



OCTOBER 13-15, 2015

LAS VEGAS

2015 Sustainability Report

THE *pulse* OF THE MEETINGS INDUSTRY. > IMEXAMERICA.COM

PREPARED BY MeetGreen®

TABLE OF CONTENTS

<u>Event Overview</u>	1
<u>Commitment</u>	2
<u>Sustainability Approach</u>	3
<u>Objectives & Targets</u>	4
<u>Accomplishments</u>	6
<u>Measurements</u>	
MeetGreen® Calculator	12
APEX/ASTM	14
Waste	17
Carbon	18
Water	19
Materials	20
<u>Giving Back</u>	21
<u>Health & Wellbeing</u>	23
<u>Recommendations</u>	24
<u>Acknowledgements</u>	25



EVENT OVERVIEW

October
13-15
2015

10,732
Participants

14,310
Hotel Room Nights

3,100
Exhibitors

3,030
Hosted Buyers
from
54 Countries

Sands Expo
Las Vegas, NV



COMMITMENT

“Sustainability is an important value for us at the IMEX Group and runs through everything that we do. For us sustainability is about more than simply having a recycling program. Sustainability is about looking at how we do business during the year and at our shows. It’s about operating an event that is sustainable and beneficial for the community in which it takes place, has as low a footprint on the environment as is possible to achieve, and which is also sustainable in terms of the benefits that we bring our business community. Driving forward an agenda of sustainability is not always easy, but it is always worth it.”

Carina Bauer

CEO IMEX Group



SUSTAINABILITY APPROACH

Sustainability is a priority throughout the planning process of IMEX America. Through the methods outlined below, each area of the event is addressed through a collaborative focus and effort. This attention on pre-event, onsite, and post-event phases works not only improve internal operations, but helps to engage each vendor in a way that promotes long term change. This method has been improved each year based on feedback from everyone involved, and will continue to improve moving forward.

Pre-event

Contracting: Environmental expectations are included in vendor contracts and are often agreed upon years in advance of the event. These contracted terms are addressed throughout the planning process.

Internal Review: MeetGreen meets with IMEX America following the completion of the previous year's event to review successes/challenges and ideas for moving forward.

Green Stakeholders Kick-Off Meeting: A meeting is held with the venue, caterer, general services contractor, and hotel to discuss any changes and potential improvements.

Objectives: Objectives are set for each supplier based on internal goals and feedback. A time table is created to ensure progress at different points during the process.

Green Stakeholder Meetings: Monthly meetings are held with the venue, caterer, general services contractor, and hotel to ensure targets are being met and address any challenges.

Measurement Requests: MeetGreen works with staff and vendors to identify important data to be collected and reported post-event.

Onsite

Onsite Audit: MeetGreen is onsite for five days to observe onsite practices including front and back of house. These observations are taken into account when analyzing measurement data during post-event analysis.

Post-event

Measurement Analysis: Vendors and staff provide post event data which is analyzed by MeetGreen, including attendance, material use, waste, donations, emissions, energy, and water use.

Recommendations: A final report is prepared to summarize observations, outcomes, and recommendations for future events.



OBJECTIVES & TARGETS

Three years ago, IMEX America identified four main sustainability objectives on which to focus. Each year, targets are set within each objective to help maintain focus throughout the planning process. The targets below are set each year based on previous results, changes in supplier ability/availability, and internal focus.

ENVIRONMENTAL FOOTPRINT

Measure and decrease the event footprint in terms of water, energy, emissions, and waste.

GIVE BACK

Give back to the Las Vegas community.

APEX

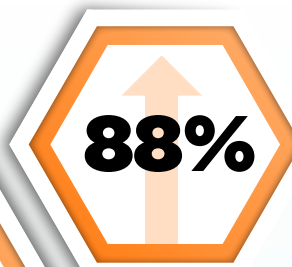
Increase compliance score of IMEX America's staff and vendor practices against Level 1 of APEX /ASTM Environmentally Sustainable Event Standards.

EDUCATE

Educate visitors, exhibitors, and hosted buyers on issues and solutions related to sustainability practices within the industry.

