



BETTER STANDS

A BRIEF INTRO FOR ORGANISERS 2026



A large, stylized graphic on the left side of the page. It consists of a thick blue checkmark shape and a thick blue arrow shape pointing upwards and to the right, both rendered in a solid blue color.

MOVING TOWARDS REUSABLE STANDS *TOGETHER*

Better Stands is uniting the events and exhibitions industry to adopt reusable stands, ensuring **smarter**, **safer** and more **sustainable** solutions globally.

WHAT IS BETTER STANDS?



- Better Stands aims to help the **evolution** of the exhibitions industry towards the use of reusable stands. To deliver a **safer, cleaner, quicker**, higher **quality** as well as more **sustainable** industry.



- Better Stands aims to achieve this through **industry collaboration**, and **praise** of best practice.
- At the core of Better Stands is a **10-point framework** which assesses stand reusability, giving exhibitors and their contractor a rating of **Single Use, Bronze, Silver** or **Gold**.



- Stands can be **assessed on site**, or **pre-certified** prior to the event for their method of build.
- Organisers can choose between different levels of “engagement” depending on what suits their strategy and ambition, ranging from sampling to a full assessment of all stands.



- A Better Stands assessment **drives progress** through enabling the identification of trends and priorities, creation of **bespoke strategies**, and **targeted communications**.

BETTER STANDS FRAMEWORK



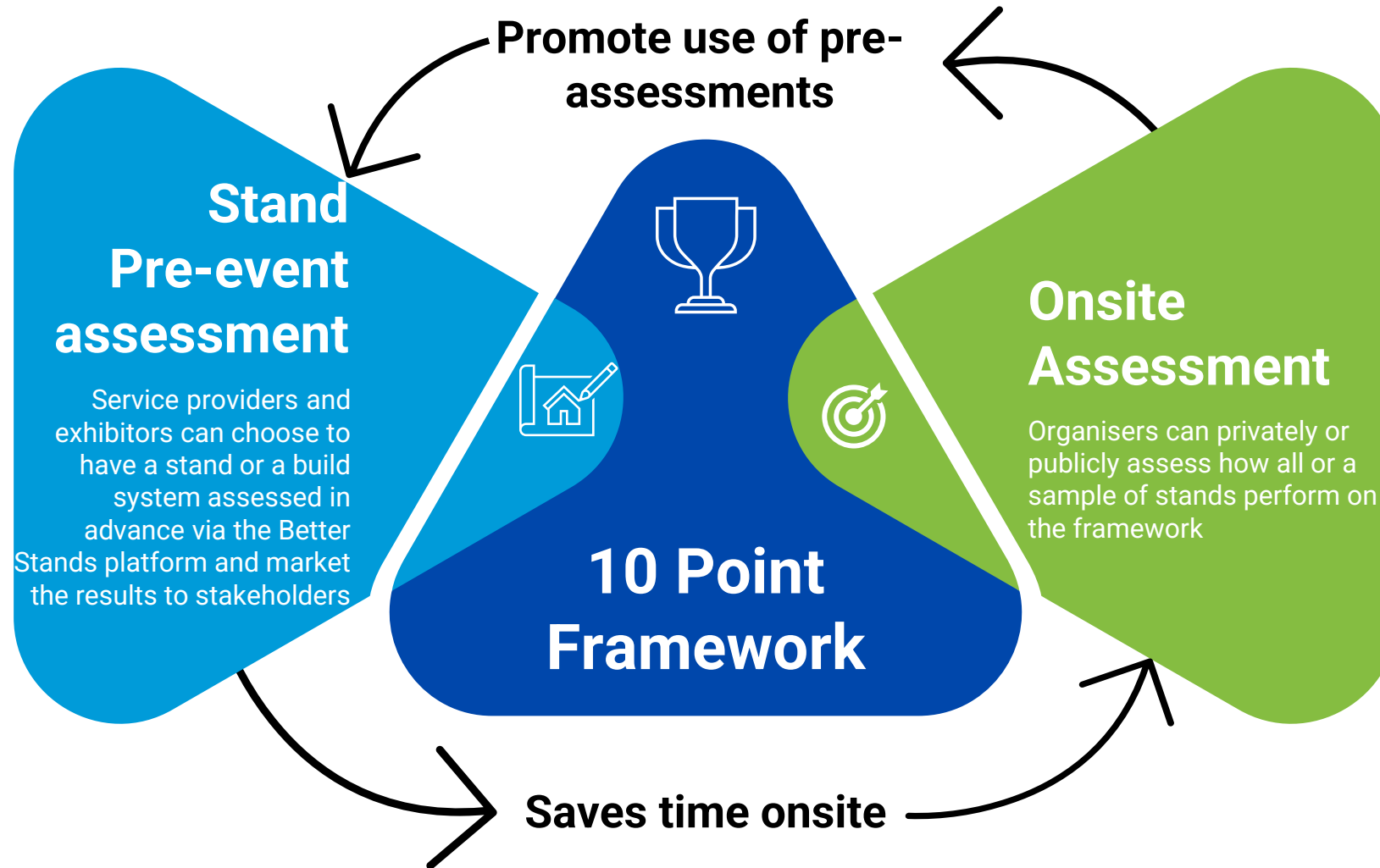
The 10 key elements of a stand are assessed for reuse. This determines its categorisation of Single Use, Bronze, Silver or Gold.



