



2014 Sustainability Report

Prepared for IMEX by MeetGreen®
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OVERVIEW

October 14-16, 2014

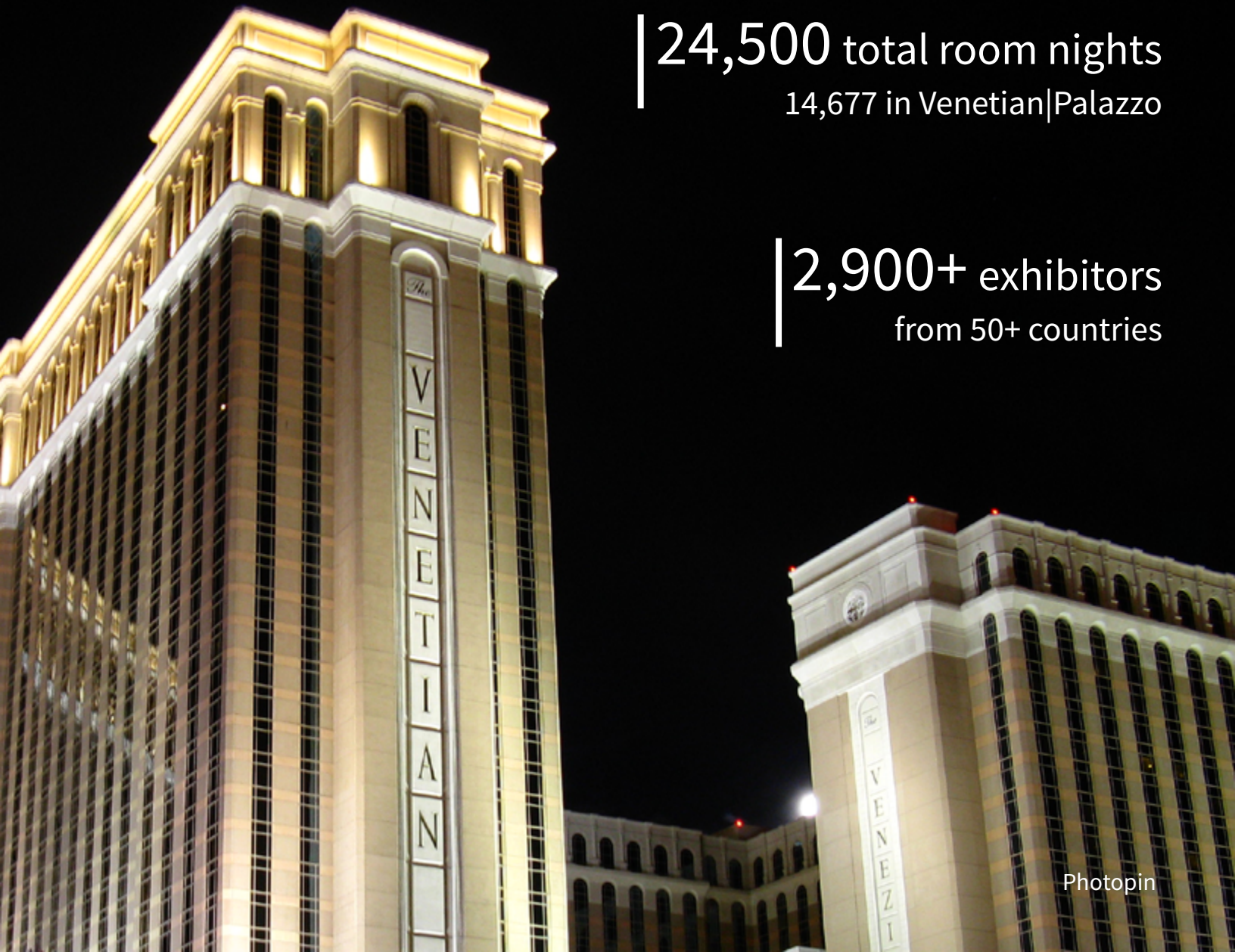
The Venetian|The Palazzo|Sands Expo
Las Vegas, NV

10,697 event participants
from 150+ countries

46 volunteers over 2 days
at IMEX Challenge 2014

24,500 total room nights
14,677 in Venetian|Palazzo

2,900+ exhibitors
from 50+ countries



Photopin

Accomplishments



At IMEX America 2014

APEX/ASTM
79% Total Score



Up 7% over 2013

Total Waste
73.3 Metric Tons



Down 20% over 2013

Local Foods
73.3 Metric Tons



Up 150% over 2013

Food Waste
29,970 Pounds



Down 56% over 2013

Total Electricity
403,538 kWh



Down 10% over 2013

IMEX America 2014

■ Introduction

IMEX America is a worldwide hosted buyer event for the incentive travel, meeting, and events industry held at The Venetian|The Palazzo|Sands Expo in Las Vegas. As the largest hosted buyer event in America, the event draws 10,000+ to connect, create, share ideas, and drive business with others in the meetings industry. With 2,900 exhibitors scheduling 53,000+ appointments over three days in 2014, IMEX America has continued to grow and attract a worldwide audience.

Practice and Educate

IMEX aims to be a leader in event sustainability and is dedicated to reducing its environmental footprint. IMEX implements a complete management approach by working with vendors such as hotels, caterers, venues, and transportation companies to address sustainability issues. A commitment to measurement allows each aspect of the event to be quantified and compared. This approach permits planners to better understand progress and shortcomings that need further attention in the future.

IMEX also understands the power of education, believing that communication in addition to action is the correct path to truly affect change. With its unique opportunity to educate and influence thousands of people from all over the world, IMEX has taken a leadership role in the sustainable meetings industry.