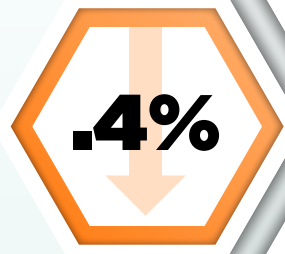
OBJECTIVES & TARGETS

Reduce per participant energy use from 2014
energy use from 2014
down 5%



Improve overall APEX score to 85%+
86% Supplier, 91% Planner

Reduce per participant water use from 2014
water use from 2014
down .4%



Improve APEX score in transportation and destination categories
Destination +30%, Transportation +19%

Decrease paper use
down 12%



Increase sustainable menu items by 5%
down 19%

Reduce per participant waste by 10% to less than 6.16 kg
waste by 10% to less than 6.16 kg
down 13% to 5.9 kg



Conduct waste education tours
See 2015 Accomplishments for more information

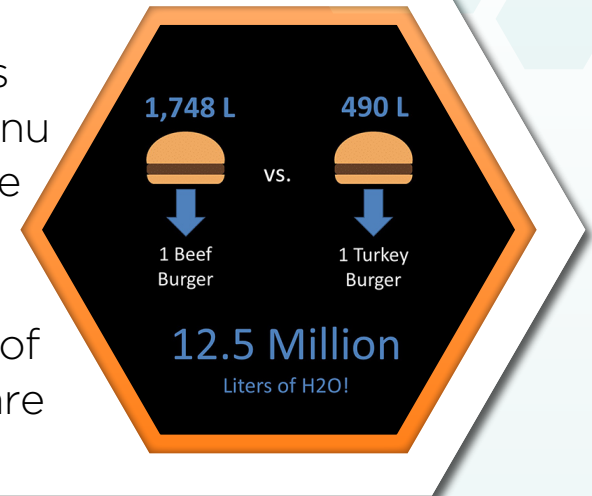


Provide waste education info
See 2015 Accomplishments for more information

ACCOMPLISHMENTS

#WaterWiseWednesday:

In 2015, IMEX America chose to focus on water shortage in the Las Vegas area. In an effort to reduce water usage, the concession menu available on Wednesday was optimized to provide foods that minimize water use. Beef burgers were replaced with turkey burgers, for example, which **saved 331 gallons per ¼ patty!** Water savings information was presented on digital signage to inform attendees of the water footprint of their food and they were encouraged to share their experience using the *#WaterWiseWednesday* hashtag.



Recycled Paper:

Although paper use in the onsite IMEX offices has decreased over the years, there is still a need to print during IMEX America. This year, **100% recycled content paper was used** in all onsite offices. While seemingly a small change, the impact may tell a different story: by using 100% recycled content paper, as opposed to virgin, **2,172 lbs. of carbon and 11,779 gallons of water were saved!** This is a great example of how a small systematic change can garner great sustainability results.



ACCOMPLISHMENTS

Smart Monday:

On the Monday preceding IMEX America, MPI presents Smart Monday, a full day of education in various learning formats. This year, IMEX America partnered with MPI to ensure collaboration and cohesion with their sustainability programs through catering and waste management. Catered Smart Monday events were also encouraged to promote waterwise foods at their functions.



Graphics Savings:

Each year, large graphics are created for exhibitor booths. After the show, these graphics panels are left on the show floor to be discarded. This year, **these graphics were collected and saved for the first time** to be displayed as permanent structures in hospitals, retirement homes, and other organizations throughout the Las Vegas area.



ACCOMPLISHMENTS

Sustainability Awareness:

Waste Education Signage:

One of the biggest challenges in sustainable event planning is waste management. Waste sorting practices change from city to city, country to country, and even event to event. In 2015, signage was created to help attendees better sort their waste. The signage also included information about how the waste is disposed of after it leaves the convention center.



Sustainability Floor Plan:

Due to space limitations on the exhibit floor, waste stations were placed around the perimeter of the hall. To better inform attendees of station locations, a sustainability floor plan was created showing the locations of waste stations, donation bins, water stations, and badgeback bins.

