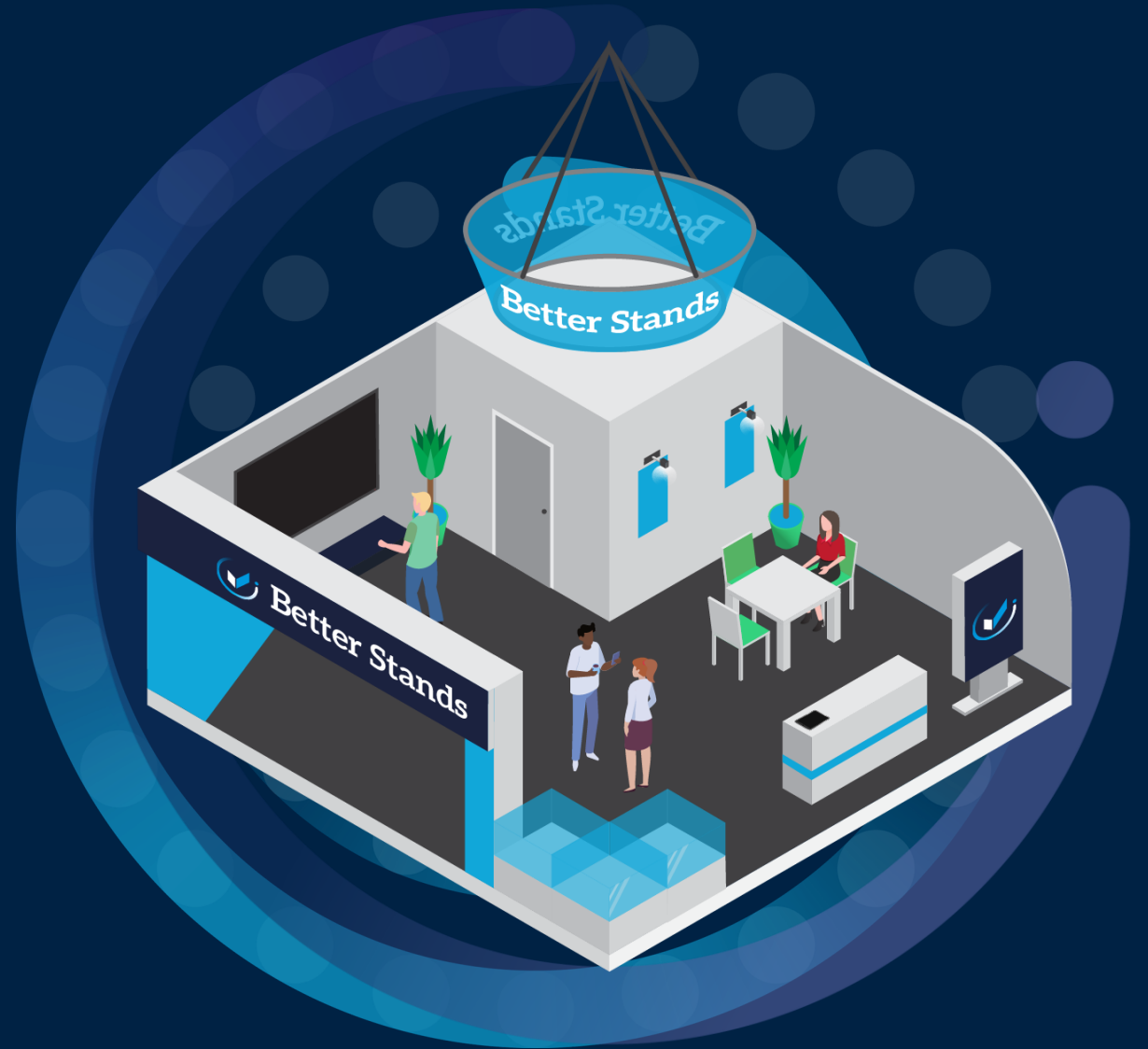


# Better Stands

A Guide to Implementation



# How to use this guide

This guide will equip you and your team with everything you need to know about the Better Stands programme, including what it is, why it is important, and how you can start your Better Stands implementation journey.

