



# Shaping Cityscape Egypt for a Sustainable Future

## Sustainability & Better Stands at Informa

Become part of a “planet forward” trade show



Organised by





# Cityscape

## What's in it for me?



Attractive stands with high quality and durable materials



Less contractor working hours and construction costs



Safer working environment at the venue



Positioning yourself as an industry leader in sustainability alongside Cityscape Global



Increased footfall to your stand from environmentally conscious attendees

## How can you be more sustainable?



Embed reusability and sustainability into your design. Ask your contractor about re-usable options that they can include in your stand



Reduce your waste by ensuring the structure of your stand is not disposed of after the event but used again



Choose modular, re-usable solutions that are versatile and can be configured in different arrangements for numerous events



Use technology to your advantage through LED screens which are durable and re-usable



Select energy-efficient lighting and equipment for your stand and be sure to power down your equipment at the end of the day

## Renting or Purchasing a Sustainable Stand

### Purchasing

Purchasing a stand means you must consider storage costs between events.

However, purchasing can be cost effective if you plan to exhibit at multiple events every year.

### Renting

Rental means you put the emphasis on the contractor to design a stand to fit your needs, with reusable components that they can utilise with other clients.

Many contractors have modular rebuild stand systems, where they can embed your design and branding during the event.



### Selecting a Contractor



- Ask your contractor about their re-usable stock options. Your contractor may already have re-usable stand elements in their warehouse.
- Make sure you and your contractor are aware and compliant with all health, safety and security requirements
- Ask your contractor to follow the Better Stands Guidelines. [Please click here to view the Better Stands Guidelines.](#)

### What materials to use?



- Select durable and hard-wearing materials that can be used for multiple events.
- Avoid the use of MDF which is weak and has a short shelf life.
- Be sure to use LED lighting on your stand where possible.
- Use recycled, or recyclable carpet, or eco-vinyl flooring to minimise waste.



**Responsibility**  
**Credibility**  
**Sustainability**  
**Reputability**

Be at the forefront of Better Stands when planning your participation at Cityscape Egypt and consider the four main elements: responsibility, credibility, sustainability, and reputability when designing your stand and choosing your contractor. This will help you to save your time, money and unnecessary stress when preparing for your next exhibition



## Already re-using your stand?

Get an opportunity of being promoted through our marketing channels for your commitment to building a sustainable stand.

If you have any questions or require further assistance, please contact our sales team at [info@cityscapeegypt.com](mailto:info@cityscapeegypt.com)

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