhibition grounds has been renewable. Because renewable is simply better.

Turn everything off at the end of the day

Be sure to turn off all unnecessary appliances at the end of each event day. Because 10 event hours are followed by a 14-hour break! This simple step has the potential to deliver savings of over 60%.

Do not keep your stand too cool

Do not cool air conditioned stands (stand booths) below 22°C and make sure to always keep doors to these areas closed. This prevents warm air from entering the room.

Use LED lighting

Replace all of your old lighting with new energy-saving LED bulbs. Using LEDs instead of conventional bulbs can reduce energy consumption by as much as 90%.

Avoid standby mode

Devices that are always in standby mode continue to consume a lot of energy. Make sure to disconnect these devices from the power supply – one easy way to do this is to use a power strip with an on-off switch.

Whenever possible, pull the plug!

It sounds so simple, so logical, yet we almost never do it. As soon as your smartphones, tablets and other devices are fully charged, don't just remove the charging cable from the device – pull the plug out of the socket.

Naturally there are exceptions

Emergency lighting, safety and security systems, and servers required for stand facilities that cannot be restarted without a great deal of additional work, are all examples of systems that should remain in operation.

Recyclables management

Increasing the recycling rate to 100 percent ...

Thousands of cubic metres of stand construction material and other items pass through our exhibition grounds while events are being set up and dismantled. Several tonnes are left behind in the form of waste. But the good news is that our partner Meinhardt Städtereinigung GmbH & Co.KG returns more than 90 percent of this waste to the resource cycle. But we are aiming higher than this: we want to reduce total waste and to increase the recycling rate to 100 percent.

To do so, we need your help:

– The more consideration given to the disposal and recyclability of materials when planning your exhibition stand, the less waste will be produced at the end of the trade fair.

– Make sure any materials left behind are if possible untreated to allow them to be seamlessly recycled.

– We are here to help: our waste consultants, who will be on hand in the halls during set-up and dismantling, will advise you and your stand construction companies on how to sort and separate materials properly and provide the appropriate waste containers.

– Sensitise all your partners to the responsible use of resources.

Personnel and service providers

Working hand in hand

A trade fair participation as a rule is not a one-person show. Therefore, before, during and after the trade fair you are likely to be supported by a number of partners working together. Social sustainability also plays a key role in your trade fair presence.

Always act responsibly:

– Respecting human rights along the entire supply chain should be a top priority.

– Ensure that the maximum working hours and sufficient break and rest times are observed for booked personnel.

– Fair and equal pay makes everyone involved much happier.

– When choosing staff uniforms, go for environmentally friendly and fairly produced items that you can use several times.

– We are happy to provide personnel for a wide range of tasks.

Please feel free to contact us!

Catering

Combine sustainability and good food!

Our services

Our team would be happy to advise you on all the options open to you:
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Tel: +49 69 7 56 02-0
info@accente.com
www.accente.com

Providing delicious refreshments for your guests is important to us and no doubt to you, too. With our caterer, Accente, it's easy to combine sustainability and good food. Accente uses fresh, seasonal products from the local region, in organic quality wherever possible. This goes for both food and drinks. Needless to say, we use glass, porcelain and metal cutlery. We have our own staff clothing that is manufactured in the EU and maintained entirely in-house. Our kitchen and the entire logistics process – including food services warehouse – is located on the exhibition grounds, keeping distances short. Accente uses electric vehicles to make deliveries within the exhibition grounds.

Make your food options at your stand sustainable:

– Choose regional, seasonal, vegetarian and vegan dishes. Offer meat dishes only as an option.

– We recommend a limited selection of different foods so that it is easier to plan amounts and, in turn, to minimise food waste.

– Use reusable crockery and bottles and avoid small individual packs of milk and sugar.