OBJECTIVES

At the beginning of the 2014 planning process, IMEX set four main objectives to help guide sustainability actions and initiatives. Monthly Green Stakeholder meetings were held to gauge progress and set future benchmarks to address each objective. Although these objectives were created separately, IMEX focused on planning decisions that approached them in an integrated way.



Decrease Footprint

Decrease the event footprint in terms of water, energy, emissions, and waste

Page 7



Measure

Quantify event environmental footprint to better understand results and future improvement needs

Pages 8-13



APEX/ASTM

Increase compliance score using APEX/ASTM Level 1 Environmentally Sustainable Event Standards

Page 14



Educate

Educate visitors, exhibitors, and hosted buyers on issues and solutions related to sustainability practices, and support local nonprofit organizations through donations, volunteer participation, and material donations

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Decrease Footprint

How Did We Do?

Many factors contribute to the environmental footprint of an event. In 2014, IMEX aimed to decrease its footprint by minimizing waste, energy use, water use, and emissions. A combination of pre-event planning, pre-event/onsite education, and new and innovative initiatives were implemented to address each of the four categories.

IMEX America 2014

BY THE NUMBERS

WASTE

Diversion Rate:

Venetian Palazzo	53%	down 13% from 2013
The Sands Expo	85%	down 6% from 2013
Combined	72%	down 10% from 2013

Total	73.3 MT	down 20% from 2013
Per Participant	15.1 lbs.	down 25% from 2013

ENERGY¹

Total	403,538 kWh	down 5% from 2013
Per Participant	37.7 kWh	down 10% from 2013

WATER

Total	1,205,703 gallons	up 14% over 2013
Per Participant	112.7 gallons	up 8% from 2013

EMISSIONS

Total	7266 MT CO ₂ e	up 9% from 2013
Per Participant	1523 lbs. CO ₂ e	up 5.2% from 2013

NOTES:

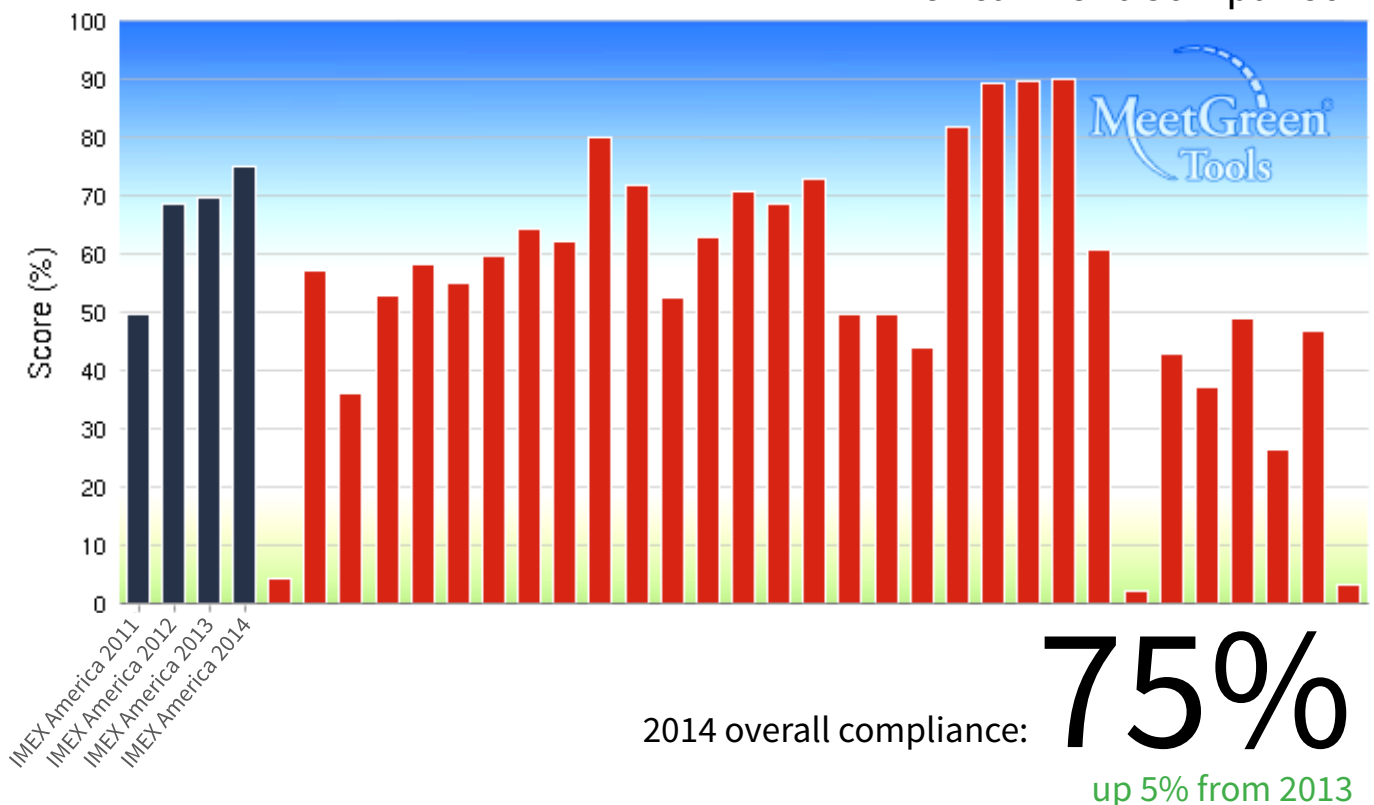
1. Energy use is based on electricity statistics from Venetian|Palazzo|Sands only.

