



VEX

A sustainable future for
the events industry



Our ethos....

“Virtual Exhibitions can reduce carbon emissions by 99% when compared to equivalent live events”*



There are a huge number of practical and ecological benefits to hosting an event online. Aside from the added convenience to visitors of it being available 24/7 there is no travel required; other than reaching for an iPad, PC or mobile. Although webinars have been around for several years and work on a number of platforms, there is currently only one real option when it comes to a large full-scale trade fair.

The V-Ex Platform was designed from the outset as an interactive 3D environment to support online conferences and large-scale virtual trade shows with hundreds of stands and thousands of visitors.

*This is a conclusion drawn from a recent paper 'Making industrial exhibitions green' based on the ISO 20121 standard comparing a V-Ex virtual trade show with several live physical events.

The scale of the industry...and the issue



2,670 EU Trade Shows
735,500 Exhibitors
75,400,000 Visitors
500t (CO₂-eq) show average
= 1,000,000's tonnes globally*

The number of tradeshow organised during 2019 - just in continental Europe exceeded 2670, bringing together over 735,500 exhibitors and 75.4 million visitors. When you consider the carbon equivalent (CO₂-eq) for a single three-day, mid-size trade show is over 500 tonnes, then this extends into the millions of tonnes globally per annum.

Examples:

The impact made by visitors

A three-day conference with 800 attendees has a carbon footprint of 455 tonnes of CO₂ equivalents (CO₂-eq), corresponding to an average of 0.57 tonnes CO₂-eq per participant. The main contributors to these emissions are travel activities, which accounts for a total of 378 tonnes CO₂-eq or 0.47 tonnes CO₂-eq per attendee. These are followed by hotel overnight stays (39 tonnes CO₂-eq in total) and catering (20 tonnes CO₂-eq, 0.25 tonnes CO₂-eq per individual).

The impact of putting the show on

A three-day fair with 120 exhibitors and 11,600 m² of occupied surface can generate 75.5 tonnes CO₂-eq, 50.6% of which come from heating and lighting of the venue, for a total of 38.2 tonnes CO₂-eq. The second greatest contributor to the environmental impact of the preparation of a fair is the assembly of spotlight bars and carpets (over 20% of total emissions). This activity was followed by the assembly of electronic equipment, which is responsible for over 15% of total CO₂-eq.



* per annum

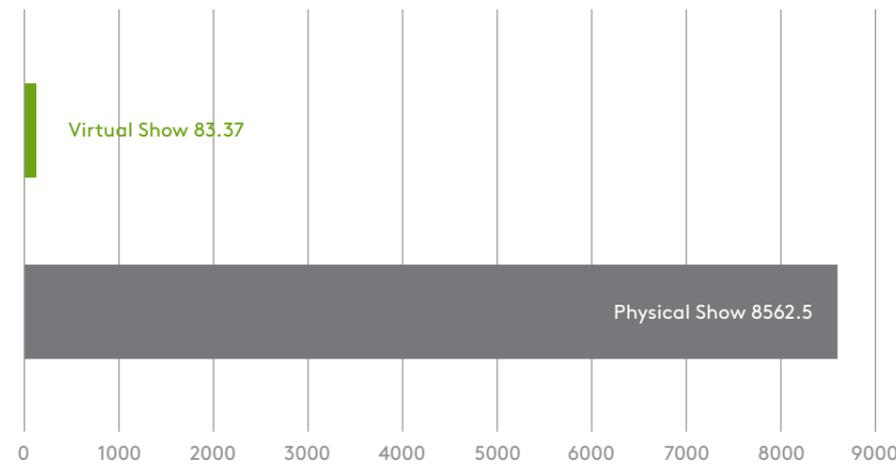
[Sustainability Park, hosted on the V-Ex Platform]