Logistics

Digitalised processes reduce travel routes

For logistics at the exhibition grounds, we rely on our long-standing partner DSV Solutions GmbH, which is certified according to the latest DIN EN ISO 14001 standards. With our Cargo Center on our exhibition grounds and a digital traffic management system, we can coordinate deliveries, increase efficiency and reduce distances travelled. In the meantime, the Cargo Center exclusively uses electric forklifts. We are also continually expanding our use of electric forklifts in all areas. Digitalised processes reduce routes and are supported by an intelligent transport management system. To reduce vehicle movements on the premises – not only with forklifts – empty packing materials are always stored in designated spaces, which are usually near the exhibition stands or halls.

How we can all play our part:

– Involve regional service partners so that transport distances are kept as short as possible.

– Planning logistics activities early on helps to minimise the resources used.

– Avoid sending things at short notice wherever possible.

– Avoid unnecessary packaging materials and use recyclable cardboard packaging, boxes and cases instead of plastic.

Lots of tips

The guide produced by the Bundeskompetenzzentrum Barrierefreiheit e.V. contains lots of tips and a checklist for organising barrier-free events (German only).

Accessibility

Access for all

A visit to the trade fair should be possible for everyone – regardless of physical or sensory capabilities! That is why we design our exhibition grounds to be as accessible as possible.

What we do:

– Our Via Mobile walkway connects the halls seamlessly, with clear signage, strong contrasts and easy-to-understand pictograms.

– Free central parking spaces are available. We also provide wheelchairs and scooters for hire (by reservation).

– For our accessible sanitary facilities, we issue the Euro toilet key.

– Companions of people with limited mobility receive free admission.

– Flexible seating options and adjustable lecterns are standard.

– For visitors with hearing or visual impairments, we offer tailored solutions. Please contact us.

– Our hotline provides advice and support: +49 69 75 75-69 99.

How you can contribute:

– Consider accessibility early on and involve people with disabilities and/or experts.

– Avoid steps or use ramps with contrasting markings.

– Plan walkways and passages at least 1.2 m wide and allow manoeuvring spaces of 1.5 x 1.5 m (DIN 18040-1).

– Clearly signpost accessible entrances; provide a variety of seating options; design tables and counters to allow wheelchair access.

– Place information materials and technical equipment at a reachable height of around 85 cm; ensure on-screen text has high contrast (DIN 32975), uses sans-serif fonts and simple language. Position texts on display walls at a height of 90–160 cm and images at a maximum of 190 cm.

– Use bright, glare-free lighting and create quiet zones (soundproofing).

– Inform your team about accessible routes, sanitary facilities and support services.

Communication is

The name of the game

Especially when it comes to sustainability.

We encourage you to make your communication as transparent as possible:

– Involve all participants in your sustainability strategy early on.

– Sensitise the entire team at the stand, because it pays to spread the word.

– Create incentives, for example green labels for exhibitors who make a key contribution to the event's sustainability.

– Don't be shy about communicating small steps. Sustainability is a process and takes time to be implemented on a larger scale.

Carbon footprint

Avoidance before reduction before compensation

We gear our activities towards the principle of avoidance before reduction before compensation. Facts and figures are needed to back this up. We will be happy to provide you with location-specific, usage-based figures for energy, cooling, water, etc., after your event. We are in discussions with suitable partners about offering you comprehensive carbon accounting for your exhibition stand.
For further up-to-date information check our website and the respective trade fair websites.

Contributions

Give materials a second life

Pass it on:

Give event materials, display items, plants or furniture a new home. Regardless of how well events are planned, mostly materials still end up going to waste.

Join forces with local social organisations that will be pleased to receive your donations after your trade fair presentation. Minimise the disposal of materials that are still in perfectly good condition by donating them.

A Milestone:

We are EMAS-certified

Messe Frankfurt has introduced the internationally recognised environmental management system EMAS (Eco-Management and Audit Scheme) at its Frankfurt base. The EMAS validation, which also meets the requirements of environmental management norm ISO 14001, is another milestone in the company's efforts to reach its ambitious environmental targets by 2040 and is an important step towards establishing a sustainable trade fair sector.

EMAS declaration

Do you have more ideas?

If so, we we'd love to hear from you.

Let's create a sustainable future together.

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