Measure

MeetGreen Calculator

The MeetGreen Calculator helps planners document and track sustainability initiatives taken for their events. The Calculator tracks information in 10 different categories: Destination, Meeting Venue, Accommodations, Transportation, Food and Beverage, Exhibit Production, Communications & Marketing, On-site Office, Audio/Visual, and Offsets. Higher scores are awarded to planners who request, implement, and measure sustainability initiatives. As is shown below, IMEX America 2014 received an overall score of 75.1%, continuing to improve each year since the 2011 baseline.

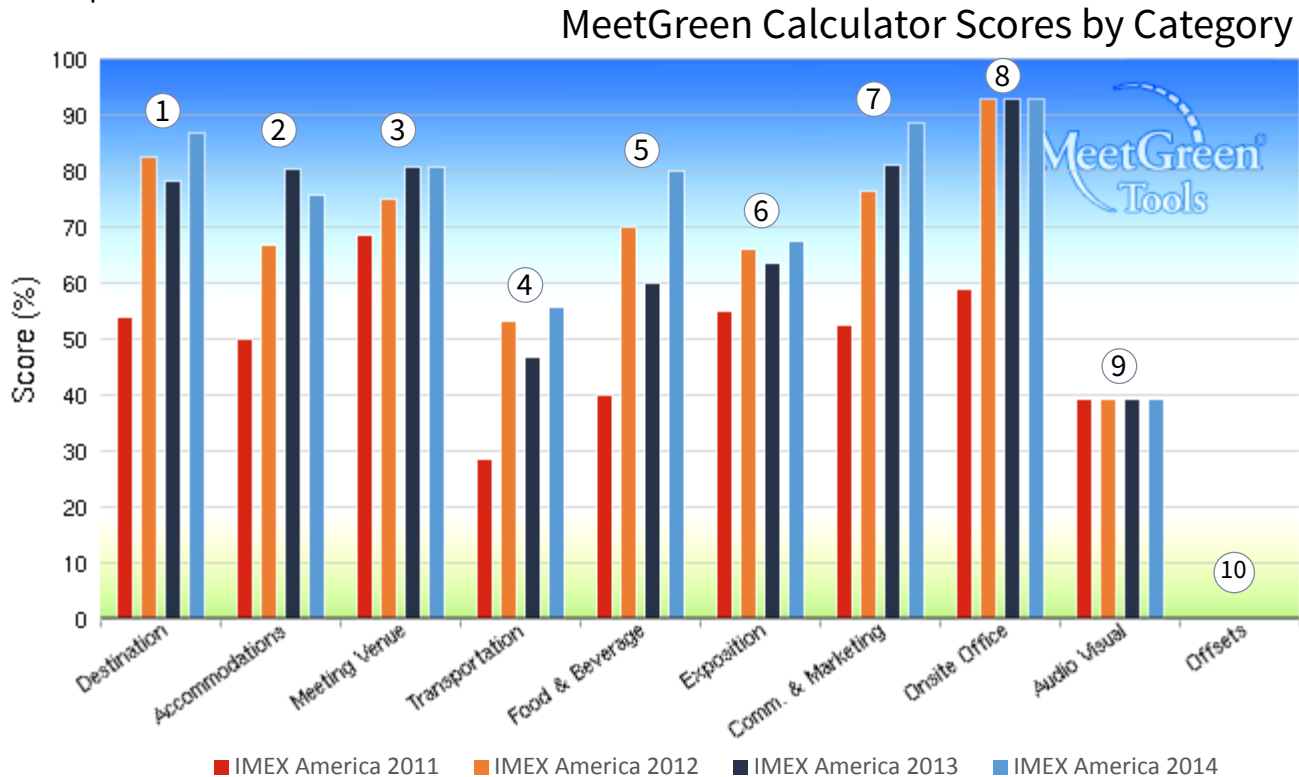
IMEX America Event Comparison



The graph above shows how IMEX America compares to other similarly sized events. The bars in red represent the total scores of all 5,000+ participant events that have been entered into the MeetGreen Calculator system. The bars in blue show the cumulative scores of IMEX America in 2011 (49%), 2012 (68.95%), 2013 (69.85%), and 2014 (75.1%). Of the 31 events shown, only 5 have achieved a score higher than 75.1%.

MG Calculator

The graph below compares IMEX America annual scoring data against the 10 different categories measured in the MeetGreen Calculator. This comparison gives a visual representation of which areas IMEX America has improved upon over the past four years, and which are still in need of attention. The areas that received the most attention during the planning process, such as Food and Beverage and Communication, show the greatest improvements.



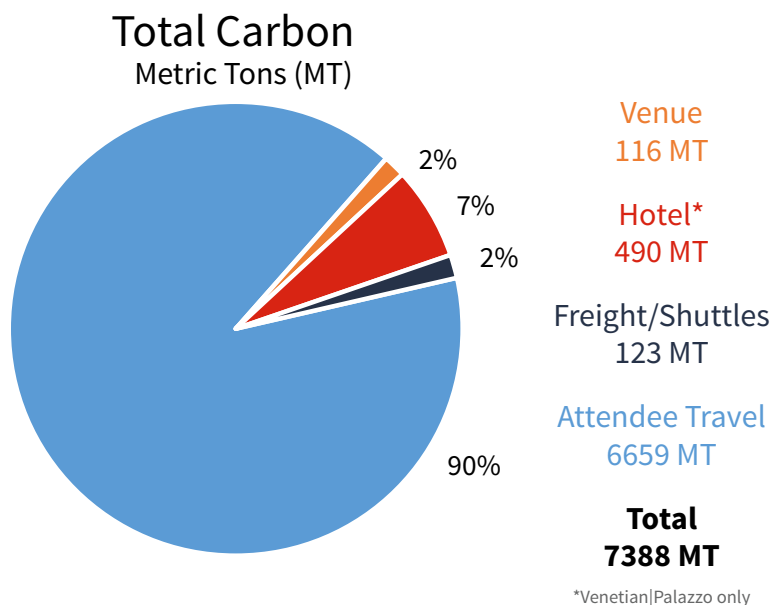
Analysis of IMEX America 2014 by Category