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# Key takeaways from this guide



All functions are responsible for the implementing and delivering Better Stands



The Better Stands programme is a multi-year project for event teams



Better Stands offers a multitude of opportunities and benefits to event teams and Informa



Better Stands benefits exhibitors and contractors too



There are a host of different resources to help you get to 'Gold'



# 1. Introduction to Better Stands



# What is Better Stands?

The [Better Stands programme](#) is aimed 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/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 are burned.

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. The pace at which your event chooses to implement these stages is something you should discuss, [agree and communicate within your individual implementation plan](#) that is part of the [Fundamentals 2.0 framework requirements](#).





# Why Better Stands?

Disposable stands create significant environmental, health & safety and wellbeing issues onsite at our events. By replacing these with reusable stands we will see many benefits throughout the programme implementation.

Across Informa in 2019, we saw that disposable stands/booths equated to over 80% of our total waste generated at events. Proactively addressing this practice globally, through individual events, is key to achieving our Faster Forward targets.

With the launch of Fundamentals 2.0 in early 2023, Better Stands has a renewed focus and has been introduced as a reporting requirement for each event. Fundamental 14 is **“For all exhibitor stands to have reached at least a Bronze level in the Better Stands program, according to the Better Stands 10 box framework”**.

The [Better Stands programme](#) does not restrict what exhibitors, or their contractors can build, nor does it mean all stands must look the same or all be built using systems, for example Show Ready. Better Stands simply requires whatever is being designed to have circularity in mind and when it is built, it should be reused post show.





# The Benefits of Better Stands to Informa

## Better customer experience



Better overall experience for our customers with more predictable and cleaner builds



Better working environment for exhibitors, their contractors & our staff with improved health, safety and wellbeing

## Better commercial opportunity



Increased revenue from introduction of alternative stand options



Clearly demonstrates your events sustainability commitments to your customers

## Better environmental impact



Reduces your event's waste year on year, to reach zero waste by 2030



Reduced carbon emissions through reduced resource usage and logistics

## Better onsite



Reduced hours onsite as contractors are less likely to require early access or late working



