

Sustainability and Better Stands

Sustainability

Sustainability is increasingly important to event attendees. Exhibiting at Informa Markets Fashion Events gives you the opportunity to highlight your company's sustainability credentials and inspire the industry to develop in an eco-conscious and responsible way. To ensure that your company and exhibiting stand are aligned with Informa's sustainability goals:

1. View the Exhibitor Checklist [HERE](#) and consider the steps as you plan your event
2. Ensure that your stand is compliant with Informa's Better Stands program regulations (find out more below)

Better Stands

Did you know that one disposable stand produces the same amount of waste as four households do in an entire year? Designed to be used only once, they have a significant impact on the environment, in addition to increasing health & safety risks onsite.

Better Stands is a company-wide program aiming to ensure that all core elements of exhibitor stands are reusable. Help us to reduce the environmental impact of Informa Markets Fashion Events by committing to the Better Stands regulations and show that your company values being part of sustainable and socially responsible events.

What's in it for me?

- A better quality, more attractive stand
- Opportunity to promote the sustainable credentials of your brand
- Smoother, more efficient build up and breakdown periods
- Lower work hours and reduced construction costs
- Lower waste bills

What do I need to do?

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

1. Read the Better Stands regulations found below.
2. Share the regulations with your contractor and agree to a reusable stand design
3. Ensure that the submitted stand design clearly communicates how you will meet the Better Stands Regulations

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What are the regulations?

To ensure your stand is designed in line with our Better Stands policy see the list of acceptable and unacceptable stand elements below:

Acceptable:

- All core stand elements i.e., walls, archways, counters etc. must be constructed with reusable materials e.g., system-built stock panels.
- The stand structure must be prefabricated and ready to assemble onsite.
- Final adjustments to prefabricated pieces for fitting purposes are allowed.
- Final coat of acceptable TVOC paints for repair purposes only.
- Floor flats and system floors must be cut to size before coming onsite and be recyclable and/or reusable.
- The use of LED lighting.
- The use of recycled or recyclable carpet, eco vinyl flooring or other environmentally responsible floor coverings.

Unacceptable:

- The use of one-time raw materials planned to be cut down to size onsite typically using chipboard, particleboard, and low-density fiberboard (LDF).
- The use of other raw materials to construct core structural elements i.e., walls, archways, floor systems, counters etc. that are not planned to be reused or recycled after use.
- Construction of any stand components from single use materials.
- Building onsite from scratch any core stand elements.
- The use of incandescent light bulbs.
- The use of non-recycled carpet, PVC vinyl flooring or other single use floor coverings.

Breaches of the regulations will result in a formal written notification, together with continual improvement actions.

What will we do?

To ensure that all exhibitors can meet the Better Stands regulations we will:

- Provide a list of preferred partners with experience producing sustainable stands.
- Review your stand designs prior to the permission stage and make you aware of any breaches.
- Offer help and advice to find sustainable solutions that suit your needs.

If you require any further information or guidance on the Better Stands program, please contact our customer service department at exhibitorsupport@fashionresource.com.