

Better Stands overview

What is Better Stands?



Disposable



Reusable

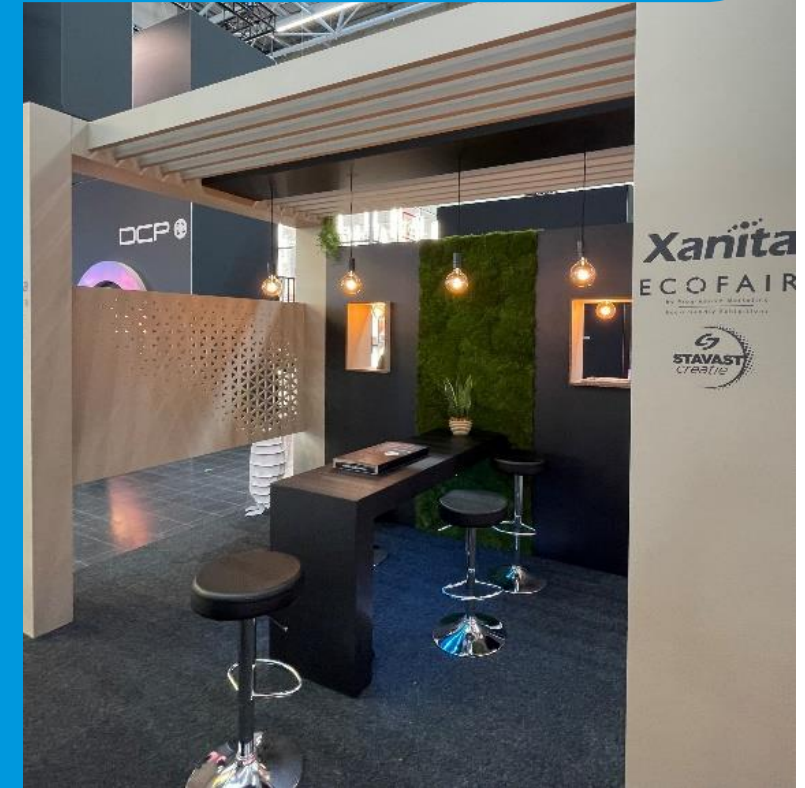
What do we mean by 'reusable' stand systems?

Anything that is not a single use, disposable booth constructed from raw materials onsite such as chipboard, particleboard or low-density fiberboard (LDF).



For example:

- ✓ Reusable custom-made
- ✓ Tailor-made Modular
- ✓ Frame and fabric
- ✓ Wooden stock panels
- ✓ System framed
- ✓ Cardboard flat pack
- ✓ And many many more



Purpose:

