

Wednesday, 15 April 2026

Your participation in the Better Stands Programme

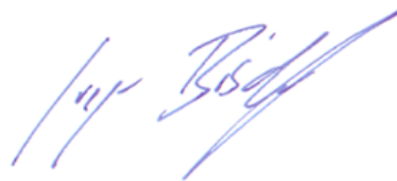
Better Stands by NZCE is a global programme being promoted by the Better Stands Steering Committee members (set out below), that celebrates exhibitors and their service providers who choose to use reusable stand systems. Moving, towards the use of reusable stands across the events industry has a number of benefits for exhibitors, service providers, organisers and venues alike.

You have confirmed you will be a Better Stands member and abide by the programmes rules and guidelines. As a Better Stands Member you may utilise the Better Stands Programme toolkit and resources subject to the attached terms and conditions that apply to participation in the Better Stands Programme (the **Terms and Conditions**). By signing and returning this letter, you agree to comply with the Terms and Conditions. Failure to comply with the Terms and Conditions may result in the removal of your participation in the Better Stands Programme.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'J. ZeiBbig'.

Jörg ZeiBbig, President
For an on behalf of IFES,
the Better Stand Secretariat

A handwritten signature in blue ink, appearing to read 'Gregor Bischof'.

Gregor Bischof, Executive Director IFES
For an on behalf of IFES,
the Better Stand Secretariat

BETTER STANDS PROGRAMME: TERMS AND CONDITIONS

1. DEFINITIONS

- 1.1. **Better Stands Brand:** means the Better Stands logos as produced in the Better Stands Brand Design Guidelines or as amended by Net Zero Carbon Events from time to time,
- 1.2. **Better Stands Member:** means the entity entering these Terms and Conditions to, subsequently, become a member of the Better Stands Programme.
- 1.3. **Event:** the exhibition, conference, show or other event organised by the Better Stands Member.
- 1.4. **NZCE:** Net Zero Carbon Events is an initiative owned by JMIC
- 1.5. **IFES ASBL:** International Federation of Exhibition and Events Services
- 1.6. **JMIC:** Joint Meetings Industry Council
- 1.7. **Intellectual Property Rights:** patents, rights to inventions, copyright and related rights, moral rights, trademarks, service marks, business names, domain names, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, rights in designs, database rights, rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets) and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.
- 1.8. **Materials:** means the Better Stands Member's name, logo, any guidelines, rulebooks, presentation, documents or testimonials made or other promotional materials in whole or in part used by the

Better Stands member in connection with the Programme.

- 1.9. **Programme:** means the Better Stands programme, as created by the Better Stands Steering Committee and administrated by IFES for Better Stands Members to implement in their organisations by becoming a member of the Better Stands Ecosystem use of the 10 Point Better Stands Framework, the Better Stands Brand and all associated resources and toolkits
- 1.10. **Better Stands Ecosystem:** can be described as a dynamic and networked system. It consists of several players (mainly organisers, service providers, assessors and venues) who work together to create shared value by educating the exhibitor about the importance of reusable stand structures
- 1.11. **10 Point Better Stands Framework:** means the Better Stands framework utilised to determine grading for individual stands at an Event as illustrated in Schedule 1.
- 1.12. **Exhibitor:** is a company, organisation, or even an individual who rents a designated space at a trade fair to showcase their products or services. This space, typically a booth or stand, becomes their temporary storefront at the event.
- 1.13. **Organiser:** is a company or organisation that plans and executes trade fairs (also known as trade shows or exhibitions). These events bring together businesses from a specific industry to showcase their products and services, network with potential customers and partners, and stay updated on industry trends.
- 1.14. **Service provider:** is a company that offers specialized services to exhibitors to enhance their presentation at trade fairs – especially regarding to the booth design and build. These companies usually don't directly participate in

showcasing products or organizing the event itself, but rather provide support functions that make the trade fair run smoothly for the exhibitors.