Driving change through praise of best practice

			Single use	BETTER STANDS BRONZE by NZCE	BETTER STANDS SILVER by NZCE	BETTER STANDS GOLD by NZCE
CATEGORY	ITEMS					
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 / 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	×	×	×	✓

ONE GLOBAL FRAMEWORK - ALIGNED. EFFICIENT. SCALABLE.



ONE GLOBAL FRAMEWORK - ALIGNED. EFFICIENT. SCALABLE.



PRE-EVENT

ONSITE

POST-EVENT

Design,
Planning &
Registration

Online
Assessment

Better Stands
Rating &
Validation



Celebrate & Showcase your
Achievement on the Stand

Continuous Improvement

Pre-Event Assessment

Pre-Show
Survey

Onsite Assessment

Better Stands
Rating and
Validation



Celebrate
Achievement
& Continuous
Improvement

Onsite Assessment

WHO IS BETTER STANDS?

Steering Committee (Advisory Board)

Better Stands Host:  (JMIC)

Secretary: 



Organisers

Service Providers

Assessors

Venues

Working Groups

Organiser
(Working) Group

Service Provider
(Working) Group

Assessor
(Working) Group

Venues
(Working) Group

OUR MEMBERSHIP IS GROWING



WHAT ARE THE BENEFITS OF JOINING BETTER STANDS



The below outlines the **primary benefits** for an organiser of joining the better stands program, both those available now and those in development to be launched soon:

- An off the shelf and **ready to go program**
- Use of a **globally established** program, rating and branding
- In depth **induction**
- Library of **templates and resources** (from onsite signage, to exhibitor emails, to sales team training)
- 121 **coaching and mentoring** with experienced Better Stands Organisers
- **Monthly Organiser Working Group** to share best practice and collaborate
- Access to an **established network** of assessors, service providers and allies

Benefits Being Developed for 2026:

- Organiser **online platform** with
 - An integrated pre-certification system
 - A data analysis dashboard
- Waste and carbon **conversion methods**
- Exhibitor engagement **videos**

WHAT ARE THE BENEFITS OF JOINING BETTER STANDS



The below outlines the **secondary** benefits for an organiser of joining the better stands program:

- One global rating program **driving change together**
- **Future proofing** your business with **global collaborative alignment**
- **Meeting** exhibitor, attendee and key stakeholder's **expectations on sustainability**
- Be a part of setting and **shaping a global standard for our industry**
- Protect and **enhance your reputation** with independent assessments according to a standardised framework
- **Lower** your cleaning and **waste bills**
- **Significantly reduce your waste** and **carbon** from events
- **Improve safety** by reducing working at height and construction works onsite (eg fewer power tools)
- **Improved welfare** and air quality for people onsite during construction and dismantle
- **Improved speed and reliability of build**, reducing costs such as tenancy in the long term
- Working with other Better Stands supporters generates a clear and consistent signal to the supply chain.
- Supporting the positive image of Organisers as both employers and industry leaders

BETTER STANDS IS GROWING FAST



60+ Organisations

37+ countries

400+ events


See our members list
[HERE](#)

TESTIMONIALS: WHY HAVE PEOPLE CHOSEN TO JOIN?



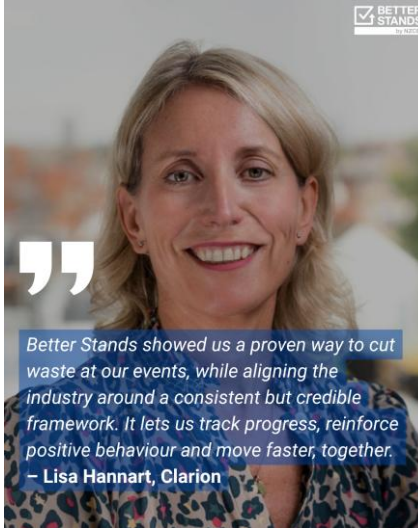
BETTER STANDS
by NZCE

“
Better Stands, more responsible stands, make for better business, the better for our partners, the venues, the general contractors, the better for our exhibitors, the better for our trade association partners and the better for the world and the environment in which we all live. – Steven Carter, Informa PLC



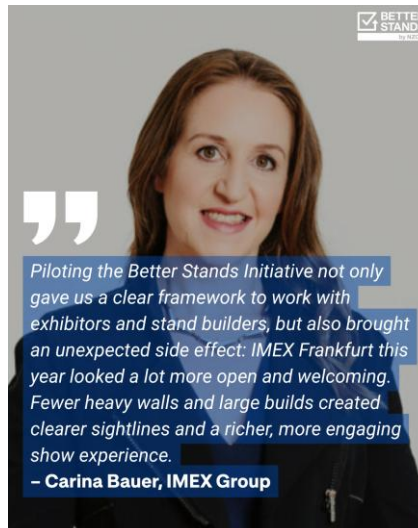
BETTER STANDS
by NZCE

“
Better Stands presents a real opportunity to support long-term change by encouraging smarter, more sustainable solutions – and we knew we wanted to be part of that transformation. – Kane Simpson, Abraxys



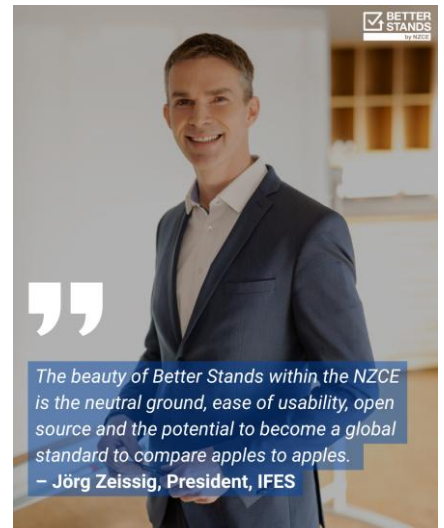
BETTER STANDS
by NZCE

“
Better Stands showed us a proven way to cut waste at our events, while aligning the industry around a consistent but credible framework. It lets us track progress, reinforce positive behaviour and move faster, together. – Lisa Hannart, Clarion