- ① Las Vegas is improving sustainability efforts and has features that help it to score well such as public transportation, compost/recycling facilities, and walking accessibility. Sustainability was not explicitly considered during the destination selection process, which contributes to the scoring deficit.
- ② Increases in water and energy usage caused a decrease in the total score. A focus on renewable energy use could help to improve this category.
- ③ The Sands continues to score well due to waste, water, and electricity use decreases in 2014 despite a 6.5% increase in attendance. Renewable energy sourcing and offsetting emissions will improve scoring.
- ④ In 2014 a greater focus was put on fuel efficiency and no idling enforcement. Ridership and fuel consumption were both

- tracked and showed a significant benefit over other transportation options. Continuing to pursue more fuel efficient vehicles (hybrid, alternative fuel) and offsetting the associated carbon emissions would both increase this category score.
- ⑤ Providing local and healthy foods alongside a significant decrease in food waste contributed to the largest single year jump over all categories. Although all criteria was considered in the planning process, certain offerings remain cost prohibitive or geographically unfeasible.
- ⑥ A sustainability focus from GES and greater pre-event communications increased scoring. Although no sustainable action is required of exhibitors, in 2014 exhibitors were asked to complete a survey to better understand their efforts. MeetGreen suggests implementing

contracted requirements based on these results in the future.

- ⑦ Pre-event communications and maximizing signage reuse contributed positively. Providing electronic downloads to minimize paper use will increase this score.
- ⑧ The IMEX America team has continued to perform well in this category.
- ⑨ Preference was given to energy efficient equipment, but specific energy tracking was not available. Suggestion to contract environmental criteria to improve performance.
- ⑩ MeetGreen suggests adding a contract clause requiring suppliers to offset carbon emissions and to offer a voluntary offset program for attendees to improve this category.



Total event carbon emissions:

7387.5 Metric Tons

That's equivalent* to taking

1,555 cars off the road
for a year
or

enough energy to power
674 houses for 1 year!

*USEPA Greenhouse Gas Equivalencies Calculator

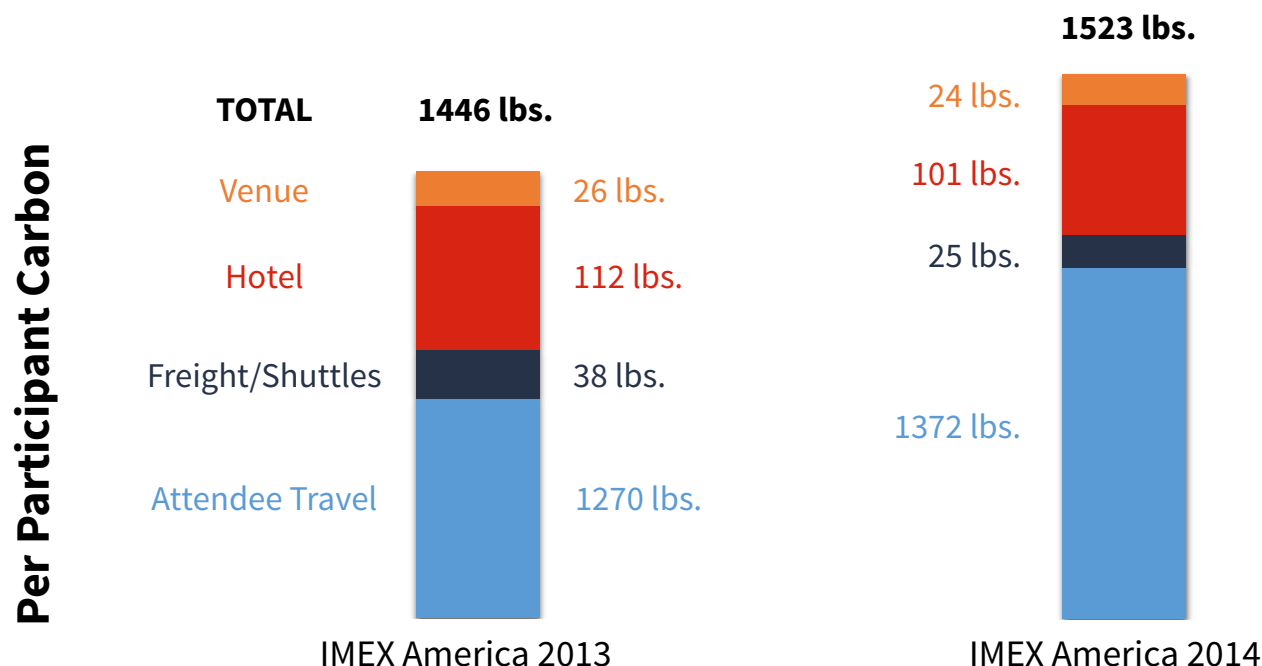
The method used to calculate carbon emissions in 2014 mirrored that of 2013. The per participant statistics below show the changes in carbon emissions from 2013 to 2014 in four categories.

Although we see reductions in venue, hotel, and freight/shuttle figures, attendee travel emissions have increased 8.1% from 2013. Because IMEX America attendees come from over 150 countries, the average distance traveled fluctuates significantly from year to year. In 2014, for example, 254 fewer attendees were from the Las Vegas area than in 2013, accounting for an increase in emissions due to proximity.