- 1.15. **Assessor:** is a trained professional that evaluates stand builds against the 10 Point Framework and provide reports with results. They make sure that the assessment is conducted based on the 10 point framework and the guidelines of Better Stands at all trade fair events.
- 1.16. **Venue:** is the physical location specifically designed, equipped, and often purpose-built to host exhibitions, conventions, trade shows, and other large-scale events. It serves as the infrastructure and operational hub where organisers, exhibitors, service providers, and visitors all converge to participate in the event.
- 1.17. **Steering Committee (SteerCo):** is an elected body and consists of members from the working groups of service providers, organiser, venues, assessors and associations. The Steering Committee provides strategic direction, approves key decisions, and ensures alignment with the initiative's mission.
- 1.18. **Working Groups:** are the initiative's engine for technical insight. They work independently on subject-matter content, support stakeholders, and provide recommendations to inform SteerCo decisions.
- 1.19. **Secretariat:** leads the day-to-day implementation of the initiative, ensuring coordination, execution, and delivery of all activities and outputs. It is managed by IFES on behalf of JMIC.

2. PROGRAMME

- 2.1. Informa has created the Programme to promote and recognise the importance of using sustainable materials in the delivery and participation of Events. The Programme is now administered by IFES

and led by the Better Stands Steering Committee on behalf of NZCE and JMIC.

- 2.2. Better Stands is uniting the events and exhibition industries to adopt reusable stands, ensuring safer and more sustainable solutions globally.
- 2.3. The ecosystem approach ensures that Better Stands is neutral. In contrast to traditional business models, our ecosystem is based on cooperation, shared value creation, openness and flexibility. The most relevant actors in the exhibition industry (organisers, venues, and service providers) have come together under the roof of Better Stands by NZCE to offer the exhibitor a unique value. They are supported by association and assessment companies to make Better Stands a success.
- 2.4. JMIC with its initiative NZCE have appointed IFES to orchestrate and administer the programme. IFES is the secretariat of the initiative.
- 2.5. To join the ecosystem there are tailored membership programmes for the various stakeholders.

3. MEMBERSHIP

- 3.1. As an organiser or venue you have to complete the onboarding process and sign this document to become a member. Not all events organised by a member organisation or held at a member venue have to use Better Stands. However, if an organiser or venue is not actively involved in Better Stands, at least one event using the framework per year, its membership will be revoked.
- 3.2. As a service provider you have to complete the application process and sign this document to become a member. Not all of the stands or systems that a service provider builds have to comply with the 10-Point Better Stands Framework. However, if a service provider is not actively involved in Better

Stand,, at least one stand assessed per year, its membership will be revoked.

- 3.3. Each individual assessor needs to complete the Better Stands training and each assessing company must employ at least one accredited individual assessor. The company, the assessor is working for, has to employ assessors and sign this document to become a member. However, an assessor can lose their accreditation if they do fail an annual qualification test. An assessing company's membership will be revoked if it is not actively involved in the Certification Programme, which means it does not ensure its assessors regularly participate in, or pass, the annual qualification test.
- 3.4. The Better Stands Secretariat may name Better Stands Members publicly.
- 3.5. IFES reserves the right to charge Better Stands members an annual membership fee on behalf of NZCE and with approval of the SteerCo. This fee will be used by IFES for the ongoing development, enhancement, and maintenance of the Better Stands programme. If membership fees are not paid in accordance to payment terms as stated on invoice, this will lead to exclusion from program with losing all rights to claim and use reference to being a member of Better Stands by NZCE.

4. 10 POINT BETTER STANDS FRAMEWORK

- 4.1. The 10 Point Better Stands Framework has been divided into three key ratings: (i) Bronze, (ii) Silver; and (iii) Gold, as detailed in Schedule If the criteria are not fulfilled to meet the demands of Bronze, Silver or Gold a stand is considered to be single use.
- 4.2. Before a stand at an Event can be awarded a rating, they must be assessed against the 10 Point Better Stands Framework by a trained, competent individual of an appointed third party

(acting reasonably and objectively) (see 1.15. Assessor).