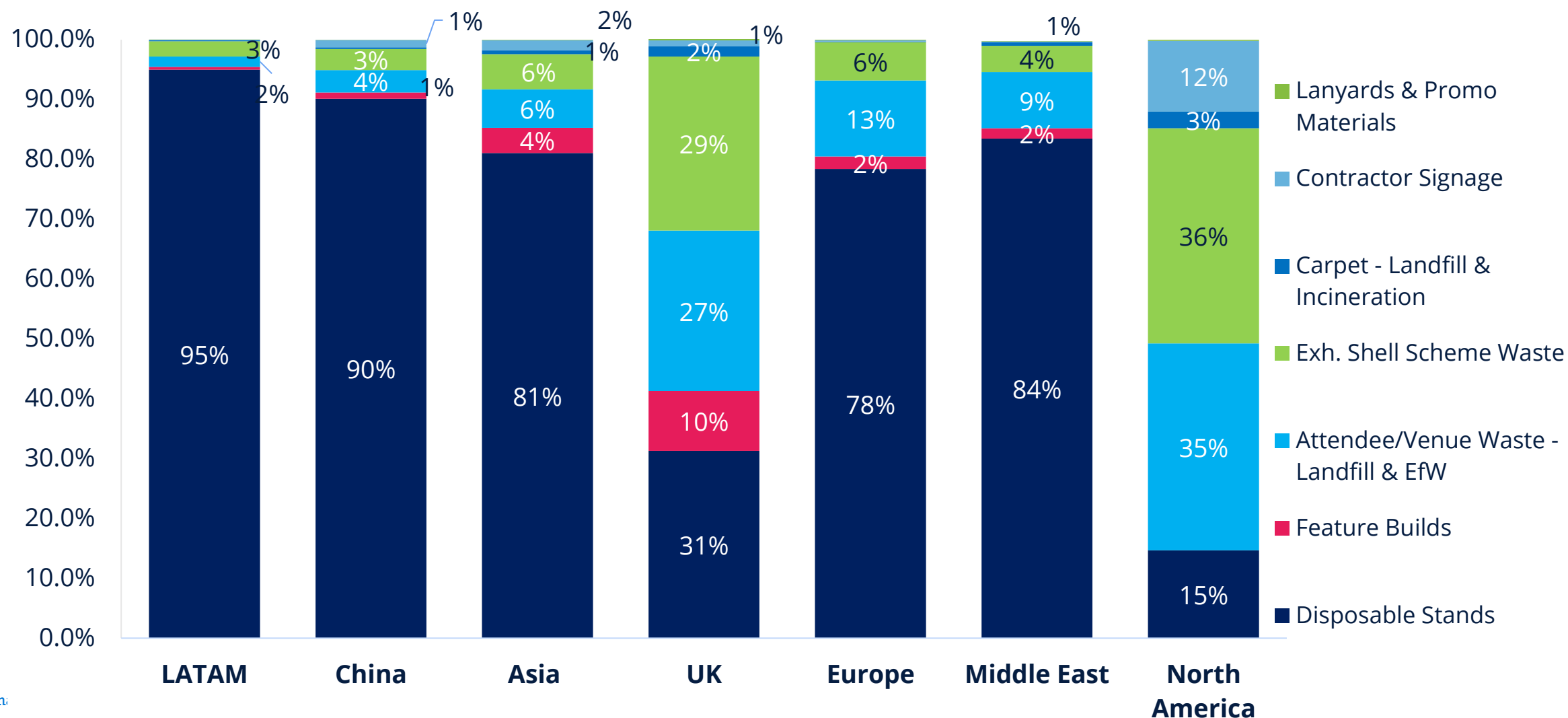
For all exhibitor stands to have reached at least a Bronze level in the Better Stands programme, according to the 10 box framework.