BETTER STANDS
by NZCE

“
Piloting the Better Stands Initiative not only gave us a clear framework to work with exhibitors and stand builders, but also brought an unexpected side effect: IMEX Frankfurt this year looked a lot more open and welcoming. Fewer heavy walls and large builds created clearer sightlines and a richer, more engaging show experience. – Carina Bauer, IMEX Group




BETTER STANDS
by NZCE

“
The beauty of Better Stands within the NZCE is the neutral ground, ease of usability, open source and the potential to become a global standard to compare apples to apples. – Jörg Zeissig, President, IFES



BETTER STANDS
by NZCE

“
Better Stands helps us collaborate even closer with our industry peers to find best practices, share data, and give reassurance to customers across the event ecosystem. We're delighted to give it our full support and encourage other businesses to do likewise. This is a shared, industry-wide ambition that we can achieve better together. – Natalie Wing, GES EMEA



BETTER STANDS
by NZCE

“
RAI Amsterdam joined Better Stands because we believe this is the future of sustainable stand construction and the wider events industry. It's about real collaboration across the whole chain, with a focus on reuse and circularity. – Bart van der Heijden, RAI Amsterdam



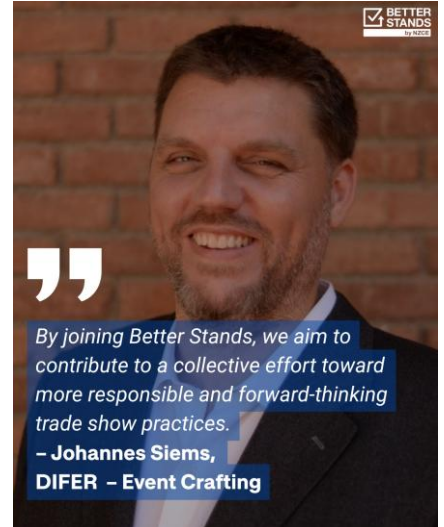
BETTER STANDS
by NZCE

“
What's especially compelling is the spirit of collaboration that Better Stands is built on. It's not about working in silos. It's about organisers, contractors, exhibitors, and venues coming together with a shared goal – to make our industry more sustainable, resilient, and future-ready. If the industry embraces Better Stands at scale, the potential is enormous. – Chris Skeith, UFI



BETTER STANDS
by NZCE

“
Faversham House is excited to be part of the Better Stands Pilot scheme which is such an important initiative to support organisers and move the events industry, and our stakeholders, closer to net zero at a much faster pace. – Jenny Matthew, Faversham House



BETTER STANDS
by NZCE

“
By joining Better Stands, we aim to contribute to a collective effort toward more responsible and forward-thinking trade show practices. – Johannes Siems, DIFER – Event Crafting

A CASE STUDY: WHAT DOES BETTER STANDS LOOK LIKE IN PRACTICE?



EVENT: Hospitalar 
LOCATION: SAO PAULO, BRAZIL
AN INTERVIEW WITH: HERBERT KANASHIRO



When did Hospitalar first start its Better Stands journey?

