

Better Stands

A Guide to Implementation



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Better Stands

Helping bring you the future of exhibition stands.

Better quality. Better safety. Better time efficiency. Better sustainability.

A Better exhibition experience

Informa Better stands, working together to move away from disposable stands.

What are we trying to achieve?



The [Better Stands Campaign](#) aims to be the vehicle through which we engage our events, our exhibitors, our contractors, as well as the wider exhibition industry with the future of sustainable exhibition stand construction.

There are two key aims

- a. Eradicating the use of disposable structures
- b. Achieving Zero Waste stands

As a key step toward our longer term aim of zero waste stands, our first priority is to get us to the point where all of our exhibitors' stands are being built using reusable structures.

How will we achieve this?



- **Campaign led** – carrot rather than the stick
- **Engagement led** – focus on the benefits this will bring to our events, our exhibitors and the wider events industry.
- **Education led** – provide our teams, our exhibitors, and our contractors with the guidance and information they need.
- **Solution led** – offer solutions through our preferred supplier.

How to use this guide:

Details to guide teams on navigating the implementation guide and identifying which initiatives are most suitable for them

e.g.

- Identify your level of disposable stands: **insert slide number/link to relevant slide**
 - Identify your specific better stands challenges
- Select the chapter most suited to your level

Implementation themes

- Marketing and Communications
 - Including Better stands communication at every touchpoint throughout the marketing campaign
 - Exhibitor incentives and rewards
 - Targetted engagement
- Supply chain & 3rd party engagement
 - Sourcing sustainable stand providers – sell re-usable stands as part of product offering
 - Preferred supplier list
 - Research re-usable alternatives
- Data and Reporting
 - Gaining visibility as to **who** is still using re-usable stands
 - Stand approval process and sustainability in permission to build

Ranking Matrix

- Mention of the rankings below and how each chapter corresponds to this

0%	none
0-20%	low
20%-40%	medium
40%-60%	medium- high
60%-80%	high
80%-100%	very high

Stand categories:

Stands can be categories in to one of 4 levels of reusability. The below outlines what criteria is used to determine a stands category. To achieve a given level, a stands has to have achieved all categories marked with a green tick being reusable.

		Category	Items	Disposable	Bronze	Silver	Gold
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop.	●	✓	✓	✓
	2	Floor Platform	Structure of flooring (excluding surface, e.g., carpet).	●	✓	✓	✓
	3	Furniture and Equipment	Showcases, counters, chairs, tables, sofa, coffee table, cabinet, flyer stand, LED walls, TV, AV equipment and etc.	●	✓	✓	✓
	4	Lightings	All kinds of lightings in the stand and showcases.	●	✓	✓	✓
	5	Fascia	Overhead signage or branding, Fascia, company logo on top of the stand structure.	●	●	✓	✓
	6	Rigging 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	●	●	✓	✓
Reused or Recycled	9	Flooring	Carpet, other floor coverings.	●	●	●	✓
	10	Signage	Laminate stickers, fabric, paper board, foamboard, posters, standing banners and etc	●	●	●	✓

Implementation Initiatives



Four ish main ways we want teams to implement Better Stands

- Talk directly to exhibitors about their disposable stands
- Recognition and reward
- Comms
- Preferred supplier list (not relevant for Asia possibly – Amy to confirm)
- Engage contractors directly

Low level of disposable stands:

Brief introduction defining characteristics of events with a low level of disposable stands e.g. *Your event has 0-20% disposable stands of the entire floor plan with only a small number of exhibitors who are still opting for disposable options. Particularly relevant for:*

- *Conferences*
- *North America region...*
- *Events with lots of shell scheme*

Initiatives

- Marketing & Communication
 - Dedicated exhibitor communications to remaining top offenders
 - Exhibitor Workshops and focus groups
- Incentive & Reward
- Supply Chain Readiness
- Adding to regs

Case study:

- Insert a case study example for one of the above actions
 - E.g. the KBB exhibitor focus group?

