

IMEX Frankfurt 2026 Event Sustainability Highlights

69%

an increase from **63%** in 2025

booths classed as reusable by Better Stands—

Certificates awarded: Gold: 8% booths
Silver: 53% booths Bronze: 8% booths



37%

an increase from **3%** in 2025

staff travelled by train, helping avoid over 8 tCO₂e from air travel



Place Leaders Forum

130

global delegates at the Place Leaders Forum



CTW Events®

600

Clean the World kits assembled and donated



IMEX MPI MCI
Future Leaders Forum

51

Students at IMEX-MPI-MCI Future Leaders Forum

13,515

Total number of participants at IMEX Frankfurt

an increase of **5%** from 2025



550+

attendees at 32 sessions across the Impact education track



176

people attended a well-being session in our Well-being Lounge



78

People and Planet Pledge signatories



Read IMEX's sustainability overview [here](#)



A word from our CFO, David Harrison:



This year marks an important milestone in our sustainability journey. With the publication of our sustainability strategy and decarbonization pathway, we now have greater clarity on where we are today, where we need to go and how we intend to get there. It also shapes how we think about measuring and reporting progress.

As we move from individual initiatives to a more strategic and integrated approach, we're continuing to evolve how we track performance and communicate progress. Our approach, defined as "In the moment", ensures our actions are grounded in data, focused on practical outcomes and designed to help drive measurable results across the whole of the global meetings and events industry.

IMEX Frankfurt 2026 highlights

These highlights from IMEX Frankfurt 2026 reflect both the actions taken this year and a broader shift in how we understand and define meaningful sustainability improvement.

One encouraging example is the continued evolution of Better Stands. Results show that more exhibitors are achieving higher standards: 8% of booths achieved a Gold certificate—compared with none last year.

This shows growing engagement with more sustainable exhibiting practices—exactly the kind of collective action needed to reduce waste and improve resource efficiency across the industry. It's also where we'll focus more of our strategic effort in the years ahead.

We also saw positive progress in reducing travel-related emissions within our own operations. This year, 37% of staff journeys to and from the show were by rail rather than air (up from 3% in 2025), helping avoid 8.3 tCO₂e compared to 2025. While this represents a relatively small share of our overall footprint, it shows how informed decisions can contribute to meaningful emissions reductions.

Alongside these advances, initiatives such as the IMEX-MPI-MCI Future Leaders Forum, IMEXrun, People and Planet Pledge and Clean the World kits continue to play important roles. Together, they reflect years of effort to engage our community, raise awareness and encourage positive action across our shows and operations.

Strengthening our strategic approach

At the same time, our company-wide sustainability strategy has sharpened our understanding of what long-term progress requires. It reinforces the need to look beyond individual initiatives and focus on how sustainability is embedded into decision-making, how we work with partners across the industry to accelerate change at scale and how we measure and report.

Our IMEX Frankfurt highlights mark important steps in our journey. We're proud of the progress made, while also being realistic about the challenges ahead, and committed to continuing the work.

More detailed sustainability results across our shows and business operations will be published in our first-ever annual report, due in 2027.

David Harrison, CFO, IMEX Group



Read [IMEX's sustainability strategy here](#)