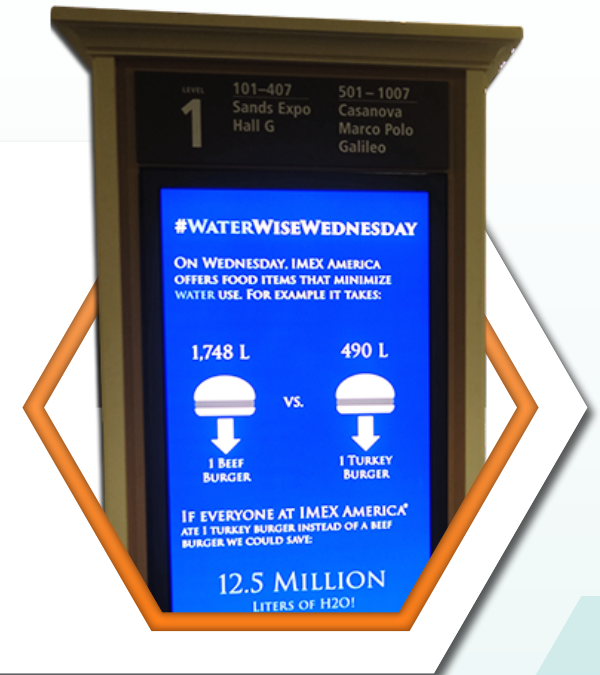


ACCOMPLISHMENTS

Sustainability Awareness:

Digital Signage:

Sustainability information was presented on digital signage throughout The Sands and Venetian. Sustainability tips and historical information was presented to help attendees better navigate the changes in the IMEX America sustainability program.



Badgeback Donations:

Badgeback bins were located throughout the lobby area to collect attendee badges at the end of the show. **In 2015, 1,407 badges were collected** and sent to the Teacher's Exchange to be reused or repurposed. IMEX America also contributes a monetary donation to The Shade Tree and Opportunity Village for each badge that is donated.



ACCOMPLISHMENTS

Print Run Decrease:

One of the benefits of measuring your waste stream is that you can learn from previous years. After IMEX 2014, the remaining print publications were counted to make a more accurate order the following year. That decision resulted in **3,200 less printed publications** (1,000 show catalogs, 2,000 pocket guides, 200 show dailies) even as the show increased in attendance.



AlliedPRA Sustainability:

IMEX provides transportation to/from the airport and hotels during the event. This year, IMEX challenged AlliedPRA to think more deeply about their sustainability efforts through the creation of a sustainability policy and practice improvements like improved efficiency fleets and no-idling practices. Find out more about how these efforts affected their APEX score in the Measurements section.



ACCOMPLISHMENTS

Waste Facility Audits:

The recycling and compost facilities used by the Sands Expo were inspected prior to IMEX America 2015 to ensure proper practices and safe working conditions. Information about each of the facilities was included in onsite education to help attendees better understand where their waste ends up after it is discarded.



