



Moving away  
from disposable  
stands *together*



Through our commitment to the evolution of the events industry, we aim to ensure we are delivering the best possible experience for our customers.



## What is Better Stands?

Through our commitment to the evolution of the events industry, we aim to ensure we are delivering the best possible experience for our customers.

The Better Stands programme aims to unite and encourage exhibitors, along with their appointed contractors, to move away from disposable, single-use stands at events, in favour of reusable structures.

A disposable stand (booth) is a space only (raw space) build that is used only once at a single event. They are typically constructed from poor quality raw materials onsite which are then demolished post show and sent to either landfill or burnt for energy.

**By moving away from the use of disposable stands we will improve the ease, safety and sustainability of the exhibitor experience at events.**

We would like you to join us moving towards the future of events.



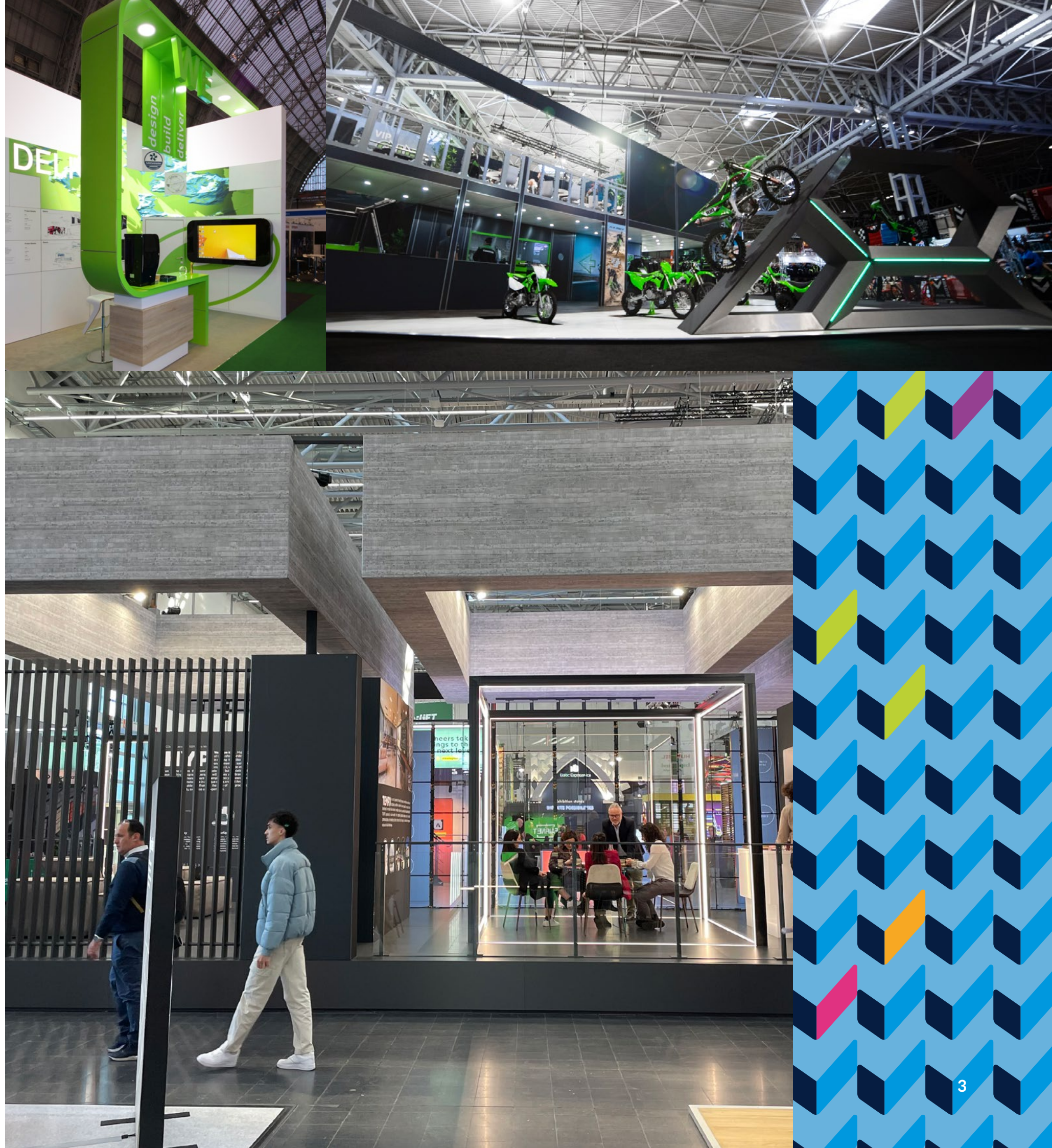
## What is the plan?

