

## What is Better Stands?

Better Stands celebrates exhibitors along with their appointed contractors who chose to build reusable stands at our events. The programme has been split into three key stages, Bronze, Silver and Gold, to help facilitate a gradual transition from disposable to reusable stands for both exhibitors and contractors.

## What is the Better Stands framework?

	Category	Items	In progress	 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	✗	✗	✓

## Why are you introducing Better Stands at the MRO Events?

Reusable stands provide a variety of improvements to our events that benefit our stakeholders:

- They use higher quality materials, that do not produce carcinogenic dust like disposable stands do
- They are much easier to assemble and breakdown, which means less frequent requests for late working and early access, and potentially less move in days required
- Reusable stands also are not typically constructed at height, which means less workplace accidents
- They produce much less waste than disposable stands, which reduces exhibitor and contractor waste bills
- All of this leads to a much better customer experience for our exhibitors

## What is a disposable stand?

When we talk about disposable stands we mean single use, disposable booths made from raw materials onsite, such as chipboard, particleboard or low-density fiberboard (LDF). The quality of finish is often also compromised due to working time pressures.

## What is a reusable / non-disposable stand?

A non-disposable/reusable stand is constructed using materials designed to be used multiple times. For example:

- Frame and fabric
- Wood stock panels
- Aluminium modular
- Cardboard flat pack
- Exhibitor owner OR rented
- Plus many others!

There are almost endless variations of multiple use stands to suit every size and desired appearance. The cost of these stands is generally lower than for disposable stands, helping reduce outlay and provide a better long-term investment.

**What do I need to do?**

Work with your stand contractor to ensure that you are achieving Bronze on your stand build (refer to above framework) and reflect this during the stand plan submission process through to onsite construction and dismantle.

**Can one of your recommended suppliers work with us to ensure a sustainable stand?**

Yes, our official general service contractor Freeman have a number of booth options which qualify as 'Bronze. Click here to view options or alternatively to discuss a more bespoke build please contact [Solutions@freeman.com](mailto:Solutions@freeman.com)

**How will you determine our stand type?**

Our experience onsite Operations Team and Floor Managers will be carrying out assessment, reviewing the construction & dismantle of the booth as well as speaking with the exhibitors and contractors directly to determine if the booth meets certain criteria's.

**What about shell scheme stands?**

These are already compliant with our sustainability measures. Better Stands is targeted at raw space only builds, which historically create the most waste.