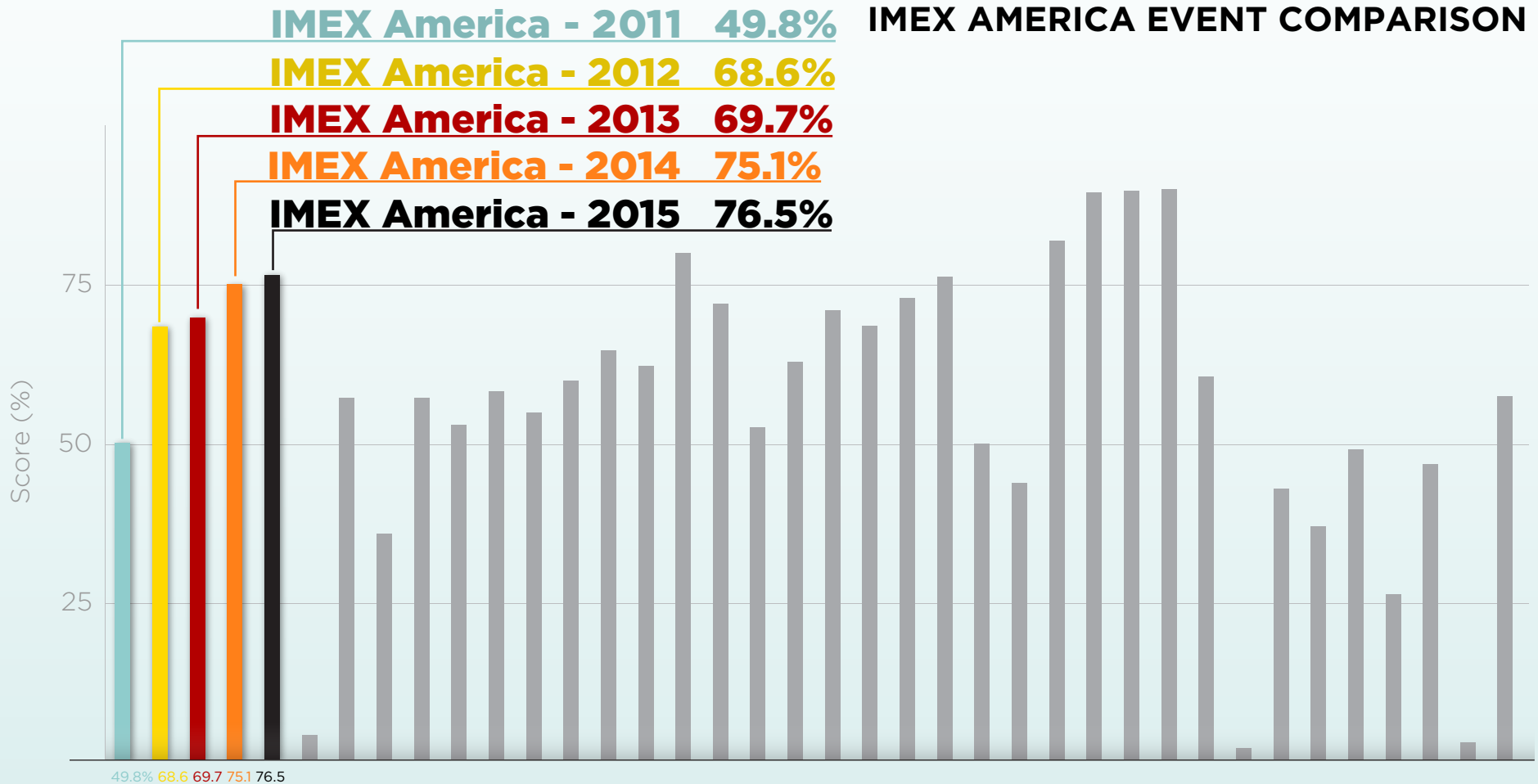
RC Farms



Lunas Recycling

MEASUREMENTS

The MeetGreen[®] Calculator helps planners document and track sustainability initiatives taken at their events. The Calculator tracks an event based on 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 2015 received an overall score of 76.5%, continuing to improve each year since the 2011 baseline.



This graph shows sustainability scores for IMEX America 2011-2015 against other similarly sized (5,000+) events that have been entered into the Calculator system. The bars on the left display the performance of each of the previous five years that IMEX America has been measured. IMEX America consistently scores well against other similar events and continues to improve year over year since 2011. Of the 33 events shown, only 5 have achieved a score higher than 76.5%.

