premiere

THE ULTIMATE BEAUTY EXPERIENCE

SUSTAINABILITY AT INFORMA

Sustainability is increasingly important to event attendees. Exhibiting at Premiere gives you the opportunity to highlight your company's sustainability credentials and align with an event that champions sustainability. To ensure that your company and your stand are aligned with Informa's sustainability goals:

1. View the Exhibitor Checklist and consider the steps as you plan your stand
2. Ensure that your stand is compliant with Informa's Better Stands programme framework (find out more below)

BETTER STANDS

Did you know that one medium sized disposable stand produces around four tonnes of waste, which is almost 10x the average person's household waste per year. Designed to be used only once, they have a significant impact on the environment, in addition to increasing health and safety risks onsite.

The **Better Stands** programme aims to celebrate exhibitors, along with their appointed contractors, who choose to build reusable stands instead of single-use disposable ones.

- A disposable stand is a space only/raw space stand that is used only once and typically constructed from raw materials onsite and then send to landfill or burnt for energy after the event.
- A reusable exhibition stand is any stand that is used more than once and can include systems using wood, aluminium, fabric, cardboard, glass, plastic and other materials.

We are actively piloting and developing this programme with other event organisers across the industry and greatly appreciate your involvement and support. More information on the programme can be found at **betterstands.info.**

WHAT'S IN IT FOR ME?

- A better quality, more attractive and safer stand
- Lower stress design and build
- Opportunity to promote the sustainable credentials of your brand
- Smoother, more efficient build up and breakdown periods
- Fewer building hours and more predictable timings
- Reduce costs including waste bills

WHAT DO I NEED TO DO?

To make your commitment to **Better Stands** and contribute to a more sustainable event:

1. Familiarise yourself with the Better Stands framework found below
2. Share these guidelines with your contractor before they begin designing your stand
3. Ensure your stand reaches at least a bronze level, meaning the stand structure and walls, platform or raised flooring, furniture, equipment and lighting are all reused
4. Ensure that the submitted stand design clearly communicates how you will meet the Better Stands guidelines

How do you define a Better Stand? We classify all stands into 4 categories – Disposable, Bronze, Silver or Gold – depending on the particular elements that are reused or recycled. All elements of a particular category must be shown to be reused or recycled in order to achieve that classification. If a stand does not meet all the elements in the Bronze level then it is classed as disposable.

		Category	Items	In progress	Better Stands Bronze	Better Stands Silver	Better Stands Gold
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	×	×	×	✓

What Will We Do? To ensure that all exhibitors can meet the **Better Stands** guidelines we will:

- Review your stand designs prior to the permission stage and make you aware of any breaches for all raw space exhibitors
- Conduct an audit of your stand onsite to ensure that it complies with the rules
- Offer help and advice to find sustainable solutions that suit your needs

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