- 4.3. Members can conduct their own assessment but we strongly recommend that the assessment is carried out by an independent assessor accredited by the certification programme. No external commentary or award of performance can be made without the use of an [independent] third party assessor who has been trained in the programme.
- 4.4. Assessments can be conducted before or during the event, with certificates awarded before, during or after the event.
- 4.5. When determining whether a stand falls within the 10 Point Better Stands Framework:
 - 4.5.1. to achieve a Bronze rating elements 1-4 of the framework need to be demonstrably used more than once as an exhibition stand;
 - 4.5.2. to achieve a Silver rating elements 1-8 of the framework need to be demonstrably used more than once as an exhibition stand; and
 - 4.5.3. to achieve Gold rating: (i) elements 1-8 of the framework need to be demonstrably used more than once as an exhibition stand, and (ii) points 9 & 10 must be shown to be either recyclable and recycled or demonstrably reused.
- 4.6. Failure to meet the standards of the 10 point Better Stands Framework means status cannot be awarded.
- 4.7. Better Stands Members are requested to collaborate, promote and assist with development of the Programme from time to time on reasonable request. Such collaboration may include (but is not limited to), providing aggregated event level data detailing the number of single use and/or bronze, silver and gold category stands determined by the Better Stands Member in compliance with the Programme. All data provided will be used exclusively for the purpose of

Programme development, reporting on its collective impact, and for marketing and promotional activities related to the Programme. This data will not be shared with third parties in a way that identifies individual Better Stands Members or their specific stands or events without explicit prior consent.

5. INTELLECTUAL PROPERTY AND USE OF LICENCES

- 5.1. Subject to compliance with these Terms and Conditions, the 10 Point Better Stands Framework and the brand guidelines as may be updated from time to time by written notice from Better Stands Secretariat.
- 5.2. Better Stands by NZCE shall grant to the Better Stands Member a worldwide non-exclusive, non-transferable, royalty free and revocable licence to use Materials, which have been created by one of the bodies of Better Stands, The Better Stands Materials shall not be used for any other commercial other than promoting the purpose of the programme, the assessment and the rating of stands. Other purposes need prior written consent of the Better Stands Secretariat.
- 5.3. Use of the Better Stands Brand is only permitted in accordance with the Brand Design Guidelines. Modifications or adaptations of the Brand outside the Brand Design Guidelines are strictly prohibited.
- 5.4. The Better Stands Secretariat shall be permitted to monitor the Better Stands Member's compliance with the Programme and use of the Better Stands Brand, including but not limited to attending an event of the Better Stands Member's at reasonable notice and free of charge. This permission can be transferred to a third party.
- 5.5. The Better Stands Member will not acquire any ownership or Intellectual property rights in the Better Stands Brand or Material by virtue of these Terms and Conditions. All Intellectual property rights in the Better Stands Brand or Material and Programme belong to JMIC.
- 5.6. Use of the Better Stands Brand is only available to Better Stands Members in the Programme through explicit permission/ approval and licence by the Better Stands Secretariat and shall not be used by or transferred to any other third party.
- 5.7. Better Stands Member grants to the Better Stands Secretariat a royalty-free, non-exclusive, non-transferable worldwide licence to use the Materials, in any format or medium now known or later developed, for commercial, or other business purposes, including for the advertising, marketing, promotion of the Programme. The Better Stands Member acknowledges and agrees that, in view of the time and cost required in preparing such materials, in circumstances where these Terms and Conditions are terminated the Better Stands Secretariat JMIC may at its discretion continue to use the Materials and the Better Stands Member's details after termination of these Terms and Conditions where the time and cost required to remove the same from any materials relating to the Programme cannot reasonably be justified by Better Stands Secretariat.
- 5.8. The Better Stands Member warrants that the Materials created by them are: (i) accurate and complete, (ii) the Better Stands Member's own original work (of which the Better Stands Member is the copyright owner) or that the Better Stands Member has gained copyright and any other applicable clearance, consent, approval, licence or permission from any relevant third party (including, without limitation, the copyright owner and any regulatory authorities), in each case such that the Better Stands Member has the right to make the Materials

available to NZCE in connection with the Programme without restriction and that they do not breach or infringe anyone else's rights.