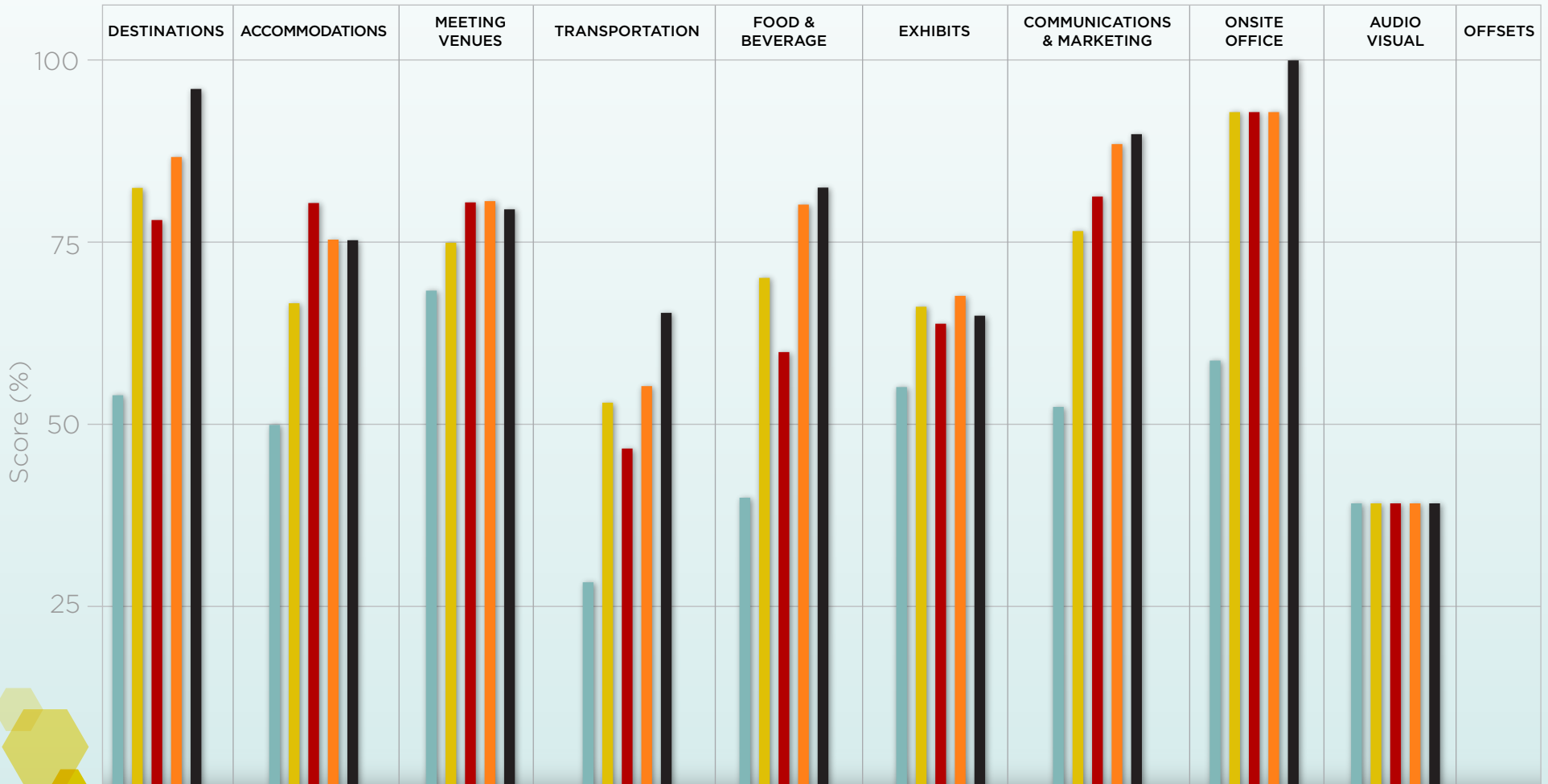


MEASUREMENTS

The MeetGreen® Calculator also allows for a more in-depth analysis based on the ten sustainability categories individually. Scores are shown for all five years below where the left-most bar represents 2011. Although the overall score increased by 2%, there were slight decreases in the areas of Meeting Venue and Exposition which suffered due to a decrease in diversion rate. The largest increases came in the Destination and Onsite Office categories which represent focus in those areas and are mirrored in the APEX results.

