



# cosmobeauté

Indonesia 2025



## Informa BetterStands

cosmoAesthetic  
cosmoHair  
SUPPLY CHAIN

9-11 OCTOBER 2025

10AM-7PM

Indonesia Convention Exhibition (ICE), BSD City, Indonesia

## BETTER STANDS

Moving Away  
From Disposable  
Stands Together

### What is Better Stands?

Better Stands is an initiative to reduce disposable, single-use stands at exhibitions by promoting reusable structures. Disposable stands are built for one-time use, then discarded or burned, causing waste and environmental harm.

By adopting reusable stands, exhibitors benefit from improved sustainability, safety, and efficiency. The Better Stands programme has been divided into three key stages – Bronze, Silver and Gold– to help exhibitors shift towards sustainable practices.

Better Stands will soon be part of stand build regulations, with compliance monitored throughout the exhibition cycle. Join us in creating a more sustainable future for exhibitions!

### THE BENEFITS

Better stand  
certificate for  
Bronze, Silver,  
Gold

Free EDM  
promotion (1x)

Free Social  
Media Posts  
(Instagram) (1x)

Free electricity  
13A/Ph

INVESTMENT

IDR

1,200,000,-  
per sqm

USD

90  
per sqm

### BOOTH TYPES



PREMIUM  
BOOTH  
TYPE A



PREMIUM  
BOOTH  
TYPE B



PREMIUM  
BOOTH  
TYPE C



PREMIUM  
BOOTH  
TYPE D



PREMIUM  
BOOTH  
TYPE AA

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