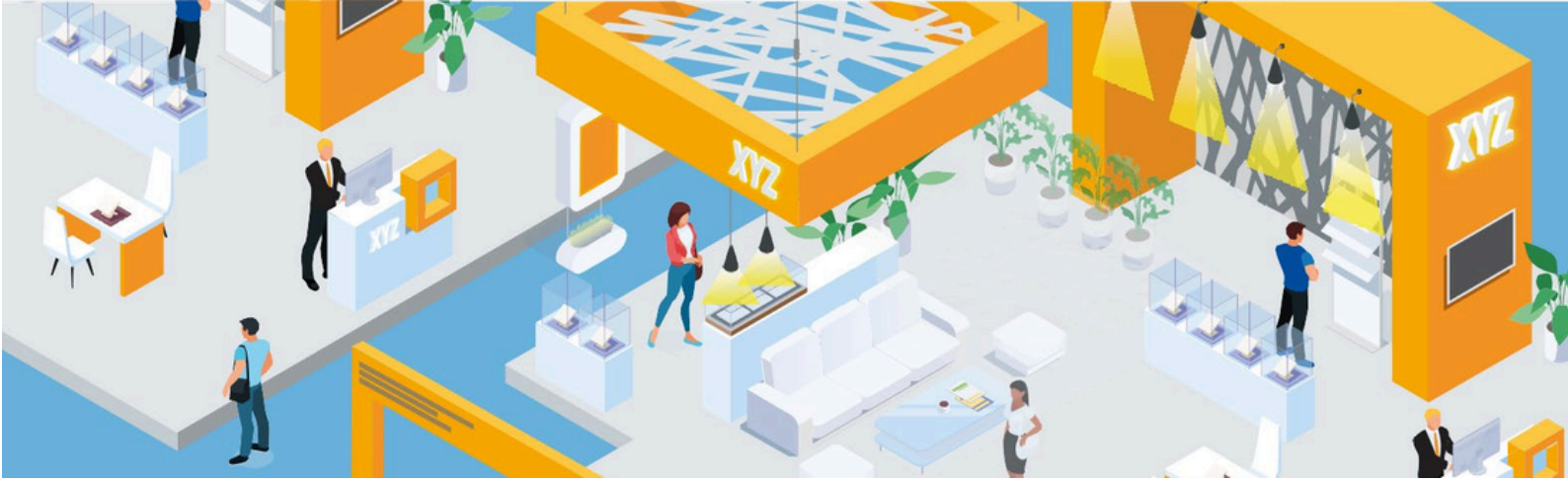


BETTER STANDS by NZCE

IWCE by informa

# Moving away from disposable stands *together*



# Better Stands

Didyou know that one medium-sized disposable stand produces around four tonnes of waste, which is almost 10x the average person's household waste per year[i]?

Designed to be used only once, they have a significant impact on the environment, in addition to increasing health and safety risks onsite.

Better Stands is an Informa-wide programme aiming to ensure that all core elements of exhibitor stands are reusable. Help us to reduce the environmental impact of our event by committing to the Better Stands programme framework and show that your company values being part of sustainable and socially responsible events.

## What's in it for me?

BETTER STANDS by NZCE

- A better quality, more attractive & sustainable stand
- Opportunity to promote the sustainable credentials of your brand
- Smoother, more efficient assemble and dismantle periods
- Lower work hours and reduced construction costs
- Reduce or eradicate your waste bill

**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?

TomakeyourcommitmenttoBetterStandsand contribute to a more sustainable event:

1. Familiarise yourself with the Better Stands Brochure & Framework
2. Share these guidelines with your contractor before they begin designing your stand
3. Ensure your stand reaches at least a **bronze** level, meaning the stand structure and walls, platform or raised flooring, furniture, equipment and lighting are all reused
4. Ensure that the submitted stand design clearly communicates how you will meet the Better Stands guidelines

| | | 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?

Toensureall exhibitors can meet the Better Stands guidelines we will:

- Provide a Procurement Guide to support you in finding contractors that can build reusable stands
- Review your stand designs prior to the permission stage and make you aware of any breaches
- Offer help and advice to find sustainable solutions that suit your needs
- Conduct onsite reporting to see which grading your stand receives. Each space-only stand will be scored against a checklist of the 10 elements above
- Provide initial ratings to the appointed contractor of each stand. Contractors will be given the opportunity to appeal their rating and provide further evidence if they do not agree with the results. If successful, adjustments are made, and the final rating will then be shared with you.

This year is about educating clients and contractors about Informa's Better Stands initiative, providing information on how you can help us move away from disposable stands together. The regulations for 2025 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!

[i] https://www.statista.com/statistics/322 535/total-household-waste-volumes-in-england-uk-per-person/

## How to find out more

**For more information about Better Stands please refer to betterstands.info or contact betterstands@informa.com**