

Checklist for exhibiting sustainably at a virtual event

10 things to remember

1

Make sure that your virtual booth staff get a chance to **take a break** to stay fresh and healthy.



2

Design your uploaded resources to be **easily viewed online** or via a mobile device so that attendees do not feel a need to print the materials.



3

Consider **uploading podcasts instead of brochures**. Encourage your attendees to plug in their earphones and go for a walk outside, all while listening and learning more about your product.



4

Keep your files small for quick and easy downloading. Smaller files are also a more sustainable option as it saves streaming bandwidth and electricity.

- Reminder - .png preferred over .jpeg
- Reminder - .pdf preferred over .ppt



5

Ensure all of your team are aware of and follow the events Code of Conduct, helping us **realise a respectful environment for all**.



6

To help your attendees get to know your company better and to stand out from the pack, **upload your company's sustainability credentials** as one of your resources.



7

Reduce the brightness of your screen and remember to **hibernate your computer** when not in use to help reduce your energy usage.



8

Take some time to consider your brochures, promotional videos and resources, **are they designed to be accessible?** Before uploading documents and videos, talk to your creative team about how those with language, hearing, or sight barriers can access those materials.



9

If you decide to send a "thank you" gift to the attendees who scheduled a meeting with you or visited your booth, consider sending a **virtual gift**, such as an e-card/voucher, or a donation to a charity in their name.



10

If you decide to **host a demo or a class**, consider showing your attendees how to make a healthy meal or even something linked to mental health or fitness.



Would you like to work with us on the sustainability of the event? Contact the event team or reach out to Informa's sustainability team for more information at sustainability@informa.com