Medium level of disposable stands:

Particularly relevant for:

- List regions that have a medium level – e.g. UAE, Europe
- Industry partnerships
- Recognition and reward
- Communications

Initiatives for regions *with* sustainable stand options:

- For those who have already enrolled a supplier of a sustainable stand to be as part of the product offering but are still struggling to reduce the number of disposable stands
 - E.g. Show Ready GES for UAE

Initiatives for regions *without* sustainable stand options

- For those regions who don't have a supplier of a sustainable stand to be as part of the product offering, with a medium level of disposable stands. These shows are likely to take longer to reduce their % of disposable space only stands due to lack of infrastructure where they are held.
- The level of disposable stands isn't high but there
 - E.g. Medlab Asia Bangkok, Medic West Africa Nigeria

Case study:

- Insert a case study example for one of the above actions
 - E.g. Propak Asia sustainable stand award

High level of disposable stands:

- These shows are likely to require more investment into their initiatives in order to shift the % figure to <50%.
- Communications – what kind of messaging are we delivering to exhibitors on a mass scale?
 - Focus on purely getting to bronze – re-usable walling and flooring
- Recognition & Reward Programme
 - Increasing number of exhibitors who receive prizes for best practice, to entice others into thinking that it could be them who receive the reward
- Research suppliers of re-usable, modular alternatives

Case Study

- Suggestions? Are there any shows with high level of disposable stands that are introducing case study worthy initiatives?
 - E.g. Egypt: ops team are working closely to find a frame and fabric alternative
 - Carried out warehouse visits, researched fabric recycling centres, working with the supplier in a collaborative way. If they're able to provide the materials, we can supply them business, and for us we are achieving our sustainability goals. Win-win.

Have a further ideas slide?

Plan, do, act, review – constant improvement

- Which team members
- How to make a plan

Amy/ eleanor

1. Comms – how to engage exhibitors and contractors with BS campaign

Many of our exhibitors and contractors will not be familiar with our Better Stands programme, so it is important we raise awareness of what the programme is, why we have created it and how they can get involved.

Explain the different comms types (ie for different stakeholders)

Exhibitor and contractor education programme

Better Stands comms marketing toolkit

Sales materials

Targeted communications to specific exhibitors:

Having direct conversations with a specific group of exhibitors about their stand, is an impactful way of influencing their behaviour.

Target exhibitors who have been identified as having used a disposable stand	Events with low levels of disposable stands could aim to talk directly to all of them. Such as a meeting
	Events with high numbers of disposable stands could target having direct conversations with ones which would have the most impact. e.g the biggest, or influential names.
	Events with medium or high numbers of disposable stands could send out a email from event management to all stands identified as disposable.
Target exhibitors who could be interested in supporting the Better stands campaign	This could be exhibitors with strong sustainability credentials themselves.

Key messaging:

- Ensure the **conversation is positive!** Not accusative.
- We want to **collaborate** to create a Better more sustainable event, and a **Better experience for them** as exhibitors.
- Ask whether **they are aware** whether their stands is disposable or not right now.
- **Listen to why** they are currently using disposable stands.
- **What barriers** do they face for changing? How could we help them overcome them?
- Engage them with **all the benefits** of moving to a reusable stand.
- Reassure them there are 1000's of options, **suitable for every budget and style.** (Betty's- reusable stands examples)

Targeted Engagement with Exhibitors	
Sustainable brands who exhibit	Look at who of our exhibitors are known for their sustainability, engage with them as potential front runners. Also potential to look at the biggest brands who will have their own sustainability team who we could engage with for them to drive change within.
Targeted coms to exhibitors identified as re-usable	Personal phone call from event director (or senior team member) to praise best practice for the exhibitor - personal recognition of their positive efforts
Targeted coms to exhibitors identified as disposable	
Targeted meetings with exhibitors identified as disposable	

Case study KBB

- Chris Edwards – John sales

Case study Cosmoprof – Korean Pavilion

Amy

3. Engaging with our contractors and building a list of preferred suppliers

Pointing our exhibitors in the right direction by ensuring there are re-usable options for them to choose from and providing them with contacts and tools that meet both their brand and sustainability needs.