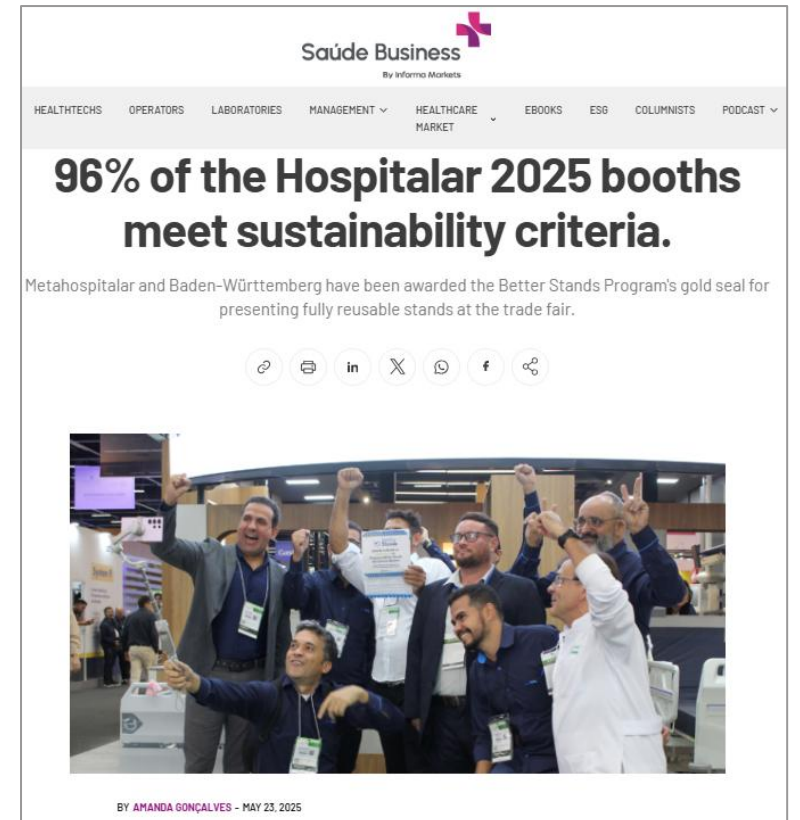
In 2024, when we made a start by working with our Better Stands Assessors, JA, to do our [first onsite assessment](#). By assessing all of our stands against the Better Stands rating we gained an [understanding of how prevalent single use](#) stands are at our event and what strategy would work best for us going forward.

What are the key elements of how you have implemented Better Stands?

We have focused on [internal training and engagement](#) of all of our event team and have set up a Better Stands [working group](#) with members of all the teams, including sales, marketing, ops and management. We also have focused on our exhibitor and contractor engagement and embedded Better Stands in to our [exhibitors webinars and briefings](#). During the show we also hand out [stickers exhibitors can put on their stand to celebrate their rating](#), as well as send [Better Stands certificates](#) out to all exhibitors after the event.

What successes have you had?

Both our [exhibitors and contractors have engaged enthusiastically](#) with Better Stands and receiving a rating, with many making use of it on social media during the event. In 2025 we saw the conversion of over 6,600m² of stands which had previously been single use to Bronze or higher, this represented a [63% reduction](#) in the m² of disposable stands at our event.



BETTER STANDS: ORGANISER MEMBERSHIP



For an organiser to be a member of better stands there is a yearly membership fee.

This fee is calculated based on both the company size as well as its level of use of better stands.

Figures below exclude VAT.

Organiser annual better stands membership fee = company size + number of stands within its better stands program

Organiser
Better Stands
Membership =

Company size	Revenue Banding	Cost company
Ex Small	Less 5m	€1,000
Small	5m – 19m	€2,500
Medium	20m - 99m	€6,500
Large	100 - 499m	€10,000
Ex Large	> 500m	€15,000

+

Number of Stands	Banding of size	Cost stands
Ex Small	1 - 500	€500
Small	501 - 1,000	€1,000
Medium	1,001 - 5,000	€4,500
Large	5,001 - 10,000	€8,000
Ex Large	> 10,001	€21,000

A SIMPLE MATRIX OF 2 FACTORS:

An organiser selects which banding for each is relevant to them, giving them a total annual fee.

Figures below exclude VAT.

Company Size

Ex Large	> 500m	€15,000.00	€ 15,500	€ 16,000	€ 19,500	€ 23,000	€ 36,000 (cap)
Large	100m – 500m	€10,000.00	€ 10,500	€ 11,000	€ 14,500	€ 18,000	€ 31,000
Medium	20m - 99m	€6,500.00	€ 7,000	€ 7,500	€ 11,000	€ 14,500	€ 27,500
Small	5m – 19m	€2,500.00	€ 3,000	€ 3,500	€ 7,000	€ 10,500	€ 23,500
Ex Small	Less 5m	€1,000.00	€ 1,500	€ 2,000	€ 5,500	€ 9,000	€ 22,000
			€ 500	€ 1,000	€ 4,500	€ 8,000	€ 21,000
			1- 499	500- 999	1,000 - 4999	5,000- 9,999	10,000 +
			Ex Small	Small	Medium	Large	Ex Large

