

Exhibitor Sustainability Checklist

Join us in improving sustainability at our event!

Why sustainability matters

- 80%+ of our attendees care that our events are run in a responsible manner
- It's the right thing to do for customers and communities

Together, we can:

- Meet audience expectations
- Reduce wasted time, resources, and costs
- Make a positive impact on our world!

Let's collaborate for a better future – your participation makes all the difference!



Exhibitor Sustainability Checklist

1 For your travel and transport choose the most sustainable option possible for your journey to and from the event.



2 Replace paper handouts with QR codes and use only sustainably certified recycled paper when printing is absolutely necessary.



3 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.



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



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



6 Get involved with the numerous initiatives and conversations throughout the event which inspire the sustainable development of your industry.



Exhibitor Sustainability Checklist



7

Produce your own team's name-badges, that can be reused on multiple occasions, rather than print single-use ones.



8

Decorate your stand with reusable plants or hire potted natural plants that can be planted afterwards. Bouquets are beautiful, but they often end up in landfill after the event.



9

Turn off all the electronic devices including TVs and screens, as well as the lighting on the stand, during the night. This will help you save significant amounts of electricity and thus reduce the stand's carbon footprint.



10

Recycle your waste easily by having a paper/plastic/aluminum bin on your stand.



11

If you're providing food and beverage on the stand, using reusable crockery and collecting the leftovers separately for composting are the simplest ways to be sustainable. Don't forget to compost the coffee granules and the tea bags!



12

Make your signage sustainable by not printing dates and using long-lasting materials that are recyclable at the end.



Booth/Stand Sustainability Checklist



1

Ensure your stand/booth aligns with the Better Stands framework by designing reusable structures that will be used again by either yourself or by your contractors.



2

Upgrade your stand elements to make them reusable: signage, carpet, decorations - use natural materials that are recyclable or biodegradable. Reduce or even eliminate the packaging.



3

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



4

Reduce your carbon footprint by consolidating your shipment. By working with our logistics supplier, we can ensure better transport efficiency and lower environmental impact.



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.

What is Better Stands?



Join us in shaping the future of events!

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.

As part of the Better Stands programme, exhibitors and their contractors are assessed against the Better Stands framework and can receive a rating from **In Progress** to **Bronze, Silver and Gold**.

This tiered system facilitates a gradual transition for both exhibitors and their contractors.



Key stages of Better Stands



To make the transition to Better Stands and contribute to a more sustainable event:

1. Familiarise yourself with the Better Stands framework 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 within an event setting. Doing this usually eliminates most of the waste and takes a big step towards reusability without compromising on cost or stand design.
4. For more information on the Better Stands program, visit: <https://betterstands.info>

	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	×	×	×	✓