



Moving away  
from  
disposable  
stands *together*

# 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's in it for me?

- A smoother, more predictable and stress-free build and dismantle experience for all parties
- Reflect your brand's commitment to sustainability – as you're reducing waste and emissions by choosing a reusable stand
- Reduced waste bills and less likelihood of other unpredicted costs
- Reusable stands reduce the likelihood of accidents and incidents occurring during the build and dismantle of your stand
- Reusable stands also remove the likelihood of requiring early access or late working with subsequent additional costs

**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 do I need to do?



To make your commitment to Better Stands and contribute to a more sustainable event:

1. Familiarise yourself with the [Better Stands Brochure & Framework below](#)
2. Work with us to ensure the stand you are building reaches at least a **bronze** level, meaning the stand structure and walls, platform, furniture, equipment, and lighting are all **reused, by our event in 2026. By reuse we mean that the component of the stand is used at more than one event. Recycling or repurposing the component outside of an exhibition stand does not count.**
3. Work with your contractor to complete the pre-event stand design submission questions in the exhibitor portal stating which categories of the components of the stand you plan to reuse

Category		Items	Fully disposable	Better Stands Bronze	Better Stands Silver	Better Stands Gold
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 or recycled	9	Floor covering Carpet, floor tiles, HDF coverings, lino etc.	×	×	×	✓
	10	Graphics and decorative items Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	×	×	×	✓





## What will we do?

To ensure all exhibitors can meet the Better Stands guidelines we will:

- Provide a [Procurement Guide](#) to support you in finding contractors that can build reusable stands
- Offer help and advice to find sustainable solutions that suit your needs
- Provide a list of [Recommended Contractors](#) with experience producing sustainable stands
- Review your stand designs prior to the permission stage and make you aware of any breaches
- Conduct onsite reporting to see which rating your stand receives. Each space-only stand will be scored against a checklist of the 10 elements above

This year is about engaging clients and contractors about Informa's Better Stands programme, providing information on how you can help us move towards the future of the events industry. The regulations for 2027 will see the bronze level enforced for all space-only clients. Now's the time to start taking action and get ahead of the game. Why not set yourself up this year so you are in the best position to make your commitment in the future!

### How to find out more

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