

Sustainability

Sustainability is increasingly important to event attendees. Exhibiting at an MRO event gives you the opportunity to highlight your company's sustainability credentials and align with an event that champions sustainability. To ensure that your company and exhibiting stand are aligned with Informa's sustainability goals:

1. Review the information in the Exhibitor Resource Center and consider the steps as you plan your event
2. Ensure that your stand is compliant with Informa's Better Stands program framework (find out more below)

Better Stands

Did you know that one medium sized disposable stand produces around four tons of waste, which is almost 10x the average person's household waste per year. Designed to be used only once, they have a significant impact on the environment, in addition to increasing health and safety risks onsite.

Better Stands is an Informa wide program aiming to ensure that all core elements of exhibitor stands are reusable. Help us to reduce the environmental impact of the MRO Shows by committing to the Better Stands program framework and show that your company values being part of sustainable and socially responsible events.

What's in it for me?

- A better quality, more attractive & sustainable stand
- Opportunity to promote the sustainable credentials of your brand
- Smoother, more efficient build up and breakdown periods
- Lower work hours and reduced construction costs
- Reduce or eradicate your waste bill

What do I need to do?

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

1. Familiarize yourself with the Better Stands framework found on the next page
2. Share these guidelines with your contractor before they begin designing your stand
3. Ensure your stand reaches at least a bronze level, meaning the stand structure and walls, platform or raised flooring, furniture, equipment and lighting are all reused
4. Ensure that the submitted stand design clearly communicates how you will meet the Better Stands guidelines

How do you define a Better Stand?

We classify all stands into 4 categories – Disposable, Bronze, Silver or Gold – depending on the particular elements that are reused & then ultimately recycled.

All elements of a particular category must be shown to be reused or recycled in order to achieve that classification.

If a stand does not meet all the elements in the Bronze level then it is classed as disposable.



Category	Items	Disposable	Bronze	Silver	Gold
Reused	1 Stand structure and walls	X	✓	✓	✓
	2 Platform or raised flooring	X	✓	✓	✓
	3 Furniture and equipment	X	✓	✓	✓
	4 Lighting	X	✓	✓	✓
	5 Fascia and overhead signage	X	X	✓	✓
	6 Rigged structure	X	X	✓	✓
	7 Ceiling	X	X	✓	✓
	8 Display facilities	X	X	✓	✓
	9 Floor covering	X	X	X	✓
	10 Graphics and decorative items	X	X	X	✓