Reduces your waste bill providing savings on budget



# The Benefits of Better Stands to our Customers

## Better customer experience



**Better quality** stands with use of more durable materials



**Better overall experience** for customers with more predictable, stress free and cleaner builds

## Better welfare onsite



**Reduced hours onsite** as contractors are less likely to require early access or late working



Showcases customers as sustainability champions in their respective industries



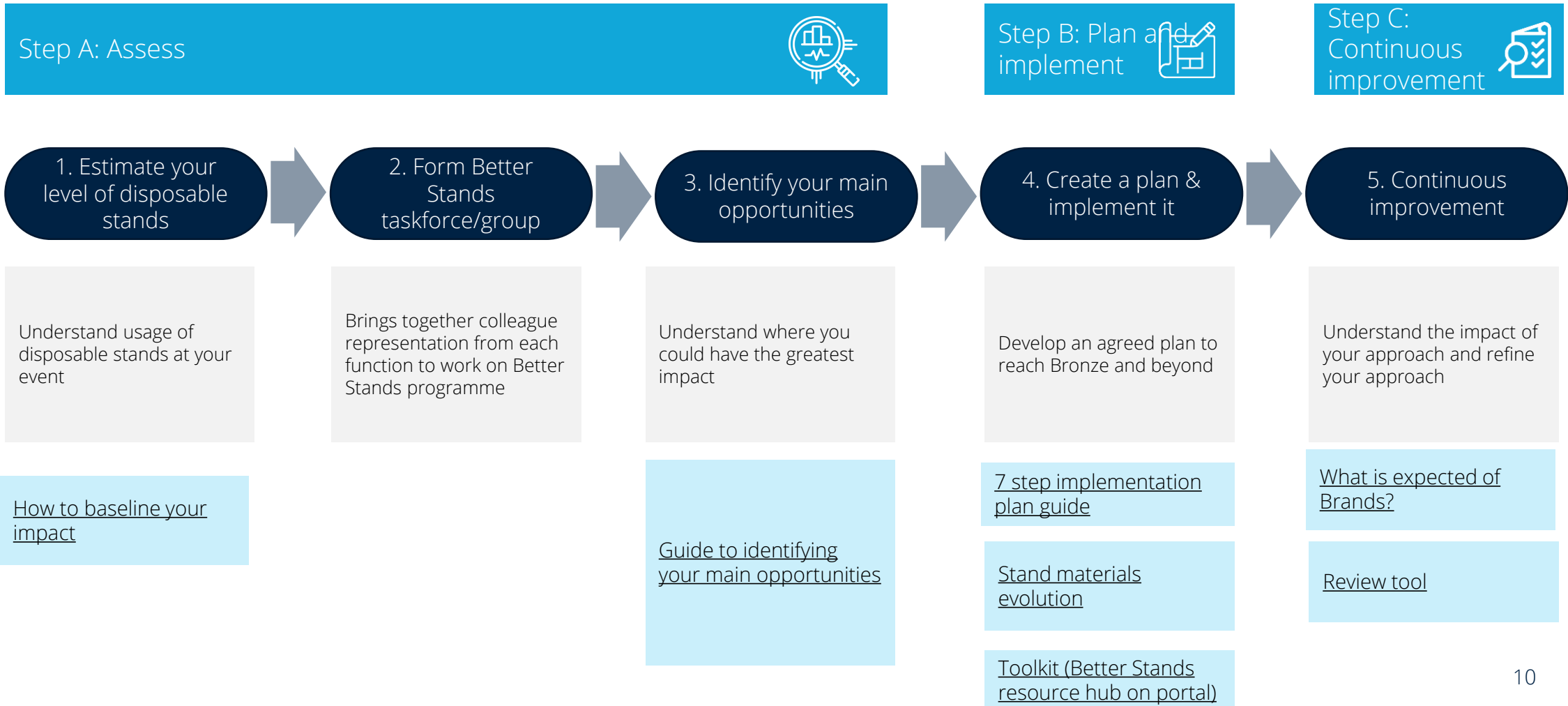
**Better working environment** for contractors with improved health, safety and wellbeing



## 2. Implementation: How to get started



# Better Stands Key Stages





# A

## *Implementing Better Stands*

### **Step A: Assess**

1. Estimate your level of disposable stands
2. Identify your main opportunities

# Estimate your level of disposable stands

To be most effective with Better Stands implementation, it's best for events to create a baseline to measure against or at least guide priority actions. It gives an idea of how many exhibitors do you need to engage with and how many net m2 of disposable stands you think you have. It services as a point of reference and helps to inform how comprehensive your implementation plan needs to be.

In broad terms, we think of events in three categories:

