

BETTER STANDS

Redefine the future of exhibiting at Licensing Expo

What is Better Stands?

Informa's Better Stands program inspires exhibitors to replace single-use booths with sustainable, reusable & recyclable structures; hosting eco-friendly events!

Why does it benefit me?

- ✓ Cuts costs
- ✓ Hassle-Free
- ✓ Saves time
- ✓ Protects planet
- ✓ Slashes waste
- ✓ Cuts footprint

THE CRITERIA



BRONZE

- Reuseable booth structure & walling
- Reuseable flooring & raised platforms (excluding surface covering carpet)
- Reuseable furnishings, AV equipment and lighting



SILVER (inc bronze)

- Recyclable fascia, logo signage & hanging banners
- Reusable overhead rigging structures
- Reusable ceiling materials & display units



GOLD (inc bronze + silver)

- Reusable wall-mounts, floor-standing & booth graphics
- Recyclable plants, flowers, mannequins
- Reusable flooring: carpet, floor tiles, lino etc.

CHOOSE BETTER STANDS TO HELP THE PLANET

By 2025, Licensing Expo will meet bronze-level sustainability. Clause 19 of your Exhibitor Contract confirms your commitment to this greener journey.



Consider This:

- Is your contractor sustainable? Checked their credentials?
- How much is built in-house vs outsourced?
- Have you considered alternative materials or reusing booth elements?

