

# **SECTION 6**

## **ENGAGEMENT INITIATIVES**

[Section 1 – An Overview](#)

[Section 2 – The Better Stands Framework](#)

[Section 3 – Creating a Better Stands Plan](#)

[Section 4 – Guide to Assessments](#)

[Section 5 – Guide to Communications](#)

[Section 6 – Engagement Initiatives](#)

[Section 7 – Guide to Using Your Data](#)



# **BETTER STANDS: 5 WAYS TO DRIVE CHANGE**

## **Identifying priority Exhibitors or Service Providers:**

Who would it be most impactful to directly engage? Think about what would most influence them and start direct conversations.

## **Award certificates to celebrate Exhibitors who use a Bronze or higher stands:**

Using the results of assessments to praise and engage your Exhibitors/Service Providers.

## **Offer incentives:**

What could you offer to incentivise either Service Providers or Exhibitors to change to a Better Stands Bronze or higher? e.g. priority rebooking, early access, discounts, extra marketing.

## **Sell Better Stands Options:**

Generate a new revenue stream, by providing reusable solutions for our customers through our preferred suppliers.

## **Increasing minimum space only sizes:**

Increasing your minimum raw m<sup>2</sup> could deliver reduced Single Use stands, limit some of our most unreliable Service Providers, as well as save our Exhibitors money.

# IDENTIFYING PRIORITY EXHIBITORS

## What trends do the data show?

- Often a lot of events find that targeting a few larger Exhibitors provides the same amount of impact of moving lots of smaller Exhibitors over to reusable
- Maybe you want to target a specific stand size or a bracket of stand sizes
- How will you approach them about Better Stands and who will be responsible for those conversations?
- Consider what you need to successfully convince these Exhibitors they should move to a reusable stand

## CASE STUDY: Dubai Airshow

In 2025, Dubai Airshow implemented Better Stands into their event delivery for the first time. As the show has many Exhibitors and lots of sold floor space, the team decided to concentrate on speaking to their largest Exhibitors to have the most impact.

After speaking to their largest exhibitor and alongside their appointed Service Provider, explaining the programme and seeing if they could reuse their stand after the show, they managed to convince and confirm the stand would be reused. The exhibitor sent photos of this after the show too. This direct engagement alone ensured 3000m<sup>2</sup> would not go to landfill. Which had a huge impact on the show's stand waste.

# AWARDING CERTIFICATES TO EXHIBITORS WHO REACH BRONZE OR HIGHER



Better Stands certificates are the official way we recognise Exhibitors and their Service Providers who build stands using reusable materials, following the [10-point Better Stands framework](#).

There are three levels awarded based on the assessment: **Bronze, Silver, and Gold**. Each certificate formally acknowledges the specific achievement.

Certificates are also a practical **tool** designed to be shared. It provides Exhibitors and Service Providers with a credible way to:

- **Showcase** their commitment to best practice.
- **Amplify** success through marketing and social media.
- **Differentiate** themselves in the industry.

## CASE STUDY: ICE and iGB Affiliate certificate success

At ICE and iGB Affiliate, both events used indicative ratings followed by certificates to engage their Exhibitors and Service Providers on the Better Stands programme. Pairing this with a pre-show comms plan, and a sustainable stand award at the show, ICE and iGB Affiliate were successful in engaging both Exhibitors and Service Providers with the Better Stands programme, leading to increased awareness of the programme, which should hopefully translate to an increase in reusable stands in their second event cycle.



# OFFER INCENTIVES

One of the ways events in the Better Stands programme have found they can convince Exhibitors to move to a reusable stand, is to offer them an attractive incentive and **positively reward** them for making this choice.

Incentives completely depend on your event's **resources and budget**. We've seen events previously use the following:

- Better space on the show floor
- Discount on their rebooked stand
- Better Stands included in their priority points system
- Inclusion in event marketing
- Branding opportunities promoting Better Stands compliant Exhibitors
- Promotion on social media

## CASE STUDY: Integrated Systems Europe (ISE)

- ISE first started embedding Better Stands in 2025, with a short run up time to their show
- While they used their first year as a data gathering exercise, they have since decided to implement Better Stands into their priority points system, which allows Exhibitors to gain points for a multitude of different things. Their points then determine where their stand will be placed at next year's show

# SELLING BETTER STANDS OPTIONS AND MINIMUM/MAXIMUM SPACE SIZES



One way to ensure that a portion of your stands at your event meet at least a Better Stands Bronze is to offer modular options either through your Sales team or your General Service Service Provider. This is particularly helpful for:

1. Introducing a minimum or maximum space size provides your Exhibitors with an easy, off-the-shelf option
2. Creating a Better Stands revenue stream, which you can use when talking about how successful your programme is going



## CASE STUDY: Faversham House

Post-covid, Faversham House decided to completely change how they sold stands at their show. They went from a show that was 80% space-only and 20% shell to, 20% space and 80% enhanced/premium shell. They now sell by package price instead of M2 and space-only stands are limited to 25M2. For Exhibitors they've seen an improved ROI as they can spend more money on 'what they were doing on the stand' rather than what the stand looked like. This has led to a reduction in stand waste for the show.

## CASE STUDY: CBME (Shanghai)

CBME, a large B2C show in China decided to introduce a minimum space size of 36M2 at their show in 2024 to help tackle some of their smaller Single Use exhibitor stands. They combined this with an offering of over 20 different modular stand designs their Exhibitors could rent from Service Providers pre-approved by the CBME ops team. This provided a significant amount of revenue for the show and reduction of Single Use stand per net M2.