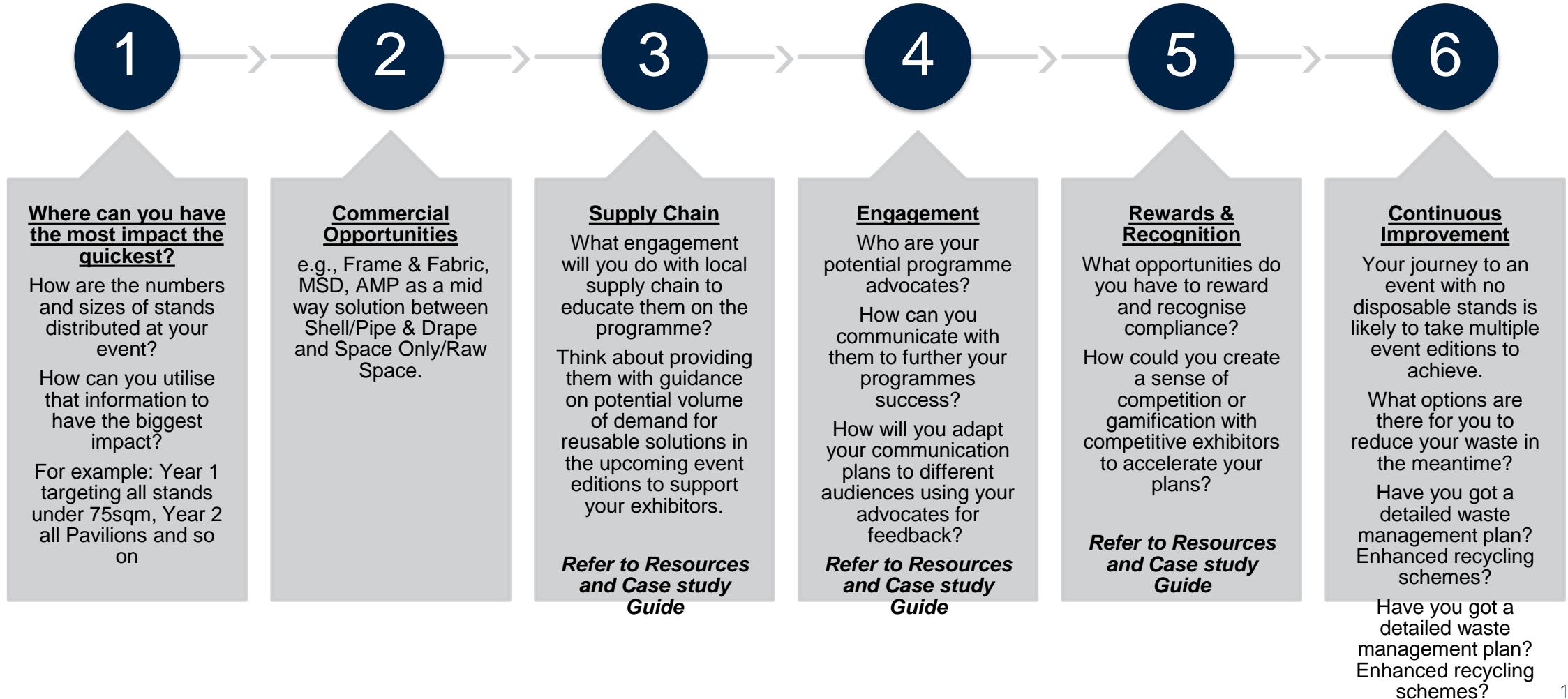
**Low level of disposable stands:** Less than 10% of your exhibitors are building disposable stands.

**Medium level of disposable stands** Between 11-64% of your exhibitors are building disposable stands.

**High level of disposable stands:** Over 65% of your exhibitors are building disposable stands.

Event Name	Total No of Stands	Net M2	No of disposable Stands	M2 of disposable stands	Result
	This is the total number of stands you have at the event - All product types - Shell, Space, Raw Space, Pipe & Drape, Pavilions, Pods and so on	This is the total M2 of all the stands at the event	This is the number of stands at the event that you estimate were disposable at the end of the event	This is the total M2 of the stands at the event you estimated as being disposable	This is the outcome of your data to guide you whether you are Low, Medium or High
					Low = Less than 10% of stands
					Medium = Between 11 - 64% of stands
					High = Over 65% of stands

# Identify your main opportunities





*Implementing Better Stands*

**B**

## Step B: Plan and implement

1. 7 step implementation plan guide
2. Stand materials evolution
3. Toolkit (Better Stands Resource Hub)

# 7 step implementation plan guide

This seven-step guide explains the different stages for implementing a Better Stands programme within your brand, using a RACI model for each function's role (Responsible, Accountable, Consulted, Informed)

