

Pre-event Better Stands Assessment

RETHINK



10-11 SEPTEMBER 2026 | HONG KONG
ASIA'S HUB FOR CLIMATE ACTION & SUSTAINABLE BUSINESS SOLUTIONS

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What is Better Stands?

Better Stands is a programme aimed at **helping the evolution of the events industry** towards the use of reusable stands. Using a reusable stand is not just safer, cleaner, quicker and higher quality, it also produces less waste and less carbon too.

By focusing on reuse only, we create a simple and gradual transition for our exhibitors and their appointed service providers.

At the core of Better Stands is a **10-point framework** which assesses stand reusability, giving exhibitors and their contractor a rating of **Single use, Bronze, Silver or Gold**.

Stands can be assessed on site, or a contractor can attain pre-certification for their method of build.

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



Benefits of Using a Reusable Stand



Modern and Exciting Designs

Show off your brand with eye-catching, cost-saving and sustainable designs



Smooth and Reliable Pre-show Process

A faster setup process that allows you to focus on engaging customers from the start



Rewards & Recognition

Stand out against your peers with the Better Stands Certification



Less Waste and Less Carbon

Meet your sustainability targets and reinforce sustainability messages

CONTACT US IF YOU ARE INTERESTED IN JOINING THE PRE-EVENT ASSESSMENT OF BETTER STANDS

operations@rethink-event.com

www.betterstands.org

www.rethink-event.com

Criteria of Better Stands

Category

Items

Single
Use



Reused

1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	×	✓	✓	✓
2	Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	×	✓	✓	✓
3	Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	×	✓	✓	✓
4	Lighting	All kinds of lighting in the stand and within showcases	×	✓	✓	✓
5	Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	×	×	✓	✓
6	Rigged structure	Any rigged structure including lighting gantries or other structural elements	×	×	✓	✓
7	Ceiling	Any form of ceiling (e.g. fabric ceilings, solid ceilings for lighting or stand support)	×	×	✓	✓
8	Display facilities	Built-in or detachable product display cabinets, lightboxes etc.	×	×	✓	✓

Reused / Recycled

9	Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	×	×	×	✓
10	Platform or raised flooring	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	×	×	×	✓

Why join the Better Stands Pre-Assessment at ReThink HK?



Lock in your Better Stands level before the show

Submitting your stand for pre-assessment



Receive your provisional Better Stands certificate onsite

Announce and celebrate the sustainability credentials at the event



Avoid delays after the show

Stands without pre-assessment may only receive their certification once post-event checks are completed



Support ReThink HK's drive

Safer, lower-waste, reusable stands across the show floor

Procedure and Timeline for Better Stands Pre-Assessment

24 JULY

Registration

ReThink HK creates new project on the Better Stands Platform via betterstands.org



BY 7 AUG

Document Upload

Exhibitor / service provider uploads the necessary documentation (proof of Design for Reuse) to the platform



10-14 AUG

Online Assessment

Our trained, independent third-party assessor conducts the stand assessment online



17 AUG

Better Stands Rating

The assessment results and rating are made available to the exhibitors / service providers on the platform



21 AUG

Rating Validation

Exhibitor appointed service provider queries or formally accepts rating



28 AUG

Certification

(Provisional) Certificate of achievement issued and made available for download



10-11 SEP

Showcase & Celebrate

Before, during and after the event, exhibitors and service providers can showcase their certificates and celebrate their success



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Onsite Verification Check

Trained, independent third-party assessors conduct random spot checks to confirm rating in person