

Informa Better Stands (Booth) Program

Sustainability at Informa

Sustainability is increasingly important to event attendees – Around 80% of the typical event participants tell us so. We also know it's increasingly important to our exhibitors like you, who are looking to protect and enhance your brand.

Exhibiting at National Restaurant Association Show gives you the opportunity to highlight your company's sustainability credentials and align with an event that champions sustainability and protects your reputation.

1. We want to ensure that our sustainability goals are aligned with yours, and those of other exhibitors. We encourage you to view the [Exhibitor Sustainability Checklist](#) here and consider the steps as you plan your event. These give useful guidance to help you exhibit sustainably
2. Review the Better Booths programme and framework below to see if it'll provide benefits to you

Better Booths

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

- A disposable booth is a space only/raw space booth 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 booth is any booth 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 betterbooths.info.

What's in it for me?

- A better quality, more attractive and safer booth
- 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 Booths and contribute to a more sustainable event:

1. Familiarise yourself with the Better Booths framework found below
2. Share these guidelines with your contractor before they begin designing your booth
3. **We encourage everyone to work towards a Silver level OR ensure your booth meets a Bronze level. This means that** the booth structure and walls, platform or raised flooring, furniture, equipment and lighting are all reused. Doing this usually eliminates most of the waste and takes a big step towards reusability without compromising on cost or booth design.
4. Ensure that the submitted booth design clearly communicates how you will meet the Better Booths guidelines



	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 work with you on your Better Booths journey we will:

- Provide a procurement guide supporting you to find contractors that can build reusable booths: Refer to Freeman’s service kit, the Show’s General Contractor.
- Ask for information from you or your contractor during the floorplan design submissions so you can make us aware of the reusability of your booth. Submission required for island and peninsula booths only.
- Provide an option of a turnkey solution that is Better Booths compatible: Refer to Freeman’s service kit, the Show’s General Contractor.

If you require any further information or guidance on the Better Booths program, please contact our Exhibitor Services at RestaurantShowExhibitorServices@informa.com.