

MOVING TOWARDS REUSABLE STANDS *TOGETHER*

Better Stands is uniting the events and exhibitions industry to adopt reusable stands, ensuring **smarter**, **safer** and more **sustainable** solutions globally.

WHAT IS BETTER STANDS?



- Better Stands aims to help the **evolution** of the exhibitions industry towards the use of reusable stands. To deliver a **safer, cleaner, quicker**, higher **quality** as well as more **sustainable** industry.



- Better Stands aims to achieve this through **industry collaboration**, and **praise** of best practice.
- At the core of Better Stands is a **10-point framework** which assesses stand reusability, giving exhibitors and their contractor a rating of **Single Use, Bronze, Silver** or **Gold**.



- Stands can be **assessed on site**, or **pre-certified** prior to the event for their method of build.
- Organisers can choose between different levels of “engagement” depending on what suits their strategy and ambition, ranging from sampling to a full assessment of all stands.



- A Better Stands assessment **drives progress** through enabling the identification of trends and priorities, creation of **bespoke strategies**, and **targeted communications**.

BETTER STANDS FRAMEWORK



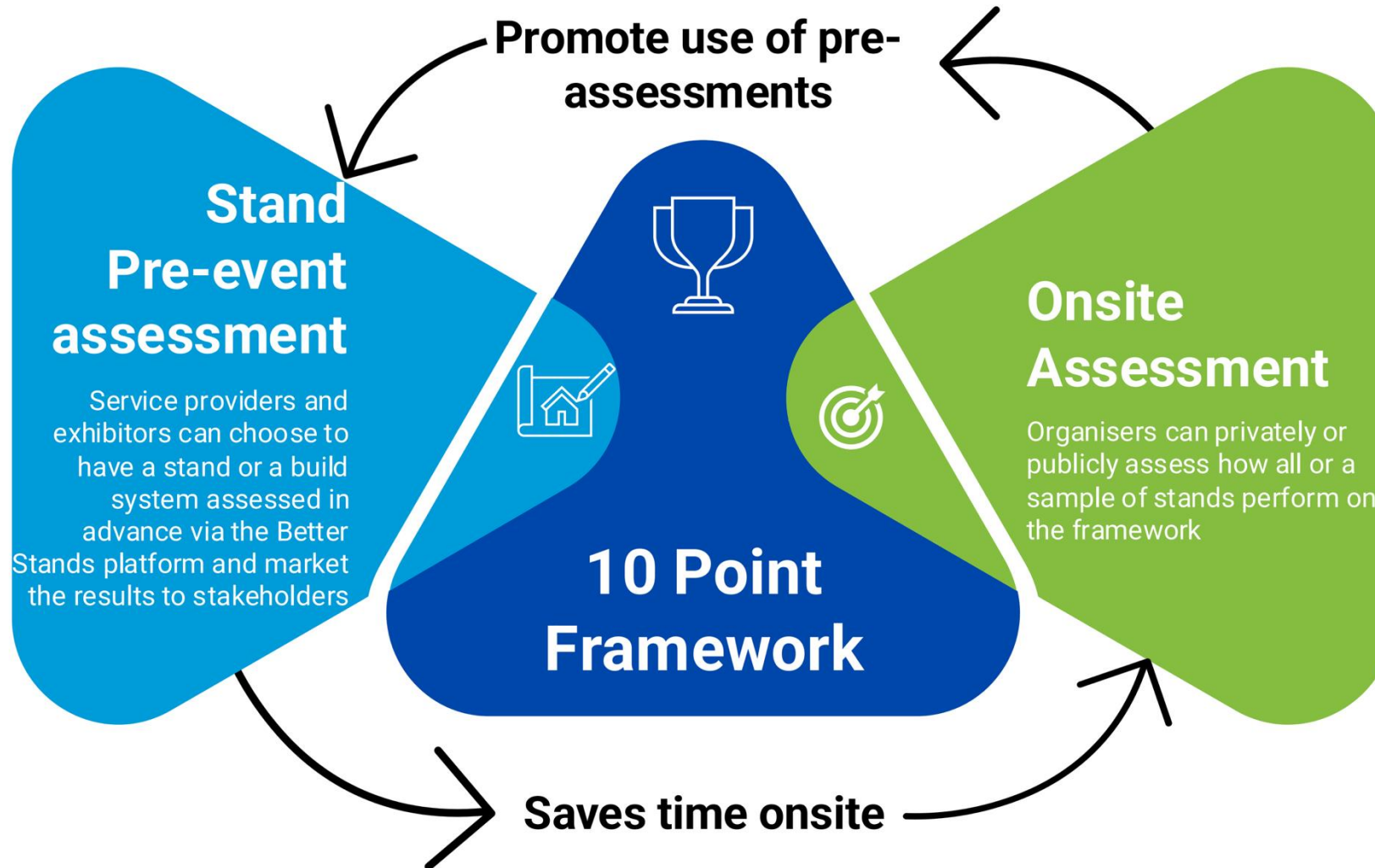
The 10 key elements of a stand are assessed for reuse. This determines its categorisation of Single Use, Bronze, Silver or Gold.



Driving change through
praise of best practice

CATEGORY		ITEMS	Single use	BETTER STANDS BRONZE by NZCE	BETTER STANDS SILVER by NZCE	BETTER STANDS GOLD by NZCE
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 / 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	×	×	✓

ONE GLOBAL FRAMEWORK - ALIGNED. EFFICIENT. SCALABLE.



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PRE-EVENT

ONSITE

POST-EVENT

Design,
Planning &
Registration

Online
Assessment

Better Stands
Rating &
Validation



Celebrate & Showcase your
Achievement on the Stand

Continuous Improvement

Pre-Event Assessment

Pre-Show
Survey

Onsite Assessment

Better Stands
Rating and
Validation



Celebrate
Achievement
& Continuous
Improvement

Onsite Assessment

We hope you join us IN MOVING TOWARDS REUSABLE STANDS *TOGETHER*

For any questions, please email
info@betterstands.org and a member
of the team will get back to you.