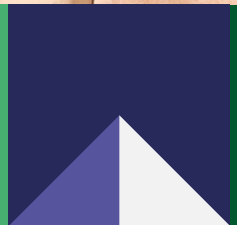


# Better Stands Programme



# Better Stands Programme

The Better stands initiative focuses on shifting from single-use, disposable stands to **modular and reusable structures**, reflecting our commitment to sustainability within the events industry. Below is a summary of the key elements, with supporting visuals from the provided reference material.

## Objective

Develop stands that are modular, reusable, and meet the bronze, silver, and gold standards outlined in the Better stands programme.



# Design Classification

## Bronze

Incorporates reusable or recyclable components, including structures, platforms, furniture, and lighting.

## Silver

Builds upon Bronze with additional reusable fascia, rigged structures, and ceiling elements.

## Gold

Extends the Silver classification to include graphics, decorative items, and floor coverings.





# Guidelines



Use materials that are not disposable and can be repurposed after the event.



Deliver designs that match or exceed existing quality and functionality.



Prioritize innovation to effectively balance sustainability and brand representation.

# Impact Goals



Minimize waste and reduce design/ construction costs.

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Showcase brands in a sustainable, positive light.

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Simplify logistics for stand assembly and dismantling.



# Recognition Opportunities

Motivate exhibitors to join the **Sustainable Stand Awards**, categorized by stand sizes (under 50sqm, 50-100sqm, 100sqm+, and pavilions).

This program emphasizes sustainability while maintaining flexibility and creative freedom for exceptional stand designs.



# Sustainable Stand Award

We are delighted to announce that we will be running a Sustainable Stand Award competition involving **'Space Only'** exhibitors, that will give exhibitors the opportunity to get peer reviewed and gain recognition for nailing their sustainable stand designs.

**This year, we'll be selecting 4 winners of the following categories:**

50sqm

50-100sqm

100sqm

Pavilions: 100sqm



# Terms & Conditions

## The Award:

This stand award is open to **all space only exhibitors**. If you have opted for a shell scheme or premium sustainable package, you are not eligible and your stand will not be considered for the stand design award.

We will select a winner based on whether the exhibitor stand has been designed, built and dismantled with reusability and sustainability in mind. Our internal stand design team and floor managers onsite will judge and assess the sustainability of each stand based on the data received from the exhibitor in the stand design sustainability form, and also by observations during the build and breakdown. The stand design team will be

assessing the stands based on a scoring criteria of the following stand elements: **stand structure and walling, floor platform, lighting, furniture and equipment, fascia, ceiling, rigging structure, display facilities**. They will judge these based on whether each element is re-usable.

Floor coverings and signage will also be assessed based on whether they are re-used or recycled. All space only stands will be carefully inspected based on this reporting methodology, and the winners selected will have the highest number of re-usable elements as part of their stand.



## How to enter:

All space only stands will be considered as applicants to the competition and will be carefully inspected as part of the Better Stands Program. Through this reporting methodology, the winners will be selected based on the highest number of re-usable elements and eco-friendly design that they have used as part of their stand.

## The Prize:

- Only one exhibitor from each size /stand category will be selected as the winner. There will be 4 winners in total.
- The award categories are: 50sqm, 50-100sqm, 100sqm & Pavilions 100sqm.
- Winners will be announced on the third day of the Fi Africa & ProPak MENA conference, the announcement will be made across Fi Africa and ProPak MENA social media channels, websites and digital platforms.
- All prizes are only redeemable for the upcoming 2025 edition of the event.

### **Each winner will receive the following reward package:**

- Dedicated recognition under our sustainability webpage for the 4 winners of the stand awards.
- 1 x dedicated email announcing all 4 winners & promoting their company to our pre-registration audience.
- 2 x social media posts including the stand award winners in our sustainability marketing campaign.
- 1 x Interview with Fi Africa and ProPak MENA TV for the 2025 edition of the event.
- A Better Stands logo of recognition for you to use on your website.

### **Winner Announcement:**

- The winner will receive details of the prize from: [fiandpropakcs@informa.com](mailto:fiandpropakcs@informa.com)
- Informa's decision is final and no correspondence or discussion will be entered into regarding the award submissions and selecting the winner.

## Claiming the prize:

- Reward prizes can only be redeemed once.
- Rewards cannot be transferred.
- There will be no alternative for the prize.
- The organiser reserves the right to disqualify any entry at its sole discretion.
- The organiser's decision is final.
- If you have any questions, please contact [fiandpropakcs@informa.com](mailto:fiandpropakcs@informa.com).



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