		Step 1: Set your long term event objectives	Step 2: Set your annual Better Stands programme targets	Step 3: To reach your targets create actions against your most impactful identified opportunities	Step 4: Agree your event Better Stands exhibitor requirements	Step 5: Create a comms plan to communicate Better Stands	Step 6: Reward and recognise Better Stands pioneers	Step 7: Reporting
		Use your data baseline to inform your plan and ensure your objective mirrors your divisional OKRs	To ensure that all your exhibitors will get to or surpass Bronze by 2025. Consider stand materials evolution.	Each action should have clear functional responsibilities (using the slide Identifying main opportunities)	Using the 10 box checklist as your guide, agree what your annual exhibitor requirements will be	Consider all stakeholders and how your messaging might need to vary accordingly (e.g. exhibitors, exhibitor-appointed contractors, official contractors)	Explore different approaches to rewarding exhibitors who are meeting your targets (e.g. stand awards, certificates, post-show emails and incentives)	Plan how you will complete onsite reporting and post-show data submissions for Fundamentals 2.0
	<b>Event Management</b>	Responsible	Responsible	Responsible	Responsible	Accountable	Responsible	Responsible
	<b>Commercial</b>	Responsible	Informed	Responsible	Informed	Accountable	Responsible	Informed
	<b>Operations</b>	Responsible	Consulted	Responsible	Responsible	Accountable	Consulted	Responsible
	<b>Marketing</b>	Responsible	Informed	Responsible	Informed	Responsible	Responsible	Informed
	<b>Sustainability</b>	Consulted	Accountable	Informed	Informed	Informed	Informed	Accountable

# Stand materials evolution

We want exhibitors to have the freedom to choose stand options that deliver on their needs, whilst also meeting our sustainability commitments. Your Better Stands journey will likely take place over a number of event cycles, often starting with stand materials that are single-use and disposable. Through the course of your implementation you should look to move through these stages at your agreed pace, with the ultimate goal of all stands being zero-waste.

## Zero waste

All 10 elements of each stand are fully reusable and/or recyclable where applicable

## Reusable stand systems

Your exhibitors use stand systems and materials repeatedly and maintain them to ensure maximum life span.

## Recyclable stand materials

Actively selecting stand materials that are recyclable, so if they cannot be reused they are automatically recycled.

## Disposable stand materials

Stand materials and components are single-use, poor-quality and disposable.





# Better Stands resource hub

Sustainability Volunteering Sustainable Events Community Programme 5 Pillars Walk the World

## Better Stands resource hub

**Better Stands**  
A Guide to Implementation

**Better Stands implementation guide**

This quick guide will equip you and your team with some ideas as to how you can start your Better Stands implementation journey.

[Click here to get started](#)

**Essential communications resources (event director slides, f2.0 slides, 10 point checklist, definitions and measurement)**

- Better Stands - A Guide to Implementation**  
Modified: May 22, 2023
- Better Stands website template**  
Modified: May 22, 2023
- Better Stands Brochure 2023**  
Modified: May 22, 2023
- Better Stands procurement guide**  
Modified: May 22, 2023

### Better Stands resources for Commercial teams

- Better Stands exhibitor procurement guide**  
Helps exhibitors find the right contractor.
- Better Stands brochure for rebook**  
Educate exhibitors on the "what" and "why" of Better Stands.

### Better Stands resources for Event Operations teams



*Implementing Better Stands*

# C Step C: Continuous improvement

1. What is expected of brands?
2. Review tool

# What is expected of Brands?

Better Stands aims at moving all events towards a Gold Standard with the short term expectation that brands meet **Fundamental 14: For all exhibitor stands to have reached at least a Bronze level in the Better Stands program, according to the Better Stands 10 box framework**”.

All space only / raw space / free build stands are categorised into 4 levels as shown in the table below. The red dots denote that the specific element of the stand build was largely disposable, the green ticks denote that the specific element of the stand build was reusable or recycled. For an exhibitor to be classed as Bronze they must reuse all 4 elements shown, for Silver all 8 elements and so on.