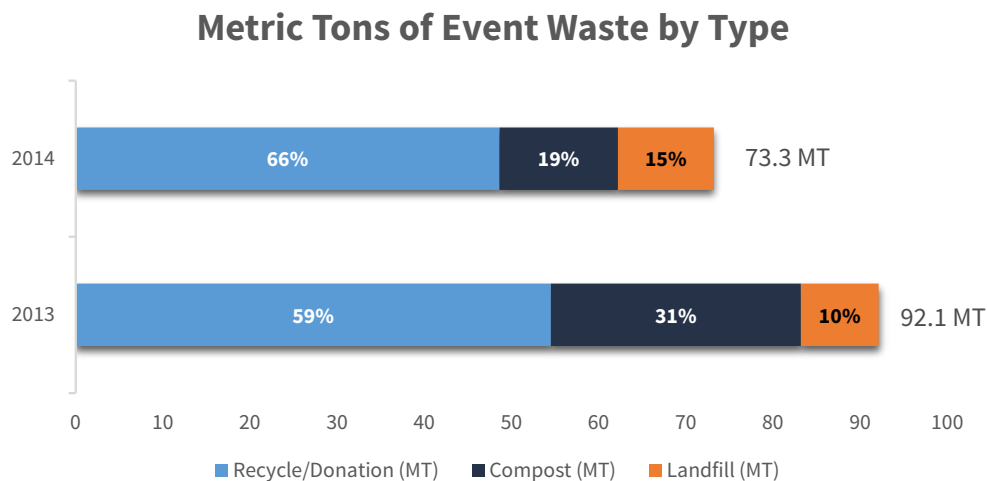
As a result of the global nature of the show, attention has been focused on aspects of attendee travel that can be

controlled through attendee and exhibitor education. Since weight directly impacts travel emissions, attendees are encouraged to pack light, shop locally, and use public transportation wherever possible. Exhibitor constructors were also encouraged to ship using a SmartWay certified partner and to use efficient packing methods.

Improvements in energy efficiency taken by The Venetian|Palazzo|Sands should also be noted. Through efforts in renewable energy, energy efficient lighting, and HVAC system improvements, the emissions associated with guest room and venue activity have decreased. For more information on specific energy reduction benefits, see the section on energy on page 13.



Events require a great deal of materials to operate, many of which are disposed of after a single use. Addressing excess waste prior to the event, as well as during the event, is crucial. Using data from the previous three years, IMEX decreased its waste footprint by providing 100% compostable service ware, bulk foods, an improved exhibitor donation program, and built-in digital signage. By focusing efforts on waste reduction and historical data, IMEX was able to reduce both solid waste production and costs associated with waste removal.

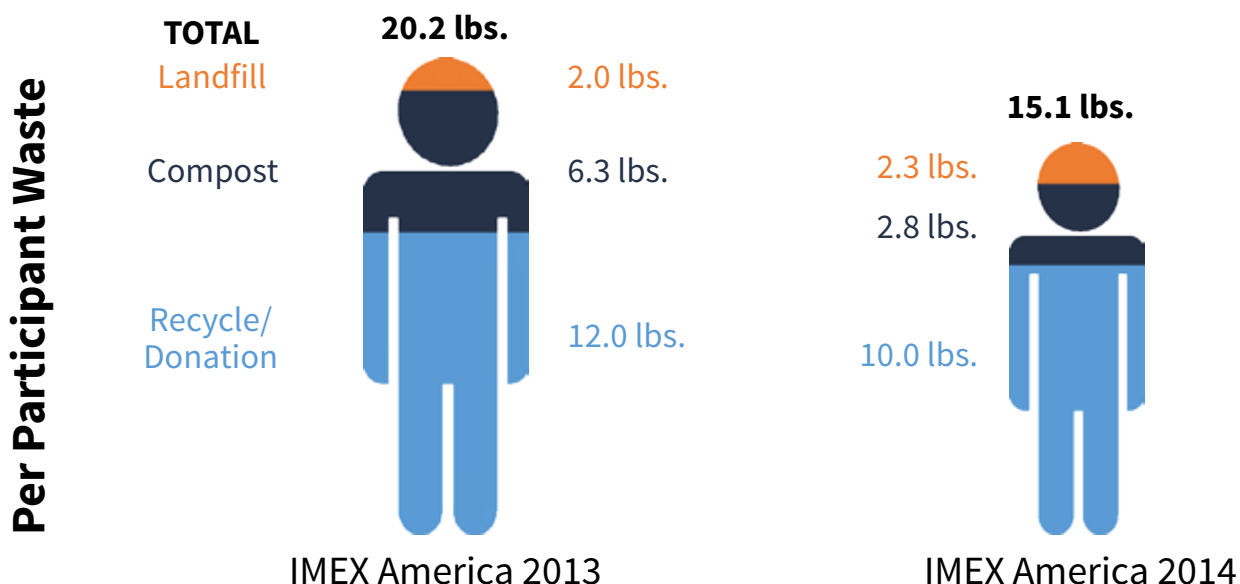


In 2014 Total Waste Decreased By **20%** while diversion rate decreased from **90% to 85%**

See Next Page To Find Out Why

While 2014 saw a 20% decrease in total waste over 2013, the overall diversion rate decreased from 90% in 2013 to 85% in 2014. One of the main reasons for this change was the decrease in total compost weight, down 56% over 2013. During the 2014 planning process, measures to reduce over preparation and spoilage were taken to minimize food waste. Caterers operated under a food waste hierarchy in which source reduction was the most recommended option. Since compost weight factors into total diversion rate so significantly, the diversion rate decreased despite an overall reduction in total waste.