IMEX AMERICA SCORES BY CATEGORY

2011 2012 2013 2014 2015

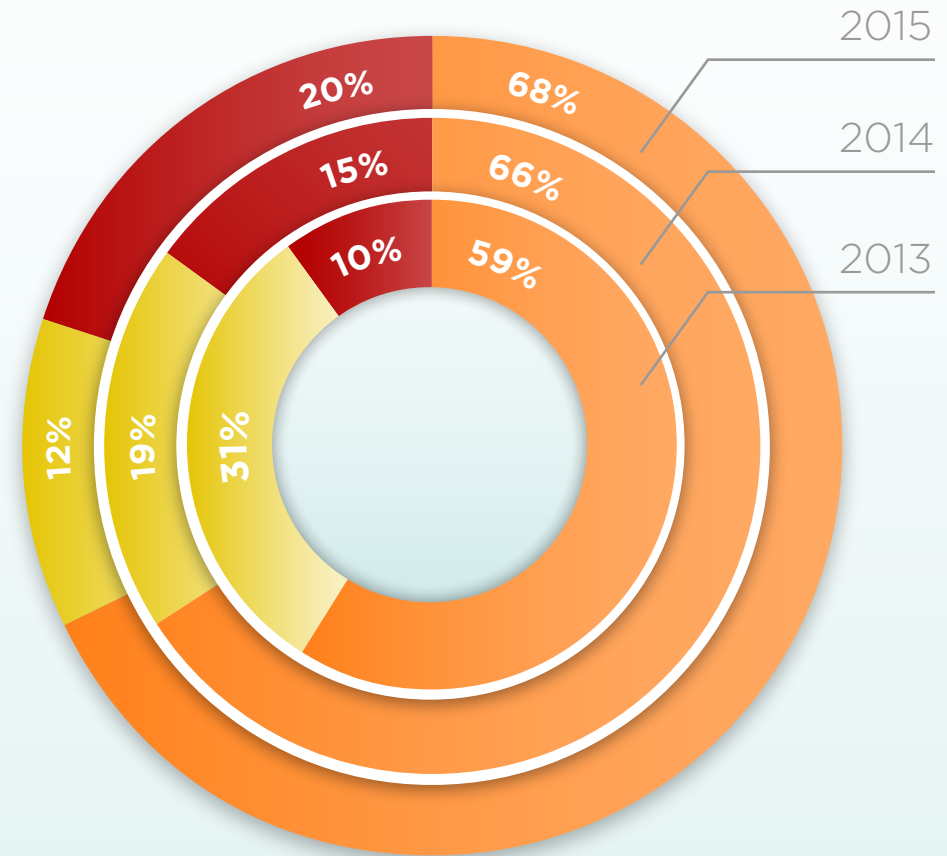


WASTE

IMEX America takes great care to reduce the amount of waste created. Reducing the waste that is present at IMEX America is the top priority, which is evidenced by a reduction in waste year over year despite an increase in attendance. Reductions can be seen either by eliminating the material completely (an exhibitor giveaway that is not produced, for example) or taken back for reuse. If an anticipated material cannot be eliminated or reused, efforts are taken to ensure that it can be recycled or composted by a local hauler, and/or donated to a community organization. Unfortunately there are materials that cannot be diverted from landfill, such as disposable coffee cups and lids, or are missed in the sorting process. IMEX America has shown reductions in total and per participant waste each year by consistently looking for improvements.

Total Event Waste

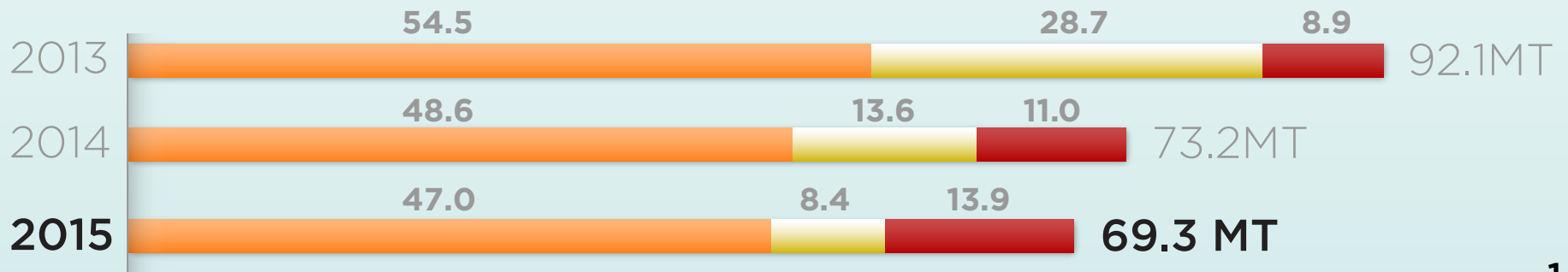
By Type (%)



Recycle/Donation (MT)

Compost/Food Donation (MT)

Landfill (MT)



