

Voices of IFAT Munich 2026

Specs Sheet – Video Creation & Reposts

#VoicesofIFATMunich is a community initiative that brings the people and ideas of IFAT Munich 2026 into the spotlight. Exhibitors are invited to share short, authentic videos that show their perspective on IFAT Munich, their solutions, their purpose or the people behind their work. Helping us create a collective voice for the environmental technology community.

Please follow the specifications below not only to ensure that your content can be featured on IFAT Munich's official channels, but also to make sure your videos meet the technical requirements of the social media platforms.

1. General requirements

- **Length:** 30 seconds to max. 2 minutes
- **Format:** MP4
- **Resolution:** At least 720p
- **Content focus:**
 - The video must focus on IFAT Munich 2026 or your environmental solutions
 - Please avoid product-heavy advertising or promotional claims
 - Authentic, idea-driven, people-focused content is encouraged
 - Suitable formats include: interview clips, demos, animations, insights from your team, or short narratives

2. Specifications per channel

LinkedIn & Facebook

- **Aspect ratio:** 4:5 (vertical)
- **Tag:** [@IFAT worldwide](#) on LinkedIn and [@IFAT](#) on Facebook to enable reposting

Instagram

- **Feed post:** 4:5 (vertical)
- **Reel:** 9:16 (vertical)

- **Tag:** [@ifatworldwide](#) to enable reposting
- **Note:** Direct reposting into the IFAT Munich Instagram feed is not possible. Videos will be shared via Instagram Stories and added to a dedicated Story Highlight.

3. How to participate

- Create a video focused on IFAT Munich or one of your innovative solutions
- Posting period: December 2025 – April 2026
- Use the hashtag: #VoicesofIFATMunich2026
- Tag the official accounts

4. Repost information

- Selected videos will be reposted on IFAT Munich's official social media channels
- A repost cannot be guaranteed and depends on the number and quality of submissions
- On Instagram, reposts will occur via Stories and be saved in a Highlight