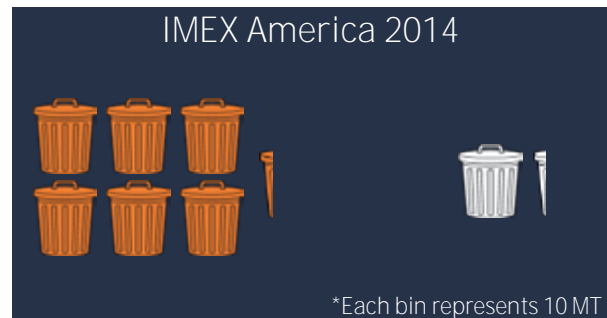
Another significant factor to the diversion rate was landfill waste, which saw a 24% increase over 2013. While the exact reason for this increase is unknown, it is partially due to an increase in total participants. With no specific type of landfill waste increase shown, attendees and exhibitors should be encouraged to limit the amount of non-divertable waste they bring to IMEX America in coming years to help minimize materials that end up in the landfill.



Diversion Rate vs. Total Waste

IMEX America 2013 & 2014

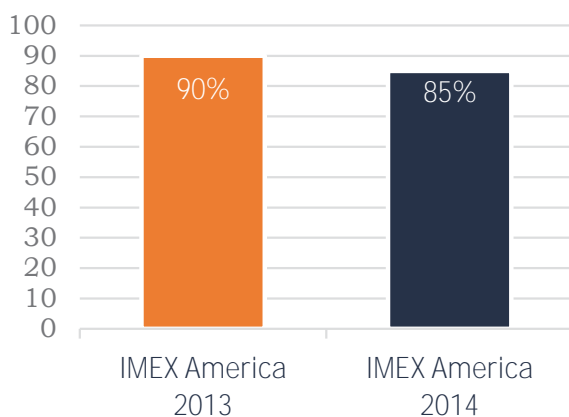
The information below compares the diversion rate and total waste of IMEX America 2013 and 2014, and why both are needed to tell the whole story.



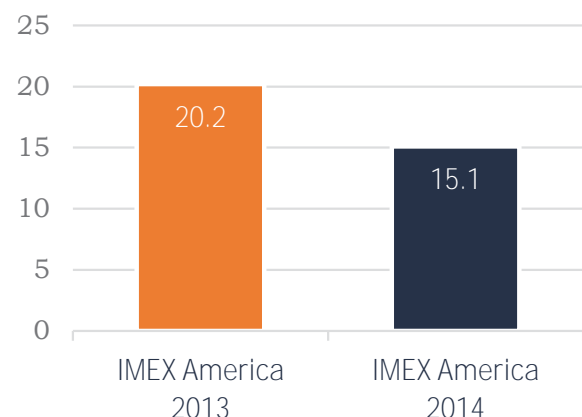
Diverted Waste	83.2 MT	Diverted Waste	62.2 MT
Landfill	8.9 MT	Landfill	11.0 MT
Total Waste	92.1 MT	Total Waste	73.3 MT

Although IMEX America 2013 produced less landfill waste, it produced more total waste than IMEX America 2014.

Diversion Rate



Per Participant Waste



IMEX America 2013	90 %	IMEX America 2013	20.2 lbs
IMEX America 2014	85 %	IMEX America 2014	15.1 lbs

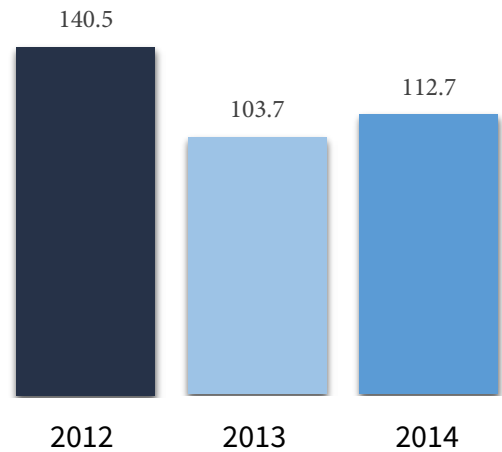
By taking only diversion rate into consideration, IMEX America 2013 appears to be a more sustainable event as a whole.

However, while IMEX America 2013 diverted a higher % of waste, each attendee produced 5.1 lbs. more total waste than in 2014.

Water

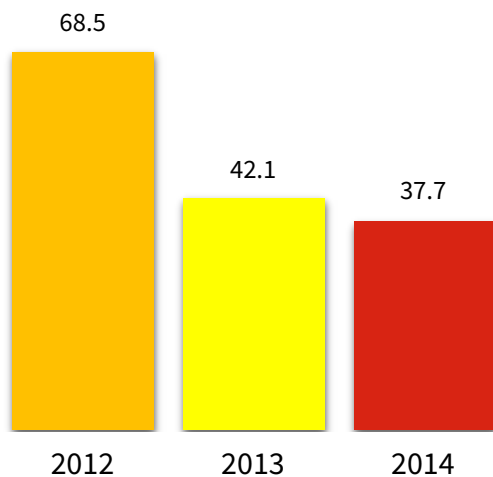
Water availability is of the utmost importance for everyone in Las Vegas. Without the benefit of naturally occurring fresh water, the city relies on conservation efforts and citizen awareness to continue to provide this precious resource to residents and guests. Increased water consumption attributed to hotel, venue, and food use means, on average, event attendees use a greater quantity of water than in normal living conditions. The Venetian|Palazzo|Sands have taken many measures to address water use including linen-reuse program, low-flow toilets, and a nano-filtration system which recycles 78,000 gallons of grey water each day. Despite these measures, 2014 saw an 8% increase in per participant water use. Better communication of water saving tips should continue into 2015. It should also be noted that, although not represented in the per participant figures, IMEX also provided water-wise food options such as vegetarian meals to minimize the water use associated with food production.

