



ATM 2025 – Sustainable Stand Awards

Awards Categories and Judging Criteria

First launched in 2023, the Sustainable Stand Award has quickly become one of the most prestigious accolades at ATM. This category, judged by a dedicated panel of sustainability experts, highlights the most innovative and impactful efforts in sustainable stand design. With growing interest and complexity in this area, we've developed a comprehensive guide to help exhibitors understand the judging criteria and prepare standout submissions. This year the sustainable stand awards exceeds more than 1 winner in this category.

Exciting Updates for 2025!

This year, the competition is fiercer, and the stakes are higher! Judging will be conducted in advance of the show, based on individual submissions, and the winners will be announced live during the event (28 April – 1 May 2025)

Submission Deadline:

All entries must be submitted by **Friday, 28 March 2025** to be considered. Don't miss your chance to shine on a global stage!

What Does ATM Believe a Sustainable Stand Looks Like?

The award will evaluate various aspects of your stand, each contributing to a total score of 100%. Below, we've provided guidance on key criteria to help you craft a winning submission.

While some elements, such as precise emissions measurement, may present challenges, we encourage transparency and your best efforts. Every detail matters because your innovation today can inspire change tomorrow!

Why Enter?

This award is more than recognition—it's a platform to showcase your commitment to sustainable practices. Winning entries will be celebrated as **case studies**, inspiring others in the industry to adopt greener solutions. By participating, you're contributing to a brighter, more sustainable future for exhibitions and beyond.

Please note: By submitting your entry, you agree that your details may be shared publicly post-event to amplify the impact of your achievements.

The time to act is now! Join us in shaping a sustainable future—submit your entry and be part of the movement making a difference at ATM 2025!

Category and Scoring	Guidance – ATM believes that a sustainable stand demonstrates that:
1. Supplier Choices (10%)	Sustainability has been a clear factor in choosing suppliers and that suppliers have been assessed on their sustainability credentials/actions.
2. Stand Production (40%) a. Material usage b. Packaging c. Energy Consumption d. Transport e. Waste	<p>Sustainability has been built into good design at the earliest possible stage to minimise emissions in production, operation and post event. Where possible, demonstrate deliberate efforts to improve sustainability on the previous year’s stand edition.</p> <p><i>Avoid</i> - the use of new materials has been avoided as far as possible; materials that cannot be recycled or are single-use have been avoided.</p> <p><i>Reuse</i> – wherever possible, materials have been taken out of existing supplier stocks and will go back into stock to be reused after the event</p> <p><i>Recycle</i> – whether they are existing or new materials for the stand, all materials are recyclable and there is a plan to guarantee recycling at the end of their life.</p> <p>Packaging for all construction materials is reusable/recyclable and there is a plan to ensure they are reused/recycled.</p> <p>The stand and its operation are planned to minimise energy consumption.</p> <p>Transport for the construction and dismantling of the stand is minimised through local supply wherever possible, consolidated in full loads and efficient vehicles.</p> <p>Minimising waste is built into the design of the stand through the choices and reuse of materials and eventually recycling at end of life. Landfill is reduced to 0% where possible. There is a plan to separate waste streams where waste is produced to support recycling.</p>
3. Stand Operation (20%) a. Food & Beverage	Do customers and staff need to be catered for on your stand? If so, how have you worked with the catering team to make menu choices that have lower emissions. How have you minimised packaging (and

<p>b. Marketing materials</p> <p>c. Promotional giveaways</p> <p>d. Staff travel choices</p>	<p>ensured it will be recycled). How will you minimise and manage food waste?</p> <p>Product information can be provided to and collected by potential buyers without the need to produce and transport printed material. Remember buyers find it easier to share material with colleagues if they have it electronically.</p> <p>The need for any giveaway items (e.g. promotional items or bags) has been robustly assessed and if unavoidable, choices have been made that support sustainable goals. Same for staff uniforms if required.</p> <p>Assessments have been carried out on hotel and transport choices to support your sustainable goals.</p>
<p>4. Measurement (20%)</p> <p>a. Measurement</p>	<p>The impacts (CO2 and GHG emissions) of the production, transport, construction, operation and dismantling of the stand have been estimated using a transparent methodology and best available data. The stand emissions calculator provided must be completed.</p>
<p>5. Governance (10%)</p> <p>a. Legacy</p> <p>b. Impacts</p>	<p>There is a clear and agreed plan for what happens to everything related to the stand after the event. Are there any choices that you would like to make next time that you weren't able to this year? Are you considering investing in a carbon offset programme?</p> <p>Consider how the choices made support your brand values, reputation and engagement with customers. Consider whether the stand supports sustainable economic growth and appropriate work and compensation for suppliers. Consider if there are social or other benefits that will directly and positively impact communities in need.</p>