6. TERM AND TERMINATION

- 6.1. These Terms and Conditions shall apply until termination or revocation of the licence granted by NZCE in clause 6.2.
- 6.2. Better Stands Secretariat or Better Stands Member may, upon written notice at any time to the other, immediately terminate the use of the licences granted in clauses 5.1., 5.2. and 5.6. respectively if: (i) a party has breached these Terms and Conditions; and (ii) has not cured such breach to the reasonable satisfaction of the other, within seven (7) days after receipt of written notice regarding such breach; or (iii) it decides on 30 days written notice to revoke the licence granted under clause 5.1., 5.2. and 5.6. (as applicable) for any reason whatsoever including any cessation or withdrawal of the Programme. Any membership fees paid will not be refunded.
- 6.3. On termination of these Terms and Conditions under clause 6.2.: (i) the Better Stands Member shall cease from using all materials from the Programme (including use of the Better Stands Brand) immediate effect; and (ii) NZCE shall cease from using all Materials.

7. DISCLAIMERS

- 7.1. IFES does not and cannot warrant that by complying with these Terms and Conditions (including but not limited to the 10 Point Better Stands Framework), any health and safety or quality assurances of a Better Stands Member's Event or stand construction will be met. NZCE does not make any statement or confirmation or warrant that any Better Stands Member's organisation meets any sustainability standards or that any

Event organised by the Better Stands Member is a sustainable event. The Better Stands Member remains solely responsible and fully liable for: (i) the set-up of the exhibition stand or physical space at an Event, including, without limitation, modular stand or similar construction, pipes and drapes, shell scheme, branding and dressing; and (ii) compliance with the health and safety requirements applicable to each Event. IFES will not, under any circumstance whatsoever, be liable for any loss and/or damage to the Better Stands Member or to any third party arising from the construction or use of the exhibition stand.

8. LIABILITY AND INDEMNITY

- 8.1. IFES shall indemnify the Better Stands Member against all claims, causes of action, judgements, damages, fines or expenses (including reasonable legal advisers' fees) (**Liabilities**) arising from a third-party claim that the Better Stands Member's use of the Better Stands Brand in accordance with the Permitted Use infringes upon such third-party's intellectual property rights.
- 8.2. The Better Stands Member shall indemnify IFES against all Liabilities arising from a third-party claim: (i) relating to the Better Stands Member's use of the Better Stands Brand in violation of the Permitted Use and/or applicable law; or (ii) that the display of the Better Stands Member's Materials by IFES in compliance with these Terms and Conditions constitutes an infringement of the Intellectual Property Rights of any third party.
- 8.3. The indemnification obligations herein are contingent on a party giving written notice to the indemnifying party promptly upon becoming aware of any claim for which it seeks indemnification (an **Indemnity Claim**). An indemnified party

shall provide the indemnifying party with reasonable non-monetary assistance in the defence of an Indemnity Claim. The indemnifying party may assume the defence of an Indemnity Claim with counsel of its choice, subject to the approval of such counsel by the indemnified party (which approval shall not be unreasonably withheld, conditioned or delayed). No indemnity obligation shall exist with respect to an Indemnity Claim that arises from a non-indemnifying party's gross negligence, wilful misconduct or breach of these Terms and Conditions.

8.4. Except (i) in the case of fraud or intentional breach and (ii) with respect to a party's indemnification obligations herein, in no event shall either party be liable for any special, indirect, incidental, consequential or punitive damages (including losses or damages for any loss of data, profit, goodwill, anticipated savings, revenue or business), whether based on contract, tort or other legal theory.

8.5. Except as otherwise provided in this Agreement, a party shall only be liable for damages resulting from intentional misconduct or negligence.

Liability for the breach of essential contractual obligations (cardinal obligations) shall remain unaffected; however, in such cases liability shall be limited to the typical and foreseeable damage arising from the contract.

The reimbursement of costs shall only include reasonable and duly evidenced legal defense costs.

9. DATA PROTECTION AND PRIVACY

9.1. Roles of the Parties (Independent Controllers)

Each party acts as an Independent Controller for the Personal Data it Processes in connection with these

Terms and Conditions. In particular, (a) the Better Stands Secretariat (managed by IFES) Processes Personal Data for operating and improving the Programme, administering memberships, coordinating assessments and issuing programme-related outputs; and (b) the Better Stands Member Processes Personal Data for organising and participating in events and for its own internal purposes. No party acts as a Processor of the other unless expressly agreed in a separate written data processing agreement.