Water Use gallons per participant



Although per participant water use increased 8% from 2013 to 2014, it decreased 20% when compared to 2012.

Energy Use* kWh per participant



Energy use has consistently decreased over the past 3 years, dropping 10% per participant from 2013 to 2014.

*Venetian|Palazzo|Sands electricity use only

Energy

Like water use, the average event attendees uses more energy than in normal living conditions. To combat this higher energy use, The Venetian|Palazzo has taken measures to decrease their energy consumption and the associated carbon emissions. Along with the installation of energy efficient lighting, HVAC, and a master off switch in many of their hotel rooms; heat and power are generated from one of the largest rooftop solar-thermal systems in the United States and 680 photovoltaic panels. Energy efficient AV equipment was also used throughout the event and powered down during off-peak and nighttime hours. Due to many energy efficiency initiatives, the energy consumption dropped 10% per participant over 2013.

APEX/ASTM

■ Environmentally Sustainable Meeting Standards ■

The APEX/ASTM Environmentally Sustainable Meeting Standards (APEX) provide a definition for a sustainable event. The standards are divided into nine different categories and allow meeting planners to better understand each facet of their event. Over the first three years, IMEX has seen an annual improvement in their compliance with APEX, and has continued this trend into 2014.

SECTOR		2012	2013	2014
01 System and Policy	Planner	100%	93%	93%
02 Accommodations ¹	Planner	N/A	80%	90%
	Supplier	N/A	91%	97%
03 Audio-Visual	Planner	70%	100%	100%
	Supplier	37%	69%	75%
04 Communication ²	Planner	70%	89%	89%
	Supplier	0%	100%	100%
05 Destination ³	Planner	33%	25%	52%
	Supplier	46%	0%	0%
	Host City	0%	78%	78%
06 Exhibits	Planner	90%	91%	91%
	Supplier	67%	63%	100%
	Exhibitors	0%	0%	8%
07 Food and Beverage	Planner	67%	30%	82%
	Supplier	85%	76%	82%
08 Onsite	Planner	100%	100%	100%
	Supplier	92%	92%	92%
09 Transportation	Planner	90%	100%	91%
	Supplier	38%	45%	45%
10 Venue ⁴	Planner	60%	90%	90%
	Supplier	79%	100%	100%

2014 overall compliance:

79%

up 7% from 2013

NOTES:

1. The APEX/ASTM environmental sustainability standard for accommodations was not available in 2012 and only the Venetian/ Palazzo was included in 2013 and 2014 figures as that property represented the largest proportion of event impact.
2. Much of the supplier section of communications was not applicable, in 2014 the supplier section was addressed as it related to the event.
3. The Las Vegas Convention and Visitor's Authority (LVCVA) was the exclusive representative of the destination criteria.
4. Venetian conference center and Sands Expo were certified as compliant with Venue Level 2 of the Standards.

Educate

IMEX America has a unique opportunity to affect the way people think and make choices about sustainability across the world. So much is done behind the scenes to address environmental impacts that are never seen by the average attendee. In an effort to bring sustainability from behind the curtain, IMEX America gives attendees the opportunity to see the impacts of their choices in Las Vegas and beyond through pre-event information, onsite communication, social media outreach, and post-event reporting. This year, IMEX focused on the impact of personal choices on sustainability. For example, eating an apple instead of a banana can save 9.25 gallons of water. These simple facts can affect the way an attendee makes decisions, and can stay with them long after the event.

5 Easy Ways <u>YOU</u> Can Make A Difference		
Water Eat an apple instead of a banana and save	Emissions Pack one less pair of shoes and prevent	Energy Reuse your water bottle and run an average house for
9.25 gallons of H2O	5 lbs. CO2e emissions	over 2 hours
Emissions Take airport shuttle instead of taxi and prevent		Water Use hotel's linen reuse program and save
4 lbs. CO2e emissions		1.3 gallons of H2O

Information showing the difference each attendee can make through simple sustainability choices was displayed through the show.

IMEX Challenge 2014

The IMEX Challenge is a humanitarian effort for the meetings industry that creates a positive and long-lasting legacy in a community. This year, the IMEX Challenge focused its efforts on the Shade Tree, a local Las Vegas shelter for women, children, and their pets. During the two day event, 46 volunteers assisted the shelter in revitalizing a healing garden and helped to organize thousands of donated items received by the shelter throughout the year. This project was a success due to the amazing work, support, and collaboration of Sands Cares, Venetian|Palazzo Horticulture Team, GES, and volunteers.



IMEX Challenge volunteers taking a break from working at The Shade Tree Shelter in Las Vegas.

\$ 14,300 raised
two days
46 volunteers
2 gardens built
1 happy shelter!

SUCCESSES

1 Donation Program

This year, IMEX America implemented an improved donation process for exhibitors and attendees, and was able to collect 15,999 lbs. of materials. Information describing these new procedures was distributed to exhibitors in the months prior to IMEX America. On the final event day, 11 donation bins were placed around the exhibit hall for exhibitors to discard reusable materials. Each exhibitor was personally informed of the procedure and the location of the bin nearest their booth. IMEX America also worked with Spring Valley Floral to collect flowers and plants that would have otherwise been discarded. The Sands coordinated the distribution of donated items to various Las Vegas community organizations such as The Teachers Exchange (office and school supplies) and Sunrise Children's Hospital (floral).



