

BETTER STANDS BROCHURE

AN INTRODUCTION TO THE PROGRAMME



A large, abstract graphic on the left side of the slide. It consists of several thick, light blue lines forming a series of nested, angular shapes that resemble a stylized 'Z' or a series of connected arrows pointing upwards and to the right. The lines are of uniform thickness and the overall shape is dynamic and modern.

**Better Stands is uniting the events
and exhibitions industry to adopt
reusable stands, ensuring smarter,
safer and more sustainable
solutions globally.**

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.



That's why we're part of Better Stands. 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.

A single use stand (booth) is a space only (raw space) build that is used only once at a single event and is then disposed of post-show. By focussing 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.

WHAT ARE THE BENEFITS OF MOVING TO A REUSABLE STAND?



- Reusable stands offer some of the most **modern and exciting designs** out there, meaning you can show your brand off in the best light, while saving money and reducing waste.



- Reusable stands are quicker to build, which means a **smoother and more reliable** pre-show process, putting you in the best position to engage with customers when the show opens.



- Better Stands as programme has started rolling out **rewards and recognition** for exhibitors who engage with the programme and build a reusable stand at a given show, which you can use to stand out against your peers



- Reusable stands **mean less waste and less carbon**, which can help you reach your own sustainability targets and align with the sustainability messaging you may be using with customers

HOW DO YOU DEFINE A BETTER STAND?

The 10 key elements of a stand are assessed for reuse. This determines its categorisation of Single Use, Bronze, Silver or Gold.



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	✗	✗	✓
REUSED / RECYCLED	8	Display facilities	Built-in or detachable product display cabinets, lightboxes etc.	✗	✓	✓
	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	✗	✗	✓

COMMON QUESTIONS AND CONCERNS ANSWERED



WHAT IF AN ELEMENT OF MY STAND IS REUSED FOR SOMETHING OTHER THAN AN EXHIBITION STAND?

For it to count as reuse within the Better Stands framework it needs to be reused as a part of an exhibition stand. Better Stands aims to foster a circular economy model within the exhibitions industry, meaning elements of a stand are used time and time again for different exhibitions. Although repurposing the element for a different use outside of the exhibitions industry helps to mitigate our industries waste, it does not solve the problem we have and does not deliver the other benefits of Better Stands such as improved Health and Safety.



DOES ALL OF AN ELEMENT NEED TO BE REUSED FOR IT TO COUNT?

We use a 90/10 rule when assessing if an element is reused. So, 90% of the element needs to be reused in an event setting and 10% or less can be waste. This is inline with other waste standards.



CAN I REUSE ANY 4 ELEMENTS TO GAIN A RATING OF BRONZE?

No, it needs to be the **four** elements within the bronze level to achieve Bronze.



I DON'T KNOW WHERE TO START WITH PROCURING A REUSABLE STAND?

Please refer to our procurement guide that will provide you with all the questions to ask your appointed contractor/service provider for the show.