www.v-ex.com

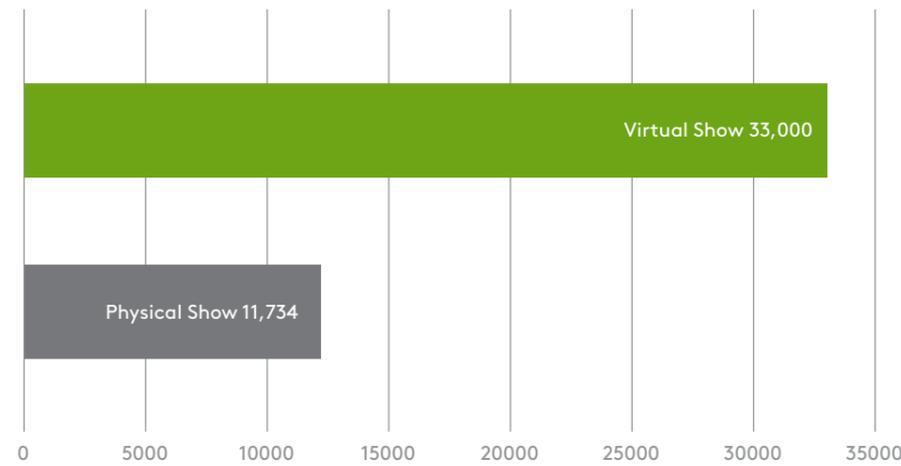
Carbon Reduction

“A virtual exhibition will create less than 1% of the carbon emissions of a live event”