Work with our official suppliers to ensure all our feature builds are non disposable	Event teams should agree with their General Service Contractor to ensure that all feature areas and stands built by Informa are 100% re-usable in order to set a good example and to achieve fundamental no. 6 on waste reduction.
Engage with suppliers who already provide re-usable options	Find a General Service Contractor who can offer a re-usable stand that can be sold as part of our product offering
	Build a list of 3-5 preferred suppliers who have readily available re-usable options to give exhibitors a choice and maintain market competition
Work with the supply chain to foster reusable stands	Providing incentives for contractors to re-use and restore materials, and teach onsite workers to dismantle with care. See incentives slide for examples
	Work with supplier to create bespoke solutions for Informa events or specific exhibitors that can be stored by the supplier and re-used at another event in the same region E.g. GES Start-up Pods in Saudi

Key tips:

- **Understand your customer base.** What size ranges are most popular? What are the most desirable features of an exhibitor stand at your show? Work with suppliers to source stand types/designs that are most likely to capture your audience.
- **Liaise with divisional/regional procurement teams** to see if they already have a list of recommended suppliers within their database
- Create a contract that allows us to **gain something in return**, for example free furniture for our features, signage etc.
- **Ensure a variety of options.** Try to find suppliers that cater to different price points and designs
- **Approach with caution.** Ensure Informa is not recommending contractors who will then subsequently build disposable stands for exhibitors

Supply chain readiness: working with contractors and 3rd parties	
Preferred Supplier / recommended contractor list	Work with procurement to develop a preferred supplier list 3-5 recommended contractors per event that we can refer exhibitors to
Research sustainable stand providers for each region	To find a frame and fabric, modular re-usable /sustainable options for each region in order to provide exhibitors with an off the shelf sustainable option. Introduce this into our list of product offerings at our events
Work with preferred contractors to create alternative designs for sustainable solutions	Utilising existing stock option (e.g. wooden panneling, frame and fabric, re-usable modular staging) to create alternative designs as an 'off the shelf' exhibitor stand package Lobby contractors to build solutions that are re-usable that are typical of a pavilion stand offering (e.g. GES frame and fabric - what can they design that is suitable for a pavilion and of a larger scale to our traditional show ready option?)
Work with key contractors within the region to foster their development	Work with key contractors in the region who are currently using disposable stands to engage them with developing their capabilities to deliver reusable stands or to reduce waste along the journey. Also working with them to understand their barriers to achieving them and their time lines.
Develop the ability for contractors to be Better Stands Certified	For stand contractors to be able to submit to become certified as Bronze, Silver or Gold standard contractors.
Warehouse idea (Dan)	work with contractors introduce a bon for profit storage options for exhibitors for 3 years

4. Rewarding exhibitors who use a reusable stand:

Frame work for the 3 Bronze, Silver Gold.	This would need quite a bit of supporting info
Case studies	Interviews with people? Or case studies

Amy

How do we incentivise / reward good behaviour? 😊

Think about the materials use

- Recognition & Reward: Exhibitor and contractor incentives
 - Free marketing
 - Stand Award
 - Raffle for exhibitors who comply with Better Stands
 - Stand Design competition
 - Physical freebies/discounts for exhibitor representatives on site at the show
 - Onsite recognition - Better Stands 'stamp of approval'

Case study – Propack Asia or HI Japan – Arab health?

Ignore all of the below – Lucie



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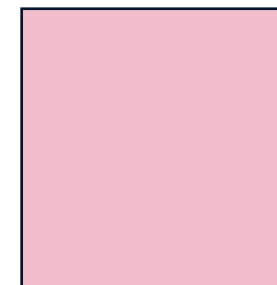
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Communication & Awareness (external & internal)	
Exhibitor and contractor education	<p>Producing additional materials which educate contractors and exhibitors about the features of a disposable vs re-usable stand</p> <p>Call out specific materials that are disposable, and that are preferred/alternatives</p> <p>Specific case studies and examples of what does a re-usable stand look like?</p> <p>Storytelling - create comms materials that follow an example exhibitor on a journey towards building a re-usable stand. From stand design, to contractor selection, to build and breakdown, and post-show (taking materials back to a warehouse for storage etc...) - demonstrate cost, time efficiency of a 'better stand'</p>
Better Stands Comms toolkit (similar to sustainability toolkit recently created)	See below potential items to be included:
Sales materials	<p>Provide sales teams with pre-scripted statements about Better Stands that they can reel off in a sales pitch</p> <p>More case studies which focus on cost of a re-usable vs disposable stand (e.g. we have the frame and fabric case study for Dubai, do we have other regional alternatives? e.g. for US or Asia?)</p>
Marketing materials	<p>Templates for the following:</p> <ul style="list-style-type: none"> - website - Boiler plate - Email footer/signature - social media - newsletters & emails - Show brochure <p>Asset library:</p> <ul style="list-style-type: none"> - logos - videos - gifs/animations - stock images
Exhibitor and contractor workshops	<p>Dedicated focus groups for events with small number of exhibitors and contractors who are still opting for/building disposable stands.</p> <p>Understand the reasons why exhibitors and contractors are building disposable stands, learn about the challenges and motivations</p> <p>Provide solutions to exhibitors and contractors, work with them more closely to reach a compromised solution (e.g. offering an exhibitor an incentive if they decide to build a re-usable stand)</p>



