

Exhibitor Sustainability Checklist

We aim for all of our events to be run in an environmentally and socially responsible way whilst seeking to inspire sustainable development in our markets.

We do this not only because more than 80% of our attendees tell us that they care that our events are run in a responsible manner, but because it is the right thing to do for our customers, colleagues, and the communities we serve.

We would like to encourage you to join our sustainability efforts by completing the 10 point checklist enclosed in this document.

By working together, we can make the event more memorable, meet our audience's expectations and reduce wasted time, resources, and costs.





Exhibitor Sustainability Checklist



10 things to remember




1 Ensure your stand is designed so that its structure will be used again by either yourself or by your contractors. 

2 Select energy efficient, LED lighting and other equipment for your stand and be sure to power down your equipment at the end of the day. 

3 Think about what waste your stand will create and try to minimize it as much as possible. For the unavoidable waste items, try to ensure it will be recycled. Key items to consider include signage, carpeting and packaging waste. 





4 Ensure you and your contractor are aware of and compliant with all health, safety and security requirements. 

5 For your travel and transport choose the most sustainable option possible for your journey to and from the event. Consolidate your shipments and use logistic companies that have sustainability credentials. 



Want a supplier you can trust? We have developed long-term relationships with the most quality focused, reliable and responsive vendors in the industry. Our preferred partners can help you to exhibit sustainably and we encourage you to engage with them for any logistic, stand build, signage, lightning or accommodation needs you may have.

6 Reduce paper handouts by going digital and source recycled, sustainably certified paper options where printing is needed. 

7 When purchasing promotional items, consider the amount you order, the environmental credentials of the materials they are made from, as well as whether they are useful giveaways that will be used long after the event is over. 

8 Help to support the sustainability of the local area by using local suppliers and considering the sustainability credentials of the hotels you book. 



9 Get involved with the numerous initiatives and conversations throughout the event which aim to help facilitate and inspire the sustainable development of your industry. 



10 Inspire the sustainable development of your industry by promoting your company's and your products' sustainability credentials. 

 Would you like to work with us on the sustainability of the event? Contact the event team or reach out to Informa's sustainability team for more information at sustainability@informa.com

What is Better Stands?



Through our commitment to the evolution of the events industry, we aim to ensure 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 towards reusable stands, in place of disposable ones.

A disposable stand (booth) is a space only (raw space) build that is used only once at a single event and is then disposed of post-show.

By moving away from the use of disposable stands we will improve the ease, safety and sustainability of the exhibitor experience at events.

The Better Stands programme is split into three key stages, Bronze, Silver and Gold, facilitating a gradual transition for exhibitors and contractors. Each phase of the programme tackles a successively harder aspect of the stand to make reusable.

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



Key stages of Better Stands



To make your commitment to Better Stands and contribute to a more sustainable event:

1. Familiarise yourself with the Better Stands framework found below
2. Share these guidelines with your contractor before they begin designing your stand and ask for options from them to meet different levels
3. We encourage everyone to work towards a Bronze level. This means that the stand structure and walls, platform or raised flooring, furniture, equipment and lighting are all reused. Doing this usually eliminates most of the waste and takes a big step towards reusability without compromising on cost or stand design.
4. Ensure that the submitted stand design clearly communicates how you will meet the Better Stands guidelines

	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	✗	✗	✓