



Sustainable trade fair presence

June 21–25, 2023 | Messe Frankfurt

Exhibiting sustainably at EUROBIKE

Sustainable actions have been part of everyday practice for EUROBIKE for a very long time and are at the very heart of everything we do. In the move to Frankfurt, we are now going one step further. As an event location, Messe Frankfurt has committed to the goals of the UN Global Compact (an agreement between the UN and businesses) and for years has been performing various measures aimed at sustainable management. Among them are the operation of an on-site photovoltaic plant with an output of 1.5 GWh, the exclusive use of renewable energies and efficient materials management. For its catering requirements, Messe Frankfurt opts for regional partners. This ensures short, low-emission transport routes and fresh products – providing benefits for everyone.

To ensure that the world's leading bicycle trade fair also serves as a role model in matters of sustainability, we need the support of you the exhibitors. Only through joint action will our sustainability philosophy lead to lasting success!

This is why we are sending you a selection of ideas and tips on how you can include the many opportunities of the new trade show location in your plans and make your show presence all the more sustainable.

- 1: Measures BEFORE the EUROBIKE show**
- 2: Outward and homeward journeys**
- 3: Measures DURING the EUROBIKE show**

1: Measures BEFORE the EUROBIKE show

A few considerations before the trade show can achieve a number of benefits. This starts with advertising material, covers booth construction and extends to catering.

Advertising material:

- Replace printed goods with digital sources
- Create reusable brochures (without date, location)
- Use sustainable printed materials
- Pack long-lasting giveaways as promotional gifts

Booth construction:

- Use of reusable stand construction and materials
 - Avoid carpets (in Hall 11 and 12) or use Cradle2Cradle mats
- › [This way to the trade fair shop](#)

Packaging and shipping:

- Use biologically degradable or recyclable packaging
- Reassess shipping methods with a view to cutting CO2

Catering:

- Avoid non-reusable cutlery
 - Use water refilling stations instead of plastic bottles
 - Take advantage of regional suppliers for catering
- › [This way to the trade fair shop](#)



2: Outward and homeward journeys

The outward and homeward journeys to and from the trade fair offer great potential for CO2 savings.

The short routes in and around Messe Frankfurt mean that there is no need at all to use a car in the city. Most hotels are located at a maximum of 15 minutes' cycle ride away from the exhibition grounds. Public transport and the bike, of course, present fast, sustainable and practical alternatives. Special tickets for the public transport network also make this an economical option.

Public Transport:

- Saver tickets for long-distance trains with Deutsche Bahn
 - › [This way to the booking portal](#)
- Gratis day ticket for the public transport network in the Rhine/Main area for exhibitor
 - › [Info on the RMV day ticket](#)

Bicycle:

- €30 credit for rental bikes from DB Call a Bike, Code: EB23EXHIBITOR
- A sustainable visit to the show? SteigUm.de calculates your savings and shows you the best route
 - › [Info on SteigUm.de](#)
- Secure bicycle parking space before the Portalhaus on the exhibition grounds, free of charge for exhibitors



3: Measures DURING the EUROBIKE show

Avoidance of waste and the recycling of materials is an essential component of a long-term and wise sustainability strategy. A lot of waste is generally produced during EUROBIKE and ideally this can be recycled after the event. This is why our waste advisers will be on hand while you are setting up your booth to assist you with managing the waste from your stand in the best possible way.

Yet there are also small measures that can help during the trade fair, e.g. proper waste separation:

- Compostable waste belongs in the green bins, which are located in the catering areas
- Recyclable materials such as paper, plastic bottles and tin cans go into the dedicated recycling bins

Help us make EUROBIKE a sustainable event with just a few simple steps and measures! For the climate, for the world and for the region. **Thank you for your support!**