

BETTER STANDS

The sustainable way to exhibit at Brand Licensing Europe

What is Better Stands?

The Better Stands program, introduced by Informa, is aimed to unite and encourage space-only exhibitors, along with their appointed contractors to move away from disposable, single-use booths at events, in favor of reusable or recyclable structures.



Why does it benefit me?

- Moving away from unsustainable booths helps the planet
- Promotes your company in a positive light by highlighting your commitment to reducing the impact on the environment. Contributing to reducing the exhibition industries overall footprint
- Reusing booths helps save time and money on new designs and construction
- Reduces waste bill post show
- Ensure a smoother, more predictable build and breakdown

What's the criteria of Better Stands?



- Reuseable booth structure and walling
- Reuseable flooring and raised platforms (excluding surface covering e.g. carpet)
- Reuseable furnishings and AV equipment
- Reuseable lighting



All of bronze +

- Reuseable or recyclable fascia, logo signage & hanging banners
- Reusable overhead rigging structures
- Reusable ceiling materials
- Reusable product display units



All of bronze & silver +

- Reusable or recyclable wall-mounted or floor-standing booth graphics
- Reusable or recyclable decorative items including plants, flowers, mannequins
- Reusable or recyclable floor covering including carpet, floor tiles, lino etc.

Why is this important to me?

Did you know that one medium sized disposable booth produces around four tons of waste, which is almost 10 times the average person's household waste per year. As an industry, we must work together to help the planet.

Licensing Expo has committed to have all space-only booths at bronze level by 2025. As part of clause 19 in the Exhibitor Contract you too have committed to joining us on this sustainable journey.



Things to Consider

- Is your booth contractor sustainable? Have you seen their sustainability credentials?
- How much of your booth build is carried out by that contractor vs sent to different suppliers?
 - Where are they located?
- Have you considered alternative materials and how parts of your booth could be reused post-show or for