We are encouraging all exhibitors and their appointed contractors to join us in not building disposable stands.

The Better Stands programme has been divided into three key stages – Bronze, Silver and Gold. This helps facilitate a gradual transition from disposable to reusable stands for all exhibitors.

In some regions the majority of stands are already built in this way and through Better Stands we aim to help guide the rest of the world who do not yet benefit from this construction process.

Going forward Better Stands will become part of stand build regulations. Compliance will be monitored throughout the event cycle from stand plan submission through to on-site review and verification.







Better  
quality



Promotes  
sustainability



Faster  
build



Less  
waste



## Why remove disposable stands?



Disposable stands are used only once and create considerable environmental, health and safety issues on site.

They generate substantial amounts of waste and employ higher risk construction practices. **In some regions disposable stands can make up more than 80% of the events total waste.**

There is a need for stands, constructed safely which can be reused in the future, ensuring safer, smoother builds and importantly contributing to a significant reduction in the waste generated at each and every event.

Exhibitors should liaise with their contractors when agreeing the design and build of a stand to ensure it will be reusable either by themselves or by the contractors. An Exhibitors Procurement Guide is available to support your contractor selection process.

## How will this benefit exhibitors?

- Ensures a smoother, more predictable, and stress-free build and breakdown experience.
- Removes the likelihood of contractors requiring early access or late working and their subsequent costs.
- Promotes brands in positive light by highlighting sustainable qualities.
- Reduces the costs of design and construction of your stand
- Lowers your waste bill and other unpredicted costs



# How do you define a Better Stand?

We classify all stands into 4 categories – Disposable, Bronze, Silver or Gold – depending on the particular elements that are reused or recycled.

All elements of a particular category must be shown to be reused or recycled in order to achieve that classification. If a stand does not meet all the elements in the Bronze level then it is classed as disposable.



| Category           |    | Items                         | In progress |  Better Stands<br>Bronze |  Better Stands<br>Silver |  Better Stands<br>Gold |
|--------------------|----|-------------------------------|-------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Reused             | 1  | Stand structure and walls     | ×           | ✓                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 2  | Platform or raised flooring   | ×           | ✓                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 3  | Furniture and equipment       | ×           | ✓                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 4  | Lighting                      | ×           | ✓                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 5  | Fascia and overhead signage   | ×           | ×                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 6  | Rigged structure              | ×           | ×                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 7  | Ceiling                       | ×           | ×                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
|                    | 8  | Display facilities            | ×           | ×                                                                                                           | ✓                                                                                                           | ✓                                                                                                         |
| Reused or recycled | 9  | Floor covering                | ×           | ×                                                                                                           | ×                                                                                                           | ✓                                                                                                         |
|                    | 10 | Graphics and decorative items | ×           | ×                                                                                                           | ×                                                                                                           | ✓                                                                                                         |



Sustainability doesn't  
mean a limitation in style -  
Better Stands can be built  
to perfectly reflect your  
brand and suit your stand's  
requirements.



## What does a Better Stand look like?

As long as each element is reused and not  
single-use disposable then a Better Stand  
will look the same or likely better than what  
you currently have. It can be designed and  
built to suit your individual needs – the only  
limit is your stand designers imagination.





## How to find out more

For more information about Better Stands  
please refer to [betterstands.info](http://betterstands.info) or contact  
[betterstands@informa.com](mailto:betterstands@informa.com)