One of 11 donation bins placed around the IMEX America show floor to collect exhibitor donations.



Compostable to-go salad and snack containers were provided at each concession area.

2 Compostable Serviceware

Proper waste sorting and disposable eating ware is an issue that faces all events. IMEX America was able to take some of the burden off the shoulders of attendees, and away from the landfill, by providing 100% compostable serviceware throughout the event. Each item available at concessions and snack areas, from the tray your plate is on to the fork you eat with, could be industrially composted. This allowed attendees to dispose of everything they received in one place and helped to avoid food contamination in other waste streams.

SUCCESSES



Electronic signs displaying sustainable food information at concession areas.

3 Ethical Eating

Providing sustainable, healthy food was one of the main goals for IMEX America 2014. During the planning process, many obstacles arose that challenged the planner's ability to make progress. One such challenge was the ability to source local food in the infertile Las Vegas area landscape. Menus also had to be created around the availability and quantity of seasonal ingredients. Despite these challenges, IMEX America was able to use careful menu planning and creative food sourcing to provide 50% locally sourced foods on the exhibitor menu and sustainable/healthy options in the concession menus. Overall, 21.5% of all food available at IMEX America 2014 was sourced locally, a 150% increase over 2013.

4 Green Stakeholders

Green Stakeholder meetings were held each month throughout the planning process to discuss sustainability initiatives for IMEX America 2014. These meetings brought representatives from GES, the Venetian|Palazzo|Sands, MeetGreen, and IMEX America exhibit, education, and logistics teams together to better understand and communicate progress. Aside from regular updates, these meetings allowed for a comprehensive action plan to be set for each stakeholder group, and incremental progress to be measured and shared. Because event sustainability is a collaborative effort, this approach acted as a way to share ideas and understand challenges between different stakeholders, while created accountability in the process.

SUCCESSSES

5 GES Sustainability

GES reached 100% APEX/ASTM Level 1 compliance in the Exhibitor-General Services Contractor category for the first time at IMEX America 2014. To reach this level, GES improved communications and developed a company-wide sustainability policy outlining objectives that will help move the company forward towards a more sustainable future. Objectives include obtaining green certifications for GES facilities by 2016, improved waste diversion efforts, and better donation program development for each of the events managed.



GES water stations on the show floor promoted reusable water bottle use.



All 1,609 badges collected through the badgeback program.

6 Badgeback Program

Each year, IMEX America accepts attendee badges that are donated to The Teachers Exchange to be reused/repurposed. This year, 1,609 badges were collected, a 700% increase over 2013. Better bin placement and bin design contributed to improved communication and visibility throughout the show.

RECOMMENDATIONS

1 Exhibitor Sustainability

Sustainability is an important part of the exhibiting process. Aspects such as excess packaging, disposable giveaway items, and food and beverage choices occur before the event even begins. In 2014, exhibitors were asked to complete questionnaires to assess their performance against a variety of sustainability criteria. Their responses revealed the need to focus more attention on the areas of booth construction, transportation of booth materials, and printed collateral. In 2015, communication should focus more heavily on these specific areas. Exhibitor sustainability also affects APEX scoring in the exhibitor category and could be improved significantly with the introduction of a sustainability clause in exhibitor contracts.

COST: \$

DIFFICULTY: MEDIUM

IMPACT: HIGH



2 Waste Education

IMEX America 2014 saw an improvement in waste station placement and processing procedures. Although the procedures functioned well internally, they were often done out of the sight of attendees. Better waste station signage and information regarding the end of life of each waste type should be communicated to attendees. Planners should also consider visiting the landfill, recycling, and compost facilities to better convey this information through personal experience. Electronic signage that currently shows restroom and concession locations should also display waste stations throughout the show floor.

COST: \$

DIFFICULTY: LOW

IMPACT: MEDIUM



RECOMMENDATIONS



3 APEX/ASTM

Despite the 7% increase over 2013, reaching Level 1 APEX/ASTM compliance continues to be a main objective for IMEX America. Efforts in the areas of Destination, Exhibitors, and Transportation would improve overall compliance dramatically. Targets and strategies that focus on these areas should be made for 2015.

COST: \$\$

DIFFICULTY: HIGH

IMPACT: HIGH

4 Printed Material

IMEX America communicates the majority of their information throughout the year electronically, but continues to rely on printed materials during the event. Research into providing show programs and onsite information electronically has taken place in previous years, but remains cost prohibitive. Further research into electronic options and incentives for their use should be a priority for future planning.

COST: \$\$

DIFFICULTY: MEDIUM/HIGH

IMPACT: HIGH





We welcome your feedback and questions!

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<http://www.imexamerica.com/sustainability.html>

Report written by Aaron Elliott | February 2015

Sincere thanks to those who shared information to make this report possible: Pranav Jampani of The Venetian, Ryan Green of Sands Expo, GES Team, Frank Macaluso of Allied PRA and the team at IMEX America.

All photos provided by MeetGreen® unless otherwise noted.

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Notes

Carbon calculations include meeting space, guest rooms, and travel for 10,697 onsite attendees. Air transport emissions based on delegate home state or nation largest airport return trip to Las Vegas. Hotel emissions include 14,677 room nights at the Venetian/Palazzo. Ground transport and freight fuel use based on calculations provided by event partner AlliedPRA and GES. Venue energy based on data provided from Sands Expo. Emissions are calculated using factors recommended by the US Environmental Protection Agency (EPA) Climate Leaders program and the US Energy Information Administration (EIA). All energy stats are based on electricity data from Venetian|Palazzo|Sands only.