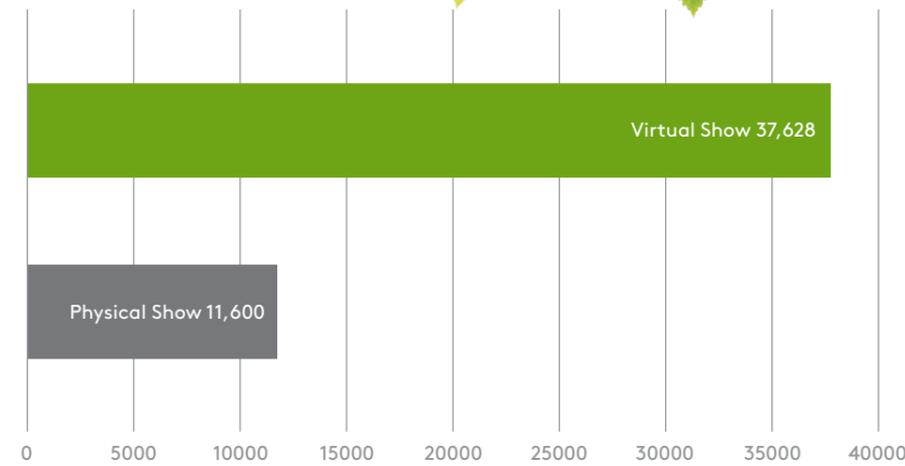
CO₂ per annum



Visitors per annum



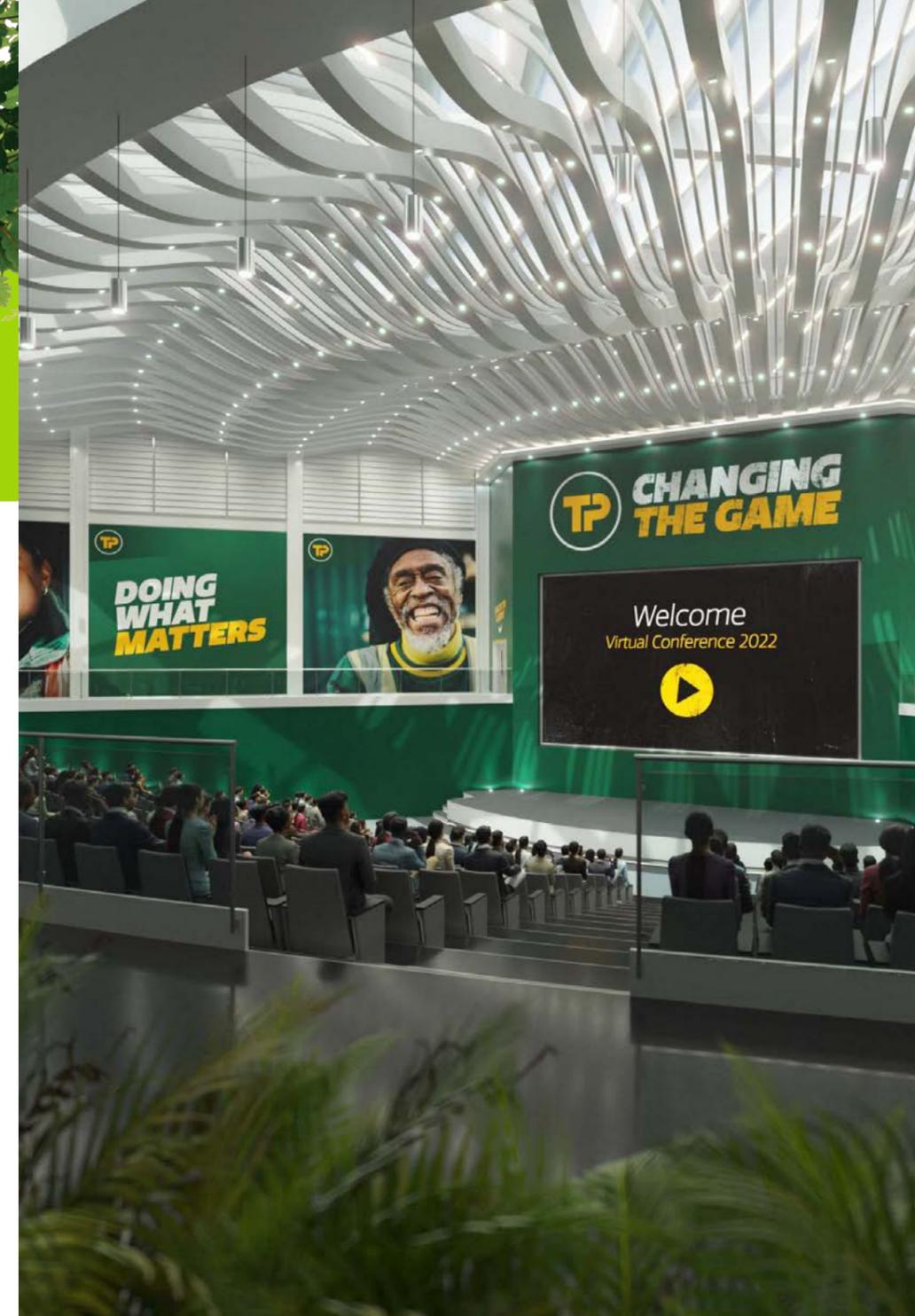
Floorspace m²



Direct comparison between physical and virtual trade fairs.

Exhibitors	Floorspace	Visitors per annum	Days	CO ₂ * per day	CO ₂ * per annum	Show Type
50	37,628	33,000	365	0.2285	83.37	Virtual Show
120	11,600	11,734	3	2,854	8652.5	Physical Show

*Tonnes CO₂-eq



About ISO 20121

“Designed to help make an event more sustainable, no matter its type or size”

According to the official ISO website:

‘Events take a heavy toll on resources, society and the environment, often generating significant waste. In addition to promoting more responsible consumption, this International Standard has been developed to relieve the strain on local infrastructure and utilities, reducing the potential for conflict in communities where events are hosted.

How does it work and who is it for?

