

Exhibiting at Super Terminal Expo gives you the opportunity to highlight your company's sustainability credentials and align with an event that champions sustainability.

What is Better Stands?

The Better Stands program, introduced by Informa, is aimed to ensure that all core elements of exhibitor stands are reusable and encourage raw space exhibitors, along with their appointed contractors to move away from disposable, single use stands at events, in favour of reusable or recyclable structures. By moving away from single use stands, we will improve the ease, safety and sustainability of the exhibitor experience at our events.



How does it benefit you?

- A better quality stand that helps you save time and money on new designs & construction
- Ensures a smoother, more efficient, and predictable build and breakdown experience with fewer work hours
- Lowers your waste bill and other unpredicted costs
- Demonstrates the sustainable credentials for your brand, highlighting your commitment to reducing your environmental impact

Improving sustainability doesn't mean limiting style – Better Stands can be built to perfectly reflect your brand and suit your event goals.

NEW for 2025

At Super Terminal Expo we are committed to have all raw space stands at **BRONZE** level as a minimum in 2025. Here is exactly what this involves...

Reusable stand structure & walling	Reuseable or recyclable fascia, logo signage & hanging banners	Reusable or recyclable wall-mounted or floor-standing stand graphics
Reusable flooring & raised platforms (not including surface covering e.g. carpet)	Reusable overhead rigging structures	Reusable or recyclable decorative items including plants, flowers,
Reusable furnishing and AV equipment	Reusable ceiling materials	Reusable or recyclable floor covering including carpet, floor tiles, lino etc.
Reusable lights	Reusable product display units	Reusable overhead rigging mannequins
	<i>Plus all criteria of Bronze</i>	<i>Plus all criteria of Bronze & Silver</i>

Did you know that one medium-sized single-use stand produces around two tons of waste, which is almost five times the average person’s household waste per year? As an industry, we must work together to help the planet.

Things to consider

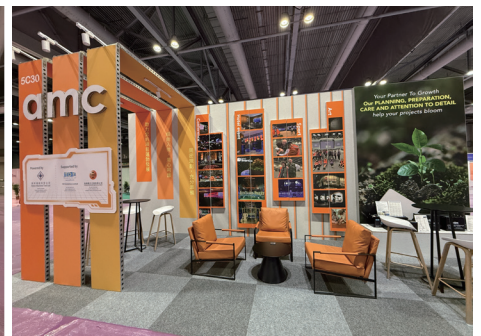
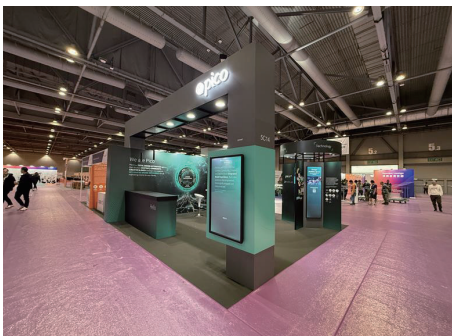


How can we help?

The Better Stands Program will impact our raw space exhibitors more than our shell scheme exhibitors, however we are committed to supporting all exhibiting companies regardless of stand type & size.

To work with you on your journey we will:

- Provide a list of preferred partners with experience producing effective and sustainable stands
- Ask for information from you or your contractor during the stand design submissions so you can make us aware of the reusability of your stand
- Provide training and guidance on Better Stands for you and your contractor
- Offer where possible ‘Show Ready’ design options as a turnkey solution that are Better Stands compatible, example pictures below



More details to follow in 2025!

Click [here](#) to view further details on the Better Stands initiative or please don't hesitate to contact sales@superterminalexpo.com. We look forward to working with you towards the future of events!