



Better Stand Award (Open to Exhibitors with Space only stands)

For all exhibitors with Better Stands

Overview

As part of our Better Stands programme, this award will recognise an organisation with the most innovative and sustainable exhibition stand at the event.

The Better Stand Award will recognise one exhibitor who has gone beyond the minimum requirements to create a stand that exemplify sustainability principles, minimises environmental impact, and showcases innovative approaches to reusable exhibition stand design, ensuring smarter, safer and more sustainable solutions. The benefits aren't just environmental. Reusable stands are quicker, cleaner and safer to build, provide an excellent customer experience and align with Informa's Better Stands initiative. The Better Stands programme celebrates exhibitors and their contractors who choose to use reusable stands, in place of disposable ones. It focuses only on space only/raw space stands. The Better Stands programme has been divided into three key tiers - Bronze, Silver and Gold. This helps facilitate a gradual transition from disposable to reusable stands for all exhibitors. The 3 keys will give the exhibitor and their contractor a rating from disposable to bronze, silver and then gold.

How do Better Stands benefit exhibitors?

- Smoother, more predictable event experience
- Promotes sustainability credentials
- Reduced design & construction costs
- Minimised waste production
- Gain Control of unbudgeted spend

How do Better Stands benefit contractors?

- Reduces out-of-hours work, saving costs
- Ensures smoother, more predictable build & breakdown
- Promotes Sustainability credentials
- Increased client retention
- Consistent framework across events
- Lower waste bills

Judging Criteria

As part of the Better Stands programme, exhibitors are assessed against the following 10 key elements and can receive a rating from In Progress to Bronze, Silver and Gold:

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.
9. Floor covering: Carpet, floor tiles, HDF coverings, lino etc.

10. Graphics and decorative items: Stand graphics that are well-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments

Enhanced Judging Process

Pre-Show Identification

- Pre-submission data will be analyzed to identify potential stands likely to achieve Gold rating
- This early identification allows for focused attention on exemplary sustainable practices

During Build

- The BLG Sustainability Team and Sustainability Marshal will assess all submissions
- They will specifically cross-check identified potential Gold stands during the build phase
- A comprehensive report will be submitted to the operations department at the end of Day 1
- This report will confirm which stands have achieved Gold status based on on-site verification

Day 2 Recognition

- Show teams will distribute special certificates and branded hashtags to all confirmed Gold exhibitors
- These materials are designed for photo opportunities to showcase and celebrate sustainability achievements
- This immediate recognition provides exhibitors with promotional content during the show

Final Award Selection

- If multiple Gold stands have entered the awards, the winner will be determined based on additional criteria:
 - Design Innovation: Unique approaches to sustainable design
 - Impact: Measurable environmental benefits and influence on industry practices
- Judges will make their final decision after the event. The winner will be announced through social media.

Post-Show Recognition

- Once dismantle has been completed, all exhibitors will receive a Better Stands certificate
- This certificate will reflect their final rating Gold based on post-show verification
- The verification ensures stands were actually reused or recycled as claimed

Note: During the breakdown of this event, a new evaluation will be carried out, and your booth may be reclassified into another level of progress. This verification process ensures that stands are actually being reused or recycled as claimed, maintaining the integrity of the Better Stands program and accurately measuring our collective environmental impact.

Submission Requirements

Exhibitors must provide:

- Detailed description of the stand design and sustainability features
- Visual documentation (minimum 3 high-resolution images) of the stand
- Stand design drawings/diagrams
- Information about materials used and their sustainability credentials
- Evidence of reuse (past or planned)
- Metrics on waste reduction, energy efficiency, or other environmental benefits
- Statement on how the stand aligns with the Better Stands framework
- Any additional documentation supporting your sustainability claims

This award supports Informa's commitment to achieving zero waste by 2030 through the Better Stands initiative, which has been expanded to all divisions and regions to accelerate the elimination of disposable stands.