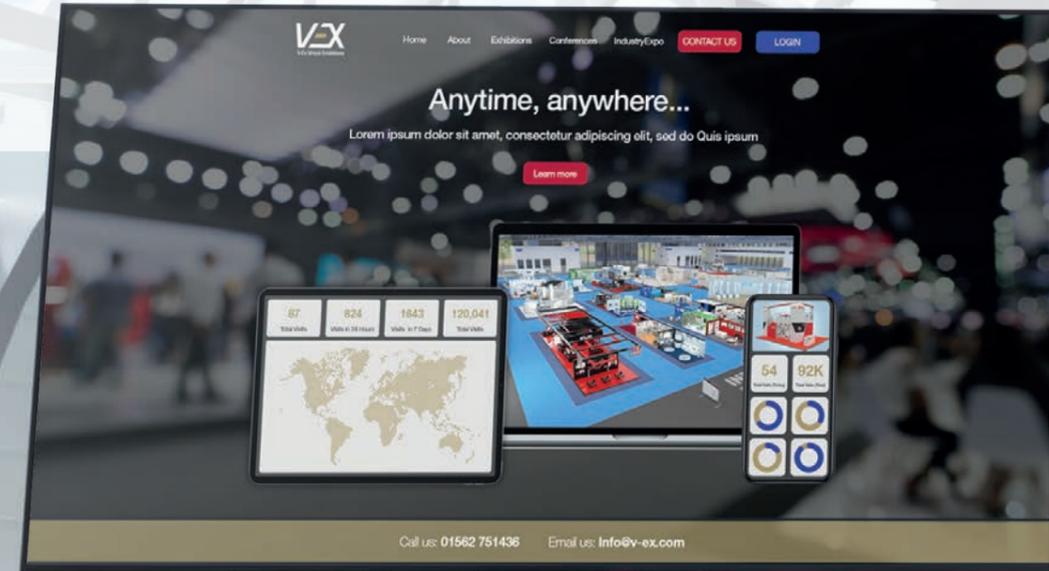
ISO 20121 offers guidance and best practice to help manage an event and control its social, economic and environmental impact. Every action counts, plus, you might find that it also helps cut unnecessary costs.

The standard has been developed with input from many different stakeholders, including representatives from the event industry, to make it practical and useful. It addresses all stages of an events’ supply chain and includes monitoring and measuring guidelines.

More information at: <https://www.iso.org/iso-20121-sustainable-events.html>



Where to start...



[Panorama view of the Sustainability Park, hosted on the V-Ex Platform]

Using virtual exhibition platforms such as V-Ex, which already hosts full-scale digital exhibitions, traditional venue owners can now rely on rendering physically accurate trade shows using real-world lighting, materials and dimensions to recreate virtual twins.

The 'virtual' halls and stands can look visually identical to the bricks and mortar versions and host most of the same trade show subjects. Trade shows that deal with services, physical products or software transfer very easily to a digital format.

Recruitment, professional services, machines, technology, components, toys, planes, trains and automobiles all work well - live animals and arena events not so much. Seminars, presentations and conferences also work well as presentations that can be pre-recorded or live steamed.

The V-Ex application is currently in its 4th generation, with 10 years of usage and development behind it. V-Ex allows owners of venues and live events to expand into the virtual world - offering exhibitors the chance to engage with a global audience, 365 days a year. A powerful CMS and analytics package drives visitor engagement while simultaneously delivering vital feedback and generating qualified sales leads in real-time.

For more information contact us directly.

The sustainability whitepaper can be downloaded from [v-ex.com/report](https://www.v-ex.com/report)



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EUROPA**

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An accomplished B2B PR agency providing customers with high quality media management and production since 1989. Combining technical writing and imagery with a personal service coupled with unrivalled experience and established media contacts.

mtt 
Translation Perfection

Technical Translation

Over 30 years in business, ISO 9001 accredited and corporate members of the Institute of Translation and Interpreting; MTT's experts provide quality translation, interpreting and project management for technical, marketing and legal documentation.

V-EX

Interactive 3D environments

Virtual interactive exhibitions, apps and environments represent the future of promotion and educational materials. Through the creation of interconnected platforms, V-Ex provides pioneering solutions to showcase products and services.

**Midland
Road
Studios**

Films and animations

Our in-house film department is at the forefront of visual media production for industry. We offer fast turnaround of high quality videos which can be used for digital marketing and exhibition attendance. Available for filming on location or from our green-screen studio.

Four centres of expertise, with one management team and a common approach

V-Ex Virtual Exhibitions Ltd

Progress House, Great Western Avenue, Worcester WR5 1AQ

T: +44 (0) 1905 917478

E: enquiries@v-ex.com

www.v-ex.com