

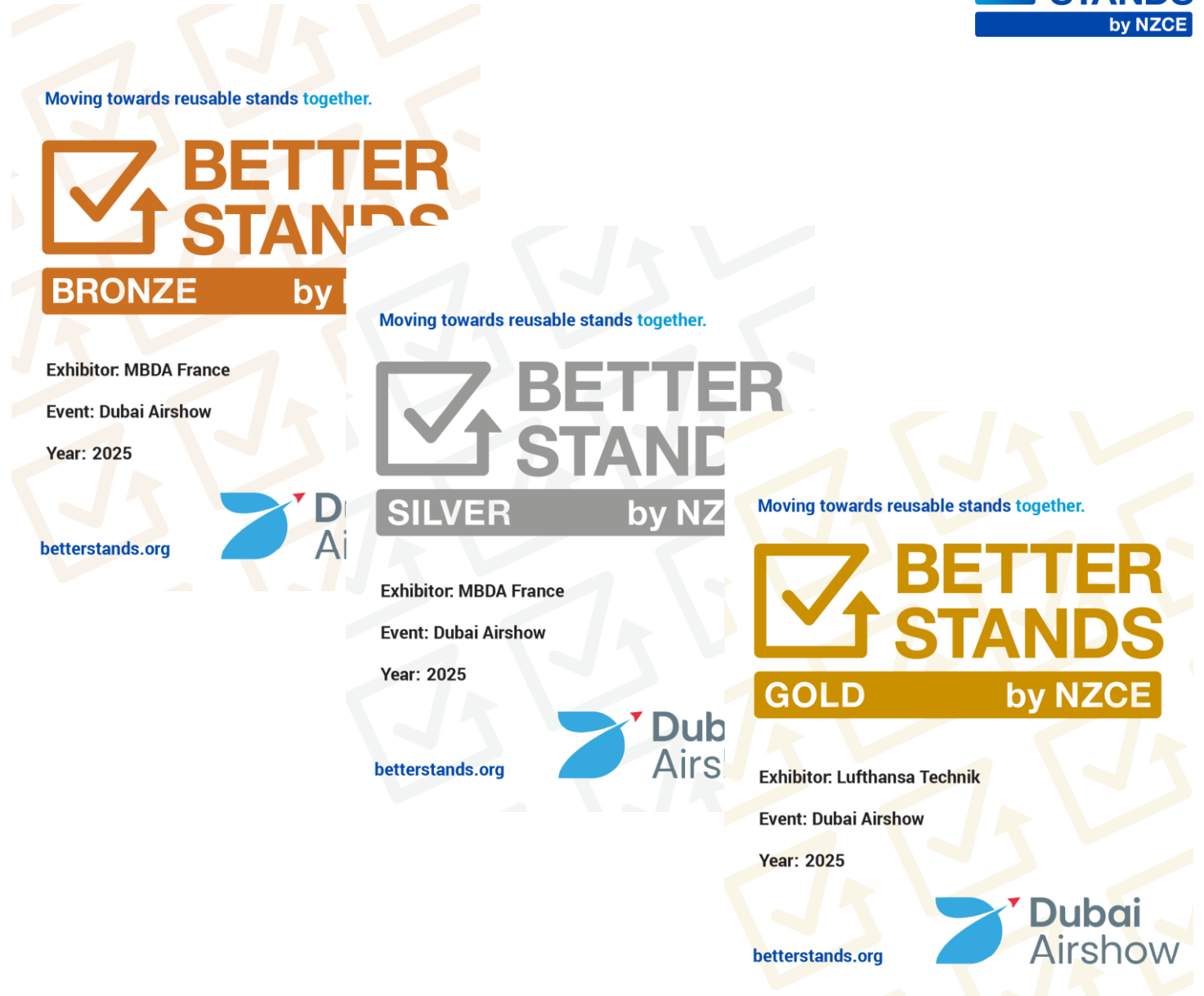


Better Stands reward and recognition process



Why implement a reward and recognition programme at your event?

- To recognise and celebrate exhibitors and contractors who are making significant efforts to reduce their environmental impact by using sustainable practices in their booth design and operations.
- To encourage and promote sustainable practices in the exhibition industry and to raise awareness about the importance of sustainability.
- To build Better Stands Programme as an industry brand.



Better Stands Categories



	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 or 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	✗	✗	✗	✓

Key requirements when giving out Better Stands awards/recognition

- ✓ Awards should only be considered as part of a wider event specific implementation plan for Better Stands. Ensure there is a dedicated comms plan to raise awareness of the programme to all relevant exhibitors, its aims and goals and how we measure their stands onsite .
- ✓ Awards should be given to exhibitors post-event, once Better Stands onsite reporting has been completed. This reduces the risk of Informa rewarding stands that are not compliant with Better Stands guidelines.
- ✓ If awards are given to exhibitors/contractors during the event, you will need to check stand design plans prior to the event, confirming it complies with Better Stands framework.
- ✓ You will also need to get the contractor/exhibitor of said stand to confirm in writing that the stand will be reused/recycled (according to 10 box framework). A possible penalty should be implemented if this written confirmation is not complied with during breakdown.
- ✓ Ideally only Bronze, Silver and Gold awards should be given out to stands – this helps reinforce the three phases of the Better Stands programme and is the most objective way to assess a stands' sustainability.
- ✓ However, if you choose to award stands on different criteria that is related to sustainability, please ensure that stands reaches at least a bronze in the Better Stands framework

Key steps to implementing a rewards and recognition programme at your event



Pre-show tasks	Marketing	Customer Success	Sustainability	Ops
Comms	Include in newsletter and relevant emails	Include Better Stands certification in exhibitor calls		Add to exhibitor manual and exhibitor portal
For events handing out certificates onsite				Collect stand designs and flag any bronze, silver, gold stands that will need written confirmation
				Collect written confirmation from stands that their stand will be build to a bronze, silver or gold standard.
At Build Up	Marketing	Customer Success	Sustainability	Ops
For events handing out certificates onsite				Use bronze, silver and gold compliant stand designs and compare with actual stands being built onsite.
At Breakdown	Marketing	Customer Success	Sustainability	Ops
Reporting			Support with onsite reporting if applicable	Conduct onsite reporting
Post event	Marketing	Customer Success	Sustainability	Ops
Reporting				Provide customer success, marketing and sustainability team with reporting data
Comms	Email to exhibitors and contractors who achieved bronze, silver and gold	Create bronze, silver, gold certificates	Include in case study document	
	Write up on social media		Write up portal article	
For events handing out certificates onsite			Work with event team on how to handle events who's stand designs did not match onsite system.	

Useful Templates and Examples

Certificates

Moving towards reusable stands together.

 **BETTER STANDS**

SILVER by NZCE

Exhibitor: SKAT VYOM

Event: Dubai Airshow

Year: 2025

betterstands.org

 **Dubai Airshow**



Germany Pavilion:

- They signed multi-year contract with the contractor.
- They use wood and metal frame and booth materials stored with contractor and reuse again.



France Pavilion:

- The pavilion chose to use reusable materials during the process of selecting booth design.
- The contractor use advanced Octonorm material to build the booth core structure.
- The structure can be reused by other exhibitors and other events.