		Category	Items	Fully disposable	Bronze	Silver	Gold
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop.	■	✓	✓	✓
	2	Platform	Structure of flooring (excluding surface covering, e.g., carpet).	■	✓	✓	✓
	3	Furniture and Equipment	Showcases, counters, chairs, tables, sofa, coffee table, cabinet, flyer stand, LED walls, TV, AV equipment etc.	■	✓	✓	✓
	4	Lightings	All kinds of lightings in the stand and showcases.	■	✓	✓	✓
	5	Fascia & overhead signage	Overhead signage or branding, Fascia, company logo on top of the stand structure.	■	■	✓	✓
	6	Rigged structure	Hanging structure for stand branding or support	■	■	✓	✓
	7	Ceiling	Ceiling structure for lightings or for stand support.	■	■	✓	✓
	8	Display facilities	Lightboxes, shelves, doors and etc	■	■	✓	✓
Reused or Recycle	9	Floor covering	Carpet, other floor coverings.	■	■	■	✓
	10	Graphics & decorative items	Laminate stickers, fabric, paper board, foamboard, posters, standing banners and etc	■	■	■	✓

# Review tool

Evaluate your plan and results post-event, considering if you met targets and objectives. Refresh plan for next event cycle. Refer to 7 step implementation plan and where you are responsible:

*Questions to consider when evaluating:*

Area of responsibility	Outcome/feedback	Next steps
Step 1: Set your long term event objectives	<ul style="list-style-type: none"> <li>Detail the progress you've made towards your divisional OKRS                             <ul style="list-style-type: none"> <li>Do you think those OKRs are achievable post-event?</li> </ul> </li> <li>What might you need to implement to continue being successful?</li> </ul>	You've fed back progress to your sustainability manager and leadership team, letting them know if your OKRs remain achievable
Step 2: Set your annual Better Stands programme targets	<ul style="list-style-type: none"> <li>Did you meet your goal for the year?                             <ul style="list-style-type: none"> <li>If not, why do you think that is? What can you do for next event cycle to ensure that happens?</li> <li>If yes, what's your new target for next year?</li> </ul> </li> <li>Where are you when it comes to stand materials evolution? Have you moved the dial?</li> </ul>	If achieved, set a new goal for the following year.  If not achieved, put a plan in place to achieve next time.
Step 3: To reach your targets create actions against your most impactful identified opportunities	<ul style="list-style-type: none"> <li>Did you consider where you could have the most impact the fastest? Did you target a certain size of stands or pavilions?                             <ul style="list-style-type: none"> <li>What new product opportunities did you offer?</li> </ul> </li> <li>Did you work with local suppliers on the stands they offered and explain the Better Stands programme?                             <ul style="list-style-type: none"> <li>Did you let them know about the upcoming demand for reusable stands?</li> </ul> </li> </ul>	Identify new opportunities for the next event cycle.
Step 4: Agree your event Better Stands exhibitor requirements	<ul style="list-style-type: none"> <li>Did you reach Bronze, Silver or Gold?</li> <li>Did you face any resistance from exhibitors?</li> </ul>	Set new requirements if Bronze achieved, or if still a work in progress, keep as is.
Step 5: Create a comms plan to communicate Better Stands	<ul style="list-style-type: none"> <li>Did you communicate to all stakeholders?</li> <li>Do you think any stakeholders need more engagement for the next event cycle?</li> </ul>	Adjust comms plan accordingly.
Step 6: Reward and recognise Better Stands pioneers	<ul style="list-style-type: none"> <li>Did you reward any pioneering exhibitors? If so, how did it go?                             <ul style="list-style-type: none"> <li>If not, what could you do for the next edition?</li> </ul> </li> </ul>	Think of new ways to reward exhibitors.
Step 7: Reporting	<ul style="list-style-type: none"> <li>Did you complete onsite reporting for your Fundamentals 2.0 submission?</li> <li>Did you gain 'Achieved', 'In progress' or 'Not achieved' for the Better Stands fundamental?</li> </ul>	Continue to report in the fundamentals workbook.

# Better Stands Resource Hub & useful documents

Better Stands asset library



Check out Better Stands portal page and resource hub



Better Stands definitions & measurement document



Better Stands resources and case studies guide



Email templates for exhibitors & contractors



Better Stands infographic and brochure to use with exhibitors



Email us at [betterstands@informa.com](mailto:betterstands@informa.com)

