



# Better Stands

Helping bring you the future of exhibition stands.

**Better** quality. **Better** safety. **Better** time efficiency. **Better** sustainability.

A **Better** exhibition experience.

Informa **Better** Stands, working together to move away from disposable stands.

# What is **Better** Stands?



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

We believe that by moving away from the use of disposable exhibition stands we will improve the ease, quality, safety and sustainability of the exhibitor experience at our events.

We would like you join us in moving towards the **future of exhibiting.**



# What is the **plan**?



Moving forward we encourage all our exhibitors to join us in not using disposable exhibition stands.

This means that **all core elements such as walls, archways, counters etc. must be constructed in a way which will ensure they are reused**, such as system build or stock panels.

In parts of EMEA the majority of stands are already built in this way, and through Better Stands we aim to help guide the rest of the region who do not yet benefit from this construction practice.

Going forward this will become **part of our stand regulations**. Compliance will be monitored throughout the exhibiting process, from stand plan submission through to onsite review.



# Why **remove** disposable stands?



Disposable stands are **used only once** and create considerable environmental and health and safety issues onsite.

They generate substantial amounts of **waste** and employ **higher risk** construction practices.

There is a need for stands made from high-quality materials, constructed safely which can be **reused at future events** ensuring safer, smoother builds and contributing to our target of halving the amount of waste generated.

Exhibitors should liaise with their contractors when agreeing the design and build of a stand to ensure that it will be reusable.



# How will this **benefit** exhibitors?



- Create a **better-looking** stand
- Ensure smoother, more efficient and **stress-free** build and breakdown
- **Remove** the need for early access or late working **costs**
- **Promote brands** in a positive light by highlighting sustainable qualities
- **Reduce the cost** of design and construction
- Lower **waste bills**



# What do exhibitors **need to do**?



**Do you already have a stand contractor?**

**If No**

When you select a stand contractor make sure they are able to provide you with a reusable stand. If you need support selecting a contractor, then please reach out to the show team who can introduce you to one of our Preferred Partners.

**If Yes**

Talk to your contractor to find out if you are already benefiting from a reusable stand

**If Yes**

If your contractor confirms they can build your stand to the regulations you don't need to do anything else! Just make sure they communicate and demonstrate this in the stand design submission.

**If No**

Explore with your contractor how they can adapt the design and build of the stand to meet regulations.

# Find out more

For more information and guidance on Better Stands please see the [Exhibitor Manual](#).

Interested in hearing more about our [sustainability strategy](#)?  
Please see our sustainability home page.

# Talk to us

We would love to hear your [feedback](#) or [suggestions](#).

Please don't hesitate to contact us at [betterstands@informa.com](mailto:betterstands@informa.com)