9.2. Lawful Basis and Transparency
Each party shall ensure it has a valid lawful basis for its Processing and shall provide transparent information to data subjects in accordance with Articles 13/14 GDPR (e.g., privacy notices to staff, exhibitors, service providers and assessors).

9.3. Data Sharing and Minimisation
The parties shall only share Personal Data that is necessary for the Programme. Special categories of Personal Data should be avoided unless strictly required and lawfully justified. Where images contain identifiable persons, the sharing party shall ensure a lawful basis (e.g., consent or legitimate interests) or shall appropriately de-identify such images.

9.4. Security
Each party shall implement appropriate TOMs, taking into account the risks, and shall ensure that its service providers are bound to equivalent security standards.

9.5. Processors
Each party remains responsible for its own Processors and shall conclude data processing agreements where required by law (e.g., payment providers, hosting, email and support services).

9.6. International Transfers
If a party transfers Personal Data outside the EEA/UK, it shall ensure an adequate

transfer mechanism (e.g., adequacy decision, EU/UK standard contractual clauses or other lawful mechanism).

9.7. Data Subject Requests

Each party shall handle Data Subject Requests relating to the Personal Data it controls. If a party receives a request that properly falls within the other party's control, it shall promptly forward it to the other party and reasonably cooperate.

9.8. Personal Data Breaches

Each party shall notify the other without undue delay if it becomes aware of a Personal Data Breach that is likely to impact the other party's obligations under the Data Protection Laws, and shall reasonably cooperate in investigations and notifications.

9.9. Joint Controllership (Event-Level Data)

Where the parties jointly determine purposes and means for a specific Processing activity (for example, event-level data provided by an organiser for certification across multiple exhibitors), they shall conclude a joint controller arrangement under Article 26 GDPR setting out the respective responsibilities, in particular regarding transparency and handling of Data Subject Requests.

9.10. Retention

Each party shall define and apply retention periods appropriate to the Programme purposes and delete or anonymise Personal Data when no longer needed, subject to legal retention obligations.

9.11. No Sale; Marketing
Personal Data shared under these Terms

and Conditions shall not be sold. Any marketing use requires a separate lawful basis and compliance with applicable marketing laws.

10. GENERAL

10.1. The standards and guidelines and the 10 Point Better Stands Framework may be update from time to time, by written notice to the Better Stands Member. Any other amendments of or waivers relating to these Terms and Conditions must be in writing signed by the parties.

10.2. If any clause of these Terms and Conditions is held invalid or unenforceable by any court of competent jurisdiction, the other clauses of these Terms and Conditions will remain in full force and effect.

10.3. This Agreement shall be governed by and construed in accordance with Belgian law and each party irrevocably submits to the non-exclusive jurisdiction of the Belgian courts over any claim, dispute or matter arising under or in connection with this Agreement or its enforceability.

Schedule 1 – The 10 Point Better Stands framework

		Category	Items	Single use	Bronze	Silver	Gold
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop.	n			
	2	Platform or raised flooring	Structure of flooring (excluding floor covering, e.g., carpet).	n			
	3	Furniture and Equipment	Counters, chairs, tables, sofa, coffee table, cabinet, flyer stand, LED walls, TV, AV equipment etc.	n			
	4	Lighting	All kinds of lighting on the stand and within showcases.	n			
	5	Fascia & Overhead Signage	Overhead signage or branding, Fascia, company logo on top of the stand structure.	n	n		
	6	Rigged Structure	Any rigged structure including lighting gantries or other structural elements.	n	n		
	7	Ceiling	Any form of ceiling e.g., fabric ceiling, solid ceiling, solid ceiling for lights or stand support	n	n		
	8	Display facilities	Built in or detachable product display cabinets, lightboxes etc.	n	n		
	9	Floor Coverings	Carpet, floor tiles, HDF coverings, Lino etc.	n	n	n	
Reused or Recycle	10	Graphics & decorative items	Stand graphics that are either wall mounted or floor standing (not overhead) and any other decorative items such as plants & flowers, models & ornaments.	n	n	n	