

Better Stands Website template

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Create a Better Stands section on your website, explaining the initiative and how exhibitors can get involved



Better Stands – transitioning to smarter and more sustainable solutions

At [Event Name], we are committed to delivering a smart, efficient and sustainable event for both exhibitors and attendees.

To facilitate this we are proudly founding members of the Better Stands programme.

The main focus of Better Stands is to celebrate and encourage those that choose to reuse their stand at more than one event. Exhibitors and contractors will receive a rating from Single Use to Bronze, Silver and then Gold, based on how much of the stand is reused and/or recycled.

We believe that reusable stand options offer a better way forward for the events industry. As an exhibitor you can work with your Exhibitor Appointed Contractor to design a stand that fits this criteria.

If you're unsure of where to start? Consult our Better Stands procurement guide for help when choosing a reusable stand and visit betterstands.org for more info.