



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 & then ultimately recyclable 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.

We are encouraging Exhibitors to liaise with their contractors from the outset when agreeing the design and build of their stand to ensure it will be reusable.

What are the benefits of Better Stands?

- Ensures a smoother, more predictable, stress-free build and breakdown experience for all parties.
- Removes the likelihood of requiring early access or late working with subsequent additional costs.
- Promotes your brand in positive light by highlighting sustainable qualities & practices.
- Increased client retention rates - Exhibitors are more likely to use you multiple times if you meet the desired standards.
- 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 & then ultimately 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	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	×	×	×	✓



Sustainability doesn't mean a limitation in style - Better Stands can be built to perfectly reflect your Clients brand whilst meeting stand 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 even better than current builds.

They can be designed and built to suit your individual client needs – the only limit is your stand designers imagination.



How to find out more

For more information or guidance please refer to your event team.



**Better
Stands**

Moving away from
disposable stands *together*