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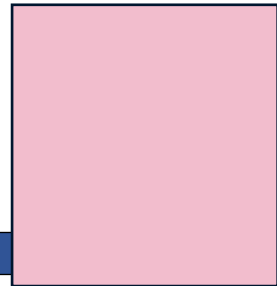


Data & Reporting: understanding the landscape of disposable stands	
Hire additional floor managers	Hiring additional floorplan managers to conduct detail stand audits of exhibitors on site to improve the quality of disposable stand data.
Asses what the data is telling you about disposable stands at your event	<p>Once you have data on which stands at the event are using disposable stands explore what insight you can gain from looking at this in detail.</p> <p>E.g. are there any trends as to what size of stands are using disposable stands?</p> <p>Is ther any trends as to what nationality of exhibitors are using disposable stands?</p> <p>is there any trends as to the type of contractors being used?</p> <p>is there a significant number of exhibitors using a specific contractor?</p> <p>Does any jump out as a key win to focus on? such as one pavilion could be a large m2, or engaging with a couple of large stands would be more impactful than a couple of small stands. are any exhibitors known for their sustainability as a company that could be engaged easier?</p>
Capture if exhibitor is using a re-usable stand at point of sale	Embed a process into customer centre which captures whether or not exhibitors are re-using stands from previous exhibitions. For example: exhibitors tend to inform us that they are using a re-usable stand if it contradicts our stand height restrictions. if it is above the restrictions but it is re-used, we allow them to use the stand at our show. We need to embed this as a standard, rather than just receiving adhoc feedback about re-usable exhibitor stands
Use the Stand Approval Process as a check point	The Stand Plan Approval Process can be used to gain an indication of whether a stand will be reusable or disposable, and where an issue is flagged the exhibitor/contractor could be contacted further. Where we have existing data it can also be used to track who may be using a contractor known to be problematic, (or also who is known to be BS compliant), as well as to keep an eye on specific exhibitors who were identified as needing to change their type of stand.
Customer insights on why they use disposable stands	Ranging from speaking directly to a couple of exhibitors who have been identified as using disposable stands, to undergoing a survey of a larger group of exhibitors. Consider gathering insight in to what has led them to using a disposable stand and what they see as their main challenges of switching to reusable options. Also expore how aware they were of the Better Stands Campaign, is the message successfully being heard and driving change?

Internal engagmnet		
Included in objectives	Inclusion in show management objectives	
Rewards for team for each stand that switches to reusable		

"stick" rather than "carrot"	"stick" rather than "carrot"	
Letter from event director to the exhibitor		
Letter to the contractor from ops direct and event director		
Fines		
Ban specific contractors		

Going further:



Work with your wider stakeholders	
Work with local event associations to promote Better Stands	Engage the support of local event associations or groups that can help promote and endorse Better Stands. This could enable communications to the contractor base, partnership with other local suppliers, and a platform for collaboration.
Contact other key organisers in the region/venue to collaborate	Contact other key organisers that operate in the same venue or region (therefore with the same supply chain) to explore if they would be interested in collaborating. This will help increase demand for reusable stands, and will help build confidence in the contractors that investing in new solutions will be a secure investment. it will also help build consistency for contractors between their jobs so its not "just Informa" asking for this.
Explore the venue's support of the Better Stands initiative	The venues support of the implementation of Better Stands can help foster wider take up in the regioin. Any colaboration could also lead to support in resources or facilities from the venue.
Explore the support of local government	Engage local key players on Better Stands and how it could help deliver their targets. Explore endorsment, promotion or funding. E.g. is there local funding for sustainability investment for SMEs that our contrators could apply for?
Venue engagement (Dan)	stand a clear and designed PDF for our requests