



Informa and Arab Health **Better Stands**

Moving away from disposable stands together

Better Quality. **Better** safety. **Better** experience.

Better Stands, building a sustainable future for the events industry



What is Better Stands?

The Better Stands program strives to bring together exhibitors and their contractors to transition from disposable, single-use stands to modular, reusable structures.

A disposable stand is a single-use construction made for one event. These stands are often made from low-grade materials and are discarded after the event, ending up in landfills or burnt. Shifting away from these disposable stands enhances the overall quality, safety, and environmental footprint of exhibiting at events.

We invite you to join us on this journey towards a sustainable future in the events industry and beyond.

What is the plan?

The Better Stand Program will support all exhibitors and their contractors to transition in not using disposable stands.

The program has been divided into three key stages - Bronze, Silver and Gold.

Going forward this will become part of our stand regulations. Compliance will be monitored throughout the event process, from stand plan submission through to onsite review.

As part of the Better Stands Program and onsite review, we will also be recognising positive sustainability practices adopted by our exhibitors and run a Sustainable Stand Award competition at Arab Health involving 'Space Only' exhibitors.



How do you define a Better Stand?

We classify all stands into four categories - **Disposable**, **Bronze**, **Silver** or **Gold** - depending on the particular elements that are reused or recycled.

All elements of a particular category must be reused or recycled in order to achieve that classification. If the stand does not reuse all of the elements in the Bronze level, it is classed as **Disposable**.

Bronze

- Stand structure and walls
- Platform
- Furniture and equipment
- Lighting

Silver

All Bronze elements, plus:

- Fascia & overhead signage
- Rigged structure
- Ceiling
- Display facilities

Gold

All Bronze and Silver elements, plus:

- Graphics & decorative items
- Floor covering

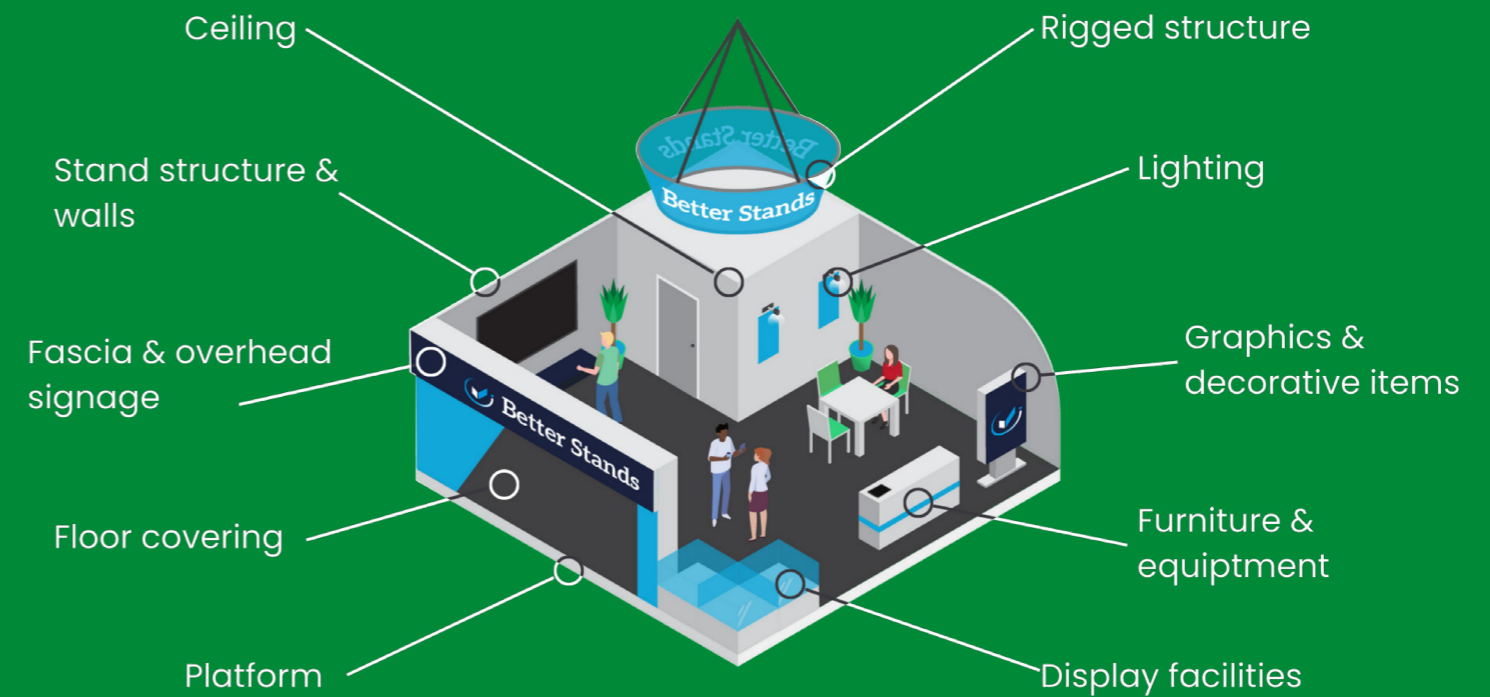
How do you define a Better Stand?

		Category	Items	Fully Disposable	Bronze	Silver	Gold
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	●	●	●	●
	2	Platform	Structure of flooring (excluding surface covering, e.g., carpet)	●	●	●	●
	3	Furniture and Equipment	Showcases, counters, chairs, tables, sofa, coffee table, cabinet, flyer stand, LED walls, TV, AV equipment etc.	●	●	●	●
	4	Lightings	All kinds of lightings in the stand and showcases	●	●	●	●
	5	Fascia & overhead signage	Overhead signage or branding, Fascia, company logo on top of the stand structure	●	●	●	●
	6	Rigged structure	Hanging structure for stand branding or support	●	●	●	●
	7	Ceiling	Ceiling structure for lightings or for stand support	●	●	●	●
	8	Display facilities	Lightboxes, shelves, doors and etc.	●	●	●	●
	9	Floor covering	Carpet, other floor coverings	●	●	●	●
Reused or recycle	10	Graphics & decorative items	Laminate stickers, fabric, paper board, foamboard, posters, standing banners and etc.	●	●	●	●

What does a Better Stand look like?

As long as each element is reused rather than single use or disposable, then a Better Stand will look the same or likely better than what you currently have. It can be designed & built to suit your individual needs - the only limit is your stand designer's imagination.

As long as each element is being reused rather than thrown away, most materials can be used to build a Better Stand.



Why remove disposable stands?



Ensure smoother, **more predictable** and stress-free build and breakdown



Remove the need for **early access** or **late working costs**



Promote brands in a **positive light** by highlighting sustainable qualities



Reduce the cost of design and construction



Lower **waste bill**

Sustainable stand awards

As part of our Better Stands programme initiatives, we are recognising positive sustainability practices adopted by our exhibitors. We are delighted to announce that we will be running a Sustainable Stand Award competition at Arab Health involving 'Space Only' exhibitors, to submit their re-usable, sustainable stand offerings, get peer reviewed and gain recognition.



This year, we'll be selecting 4 winners of the following categories:

- 50sqm
- 50-100sqm
- 100sqm
- Pavilions: 100sqm

*All stands will be automatically reviewed onsite as part of the Better Stand Program

For more information, please [click here to view the awards Terms & Conditions](#)

Find out more

For more information and guidance on Better Stands
consult your event's **Exhibitor Manual**.

Interested in hearing more about Informa's sustainability strategy?

Please see the **Informa Group Sustainability page**.

We would love to hear your **feedback** or **suggestions**.

Please don't hesitate to contact us at **betterstands@informa.com**

