

QUICK GUIDE: Better Stands Pre-Event Assessment

This guide helps you navigate the setup of a pre-event assessment of your exhibition stands using the platform. Follow these steps to showcase your commitment to sustainability and high-quality build standards.

1. Identify Your Starting Point

Before you log in, identify how the event is being managed:

- **Option A: The Organizer is involved**

If the event organizer has already appointed an **Assessor**, check whether they have created an event on the platform. If not, contact them directly and request that they do so.

- **Option B: You are Leading the Way**

If the organizer is not involved, you must select your own **trained Better Stands Assessor**.

- Go to: www.betterstands.org → **About Better Stands** → **List of Members** Filter by **Assessors** and review the overview of partners available and the **regions** in which they offer their assessment services.

Note: We train new assessors every month. If you cannot find a suitable partner in the list yet, it may be that we are already in contact with a company and they will soon become part of our network.

- Click on the respective logo to visit the Assessor's website and contact them directly.

Note on Pricing: Prices for the stand assessment must be agreed individually with the assessor. The secretariat does not interfere in negotiations on pricing.

Support Note: If you are unsure or unable to find a suitable partner, please contact the **Better Stands Secretariat via email: info@betterstands.org**. We will assist you in finding an appropriate partner for your needs.

2. Event Creation by the Assessor

Once you have reached an agreement with a trained Better Stands Assessor, the Assessor will handle the administrative groundwork:

- They log in to the portal.
- They create the **Event** (Name, Location, Dates).

Note: Your project cannot be created until the Assessor has created an event on the platform.

3. Your Action: Create a "New Project"

Once the event is created, it's your turn:

1. **Log In** to your account on the Better Stands platform.
 2. Click the "**New Project**" button.
 3. Navigate to "**Events**"-**dopdown** and select your specific exhibition event from the list.
 4. **Confirm & Start:** Your project is now linked, and you can begin submitting your stand details for certification.
 5. **Assessment:** After you have completed your full submission, the assessor will review your documents and provide feedback on your achieved Better Stands rating. You will still have the opportunity to improve your stand and upload additional evidence.
 6. **Better Stands Certificate:** Once you have received your final Better Stands rating for your exhibition stand, you can download your certificate and use it for promotional purposes. You may also share it with your customer, the exhibiting company, so it can be displayed on the stand during the event.
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Support & Resources

- **Official Website:** www.betterstands.org
- **Member List:** [Find an Assessor here](#)
- **Questions?** Reach out to the Better Stands Secretariat at info@betterstands.org for assistance.
- **Guidance Documents:** The rulebook for your stand assessment can be found here: Log in to your account and click on "**My Account.**" In the left-hand menu, you will find "**Downloads.**" Click on "**Downloads**" to download the "**Better Stands Stand Assessments Guidelines.**"