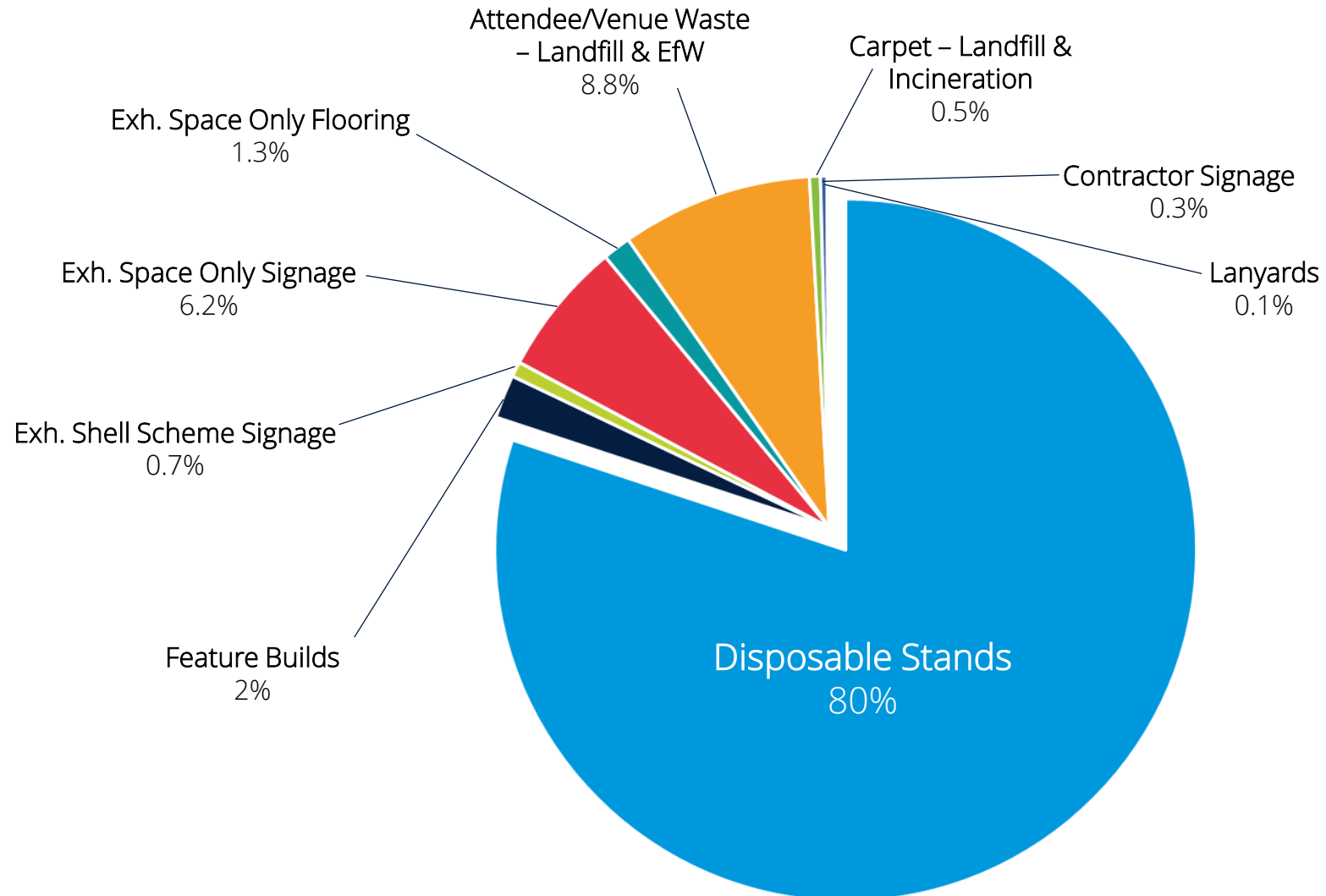
From a sample of data, we can see where the issues are



Geographically the issue with disposable stands as a percentage of event waste has varying scales.




Why Better Stands?



Key Stages of Better Stands



		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	✗	✗	✗	✓

The Benefits of Better Stands



Better customer experience



Better overall experience



Better working environment

Better environmental impact



Reduces your event's waste



Reduced carbon emissions

Better commercial opportunity



Increased revenue



Demonstrates sustainability commitments

Better onsite






Reduced hours onsite



Reduces your waste bill

There are three commonly perceived challenges...



	Aesthetics <i>"Reusable can't look unique"</i>	Supply Chain <i>"Contractors aren't ready"</i>	Price <i>"It's going to be more expensive"</i>
	 Not true	 Not true	 Not true
Solutions	<ul style="list-style-type: none"> ✓ Reusable does not mean boring! ✓ Educate stakeholders that modular / reusable does not just mean shell / F&F stand build options ✓ Demonstrate variety of designs and systems available ✓ Make reusable desirable with proofs of concept 	<ul style="list-style-type: none"> ✓ Many others are moving this way ✓ Suppliers tell us they're open to the idea ✓ Plenty of system options and more being invented ✓ Contractors agree it's safer & cleaner to build reusable ✓ Association Affiliations & Support ✓ Local Governments bringing in rules to support ✓ More education needed 	<ul style="list-style-type: none"> ✓ Less Labour required ✓ Reduction in build-up time required ✓ Indicative data shows that in certain circumstances reusable stands can cost less than disposable counterparts. ✓ Level of reuse is important ✓ Partnerships & long-term commitments are key ✓ Rental systems quicker to mobilise than exhibitor owned ✓ Market will respond if they see strong, long-term signal of demand