



# Informa BetterStands

Moving away from disposable stands together.

Better quality. Better safety. Better experience.

Better Stands, building a sustainable future for the events industry.

# What is **Better** Stands?



Through our commitment to the evolution of the events industry, we aim to ensure that 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 re-usable or recyclable structures.

A disposable stand or booth is a space only/raw space build that is **used only once**. They are typically constructed from poor quality raw materials onsite which are then demolished post show and sent to either landfill or burned.

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

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



# What is the **plan**?

We will be encouraging all our exhibitors and their contractors to join us in not using 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 practice.

Going forward this will become **part of our stand regulations**. Compliance will be monitored throughout the event 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, 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. An **Exhibitors Procurement Guide** is available to support you.



# How will this benefit exhibitors?

- Ensure smoother, **more** predictable 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 bill**



# How do you define a **Better Stand**?

We classify all stands into four categories - **Disposable**, **Bronze**, **Silver** or **Gold** - depending on the particular elements that are reused or recycled.

All **elements** of a particular category must be reused or recycled in order to achieve that classification. If the stand does not reuse all of the elements in the Bronze level, it is classed as **Disposable**.



**BRONZE**

- 
- Stand structure and walls
  - Platform or raised flooring
  - Furniture and equipment
  - Lighting



**SILVER**

- 
- All **Bronze** elements, plus:
- Fascia & overhead signage
  - Rigged structure
  - Ceiling
  - Display facilities



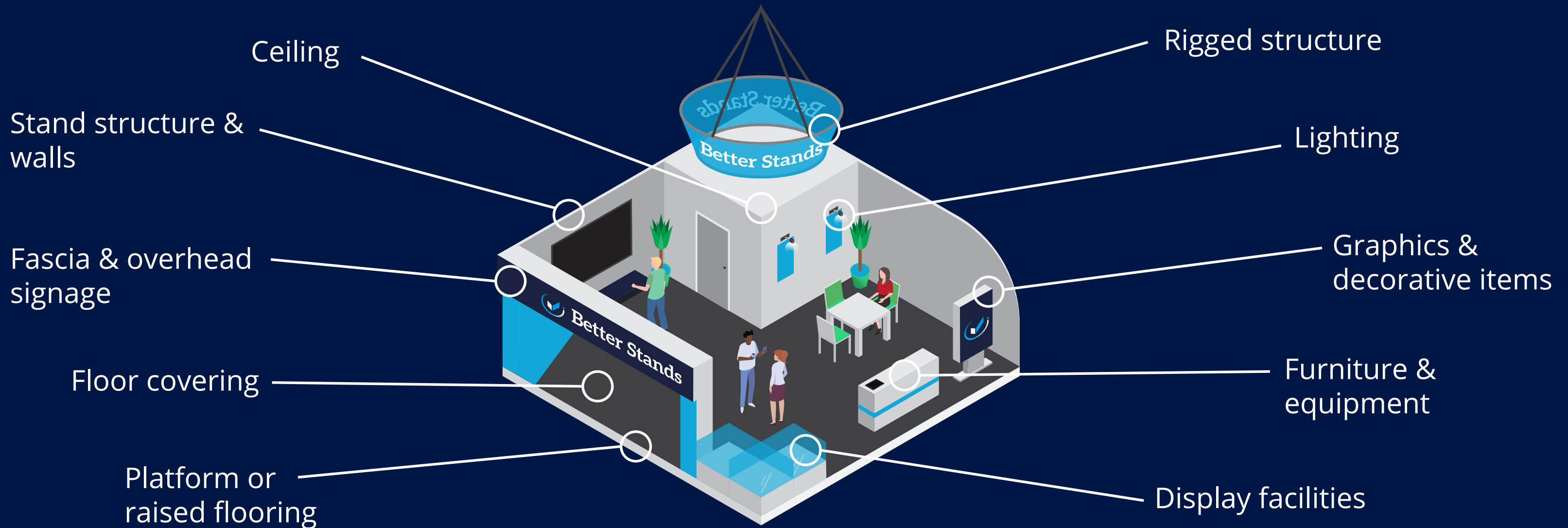
**GOLD**

- 
- All **Bronze** and **Silver** elements, plus:
- Graphics & decorative items
  - Floor covering

# What does a **Better** Stand look like?

As long as each element is **reused** rather than single use or disposable, then a Better Stand will look the same or likely better than what you currently have. It can be designed & built to suit your individual needs - the only limit is your stand designer's imagination

As long as each element is being reused rather than thrown away, **most materials** can be used to build a Better Stand.



# Find out more



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

Interesting in hearing more about our sustainability strategy?  
Please see the [Informa Group sustainability home page](#).

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

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

