Better Stands

Next on the itinerary: a sustainable, zero-waste future!

Seatrade Cruise is committed to generating a positive impact on the cruise industry and the planet. As one of our sustainability pledges, we encourage all exhibitors to join us in the transition away from disposable, single-use stands.

The Many Benefits of Reusable Stands:

- Overall better-looking stands
- Smoother, more efficient and low-stress build and breakdown
- No more need for early-access or late-working costs
- Positions your brand in a positive light by highlighting your commitment to sustainability
- Reduces both design and construction costs
- Lowers waste bills

Where do we start?

1. Auditors are on-site to determine the sustainability status of each exhibitor stand. They will reach out to you after the show to tell you where you rank.
2. Those who rank at the **silver level or above will receive additional recognition** at later editions of the show - ask your sales rep to learn more!

Where are we headed?

Level:	Bronze	Silver	Gold
Meaning:	The key structure (walling) is reusable	All of stand build is reusable	All stand elements are reused or recycled
Goal:	Waste is halved	Disposable stands are eradicated	Zero-Waste Stands
Target Year:	2025	2027	2030

MEMBER OF Dow Jones Sustainability Indices In Collaboration with RobecoSAM

FTSE4Good

Let's be better together

SeatradeCruise