Number of stands within your Better Stands program

GET STARTED AS A PILOT MEMBER

For those who are looking to have a gradual start there is a pilot membership option:

An organiser pilot membership enables an organiser to get started with implementing Better Stands at a lower price point, but with the **limitation of not communicating their participation at the event or awarding ratings to their exhibitors.**

What do you have access to:

- All the same induction, coaching, resources and templates

What assessments can I do?

- The same assessment choices as a full member

What are the limitations compared to full membership?

- Limited communication to exhibitors and service providers
- No ratings to be communicated to exhibitors or service providers or Better Stands certificates to be awarded

What is the price difference?

- You only pay the 1st of the two elements that make up your membership cost, the section based on your annual revenue

The Pilot Membership is aimed at organisers who are looking for a softer introduction to the Better Stands Programme. It allows them to get their Better Stands processes set up, engage their internal teams, test their assessment process, and learn insights from their results, before they wish to move towards communicating results to their exhibitors.

KEY CLARIFICATIONS:

The below points aim to clarify the key elements of the Better Stands Organiser Membership Fee

- The membership fee is paid on an **annual basis**
- It will be **processed by the Better Stands Secretariat**, IFES, via an invoice.
- The company size is determined by the **company's total revenue**, unless you have a significant section of the company completely unrelated to events which can be separated out.
- The number of stands within your Better Stands program is the **total number of stands at all your events who are using the Better Stands Framework**. Pre-certified package line stands are removed from your total number of stands.
- If your Better Stands use grows more than expected within the year so that the number of stands included places you in a higher banding you **can top up your membership** for that year.
- The **revenue generated is ring-fenced and is only used for the running and development of Better Stands**, key costs that this covers are development, licensing and maintenance of the Better Stands website and platform, day-to-day administration of the program, development of training programs and shared resources.

FREQUENTLY ASKED QUESTIONS



HOW IS BETTER STANDS RUN?

Better Stands is co-steered by 13 organisations who make up the Better Stands Steer Co. The Steer Co is made up of 3 organisers, 3 service providers, 2 venues, 2 assessors, each of these positions are elected by their relevant working groups. These are joined by our guiding associations of JMIC/NZCE as our host, IFES as our Secretariat and UFI. See our website for full details [LINK](#)



IS BETTER STANDS A NOT FOR PROFIT?

All funding generated by Better Stands Membership is ring-fenced for covering the cost of running Better Stands and the development of resources that further Better Stands.



AS AN ORGANISER, WHAT OTHER COSTS COULD I EXPECT TO IMPLEMENT BETTER STANDS OTHER THAN MY MEMBERSHIP FEE?

The two main costs are,

- a. Internal resources to embed Better Stands into your events communications and processes. Templates make this as easy and efficient as possible
- b. Onsite assessments of the stands at the event, this can vary greatly depending on if you choose to use internal resources, outsource it to a 3rd party, the size of your event and how in-depth an assessment you choose (e.g. a sample takes less resources)



YOUR QUESTIONS

Please let us know of any questions you have

NEXT STEPS



Ready to learn more? Here are your next steps:

- Contact info@betterstands.org
- We will arrange an **introductory call** to provide you with all the necessary information before joining and to help you find the perfect fit.
- **Become a member** by signing the membership agreement.
- Participate in our **onboarding sessions** and learn everything about your participation options.
- Gain **full access to all documents, templates, and guidelines** available on the Better Stands platform.

We hope you join us IN MOVING TOWARDS REUSABLE STANDS *TOGETHER*

For any questions, please email
info@betterstands.org and a member
of the team will get back to you.