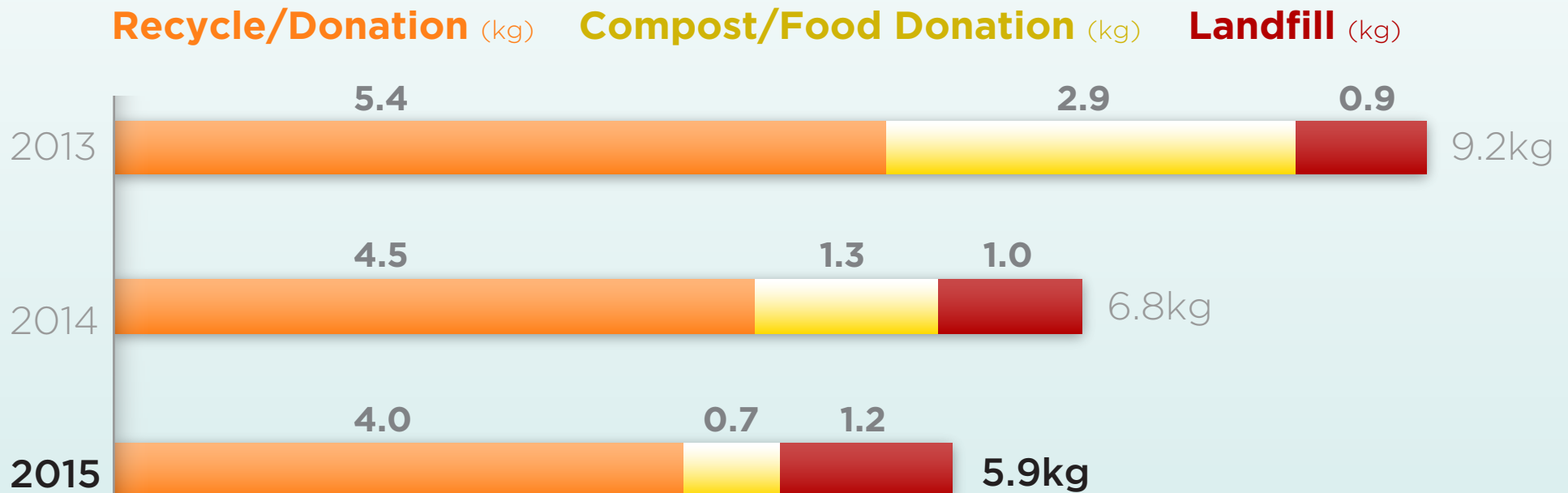
WASTE

Despite efforts to anticipate and mitigate landfill waste, 2015 saw a 13% per participant increase. It is not known what caused this increase, but minimizing landfill waste will continue to be a priority moving forward. In contrast, 2015 also saw a 13.3% reduction in total per participant waste, which continues the 3 year trend. Another positive trend is the continued decrease in compost waste. As more yearly data is collected, catering can more accurately anticipate ordering and minimize the food waste created. The graph below does not represent the new food donation program put in place in 2015 which delivered 7371 kg (88%), or 12,500 meals*, of the food waste generated to Las Vegas charities instead of compost.

**Rock and Wrap It Up calculator*

Per Participant Waste

By Type (kg)



WASTE DIVERSION

Behind the Scenes: In most industrialized countries, waste management is a mystery. As consumers, we purchase products and put the waste that is produced in a bin and it is taken away, never to be seen again. A similar phenomenon occurs during events: attendees pick up a giveaway or brochure from an exhibitor and after they are done with it, they toss it in the waste bin. Let's lift the curtain on this process and take a look at how IMEX America waste management works:

1

Attendees Discard

First attendees discard their waste at an exhibit hall waste station, comprised of: mixed paper, cans and bottles, compost, and landfill.



2

Sands Sorts

Each bag is then opened and resorted by Sands employees before being sent to one of three...



3

Recyclables

Lunas hand sorts recyclable materials to be recycled into new products at various other facilities.



Compost

RC Pig Farms feeds thousands of pigs with leftover food, and uses their compost yard to break down compostable service ware into garden compost.



Landfill

Material that cannot be reused, recycled, composted, or donated is sent to the landfill.



APEX/ASTM

APEX/ASTM Environmentally Sustainable Meeting Standards (APEX) measure the sustainability of an event against 9 different sectors. Each year, IMEX America has improved its score against the standards, continuing with a 9% increase in 2015. As compliance approaches 100%, increases become more difficult to achieve. The 9% increase this year is a testament to a great deal of focus and effort both from IMEX America and its partners.

SECTOR		% 2012	% 2013	% 2014	% 2015
System and Policy	Planner	14	93	93	93
	Supplier				
Accommodations¹	Planner	N/A	80	90	90
	Supplier	N/A	91	97	100
Audio-Visual	Planner	70	100	100	100
	Supplier	37	69	75	75
Communication²	Planner	70	89	89	90
	Supplier	0	100	100	100
Destination³	Planner	33	25	52	89
	Supplier	46	0⁴	0	0
	Host City	0	78	78	78
Exhibits	Planner	90	91	91	91
	Supplier	67	63	100	100
	Exhibitors	0	0	8	8
Food and Beverage	Planner	67	30	82	82
	Supplier	85	76	82	85
Onsite	Planner	100	100	100	100
	Supplier	92	92	92	92
Transportation	Planner	90	100	91	100
	Supplier	38	45	45	70
Venue⁵	Planner	60	90	90	90
	Supplier	79	100	100	100



- NOTES: 1. The APEX/ASTM standard for accommodations was not available in 2012 and only the Venetian/Palazzo was included in 2013-2015 figures as that property represented the largest proportion of event impact.
 2. Much of the supplier section for Communications was not applicable, in 2015 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. Zero percent represents "not applicable" as the LVCVA was not used after 2012.
 5. Venetian conference center and Sands Expo were certified as compliant with Venue Level 2 of the Standards.

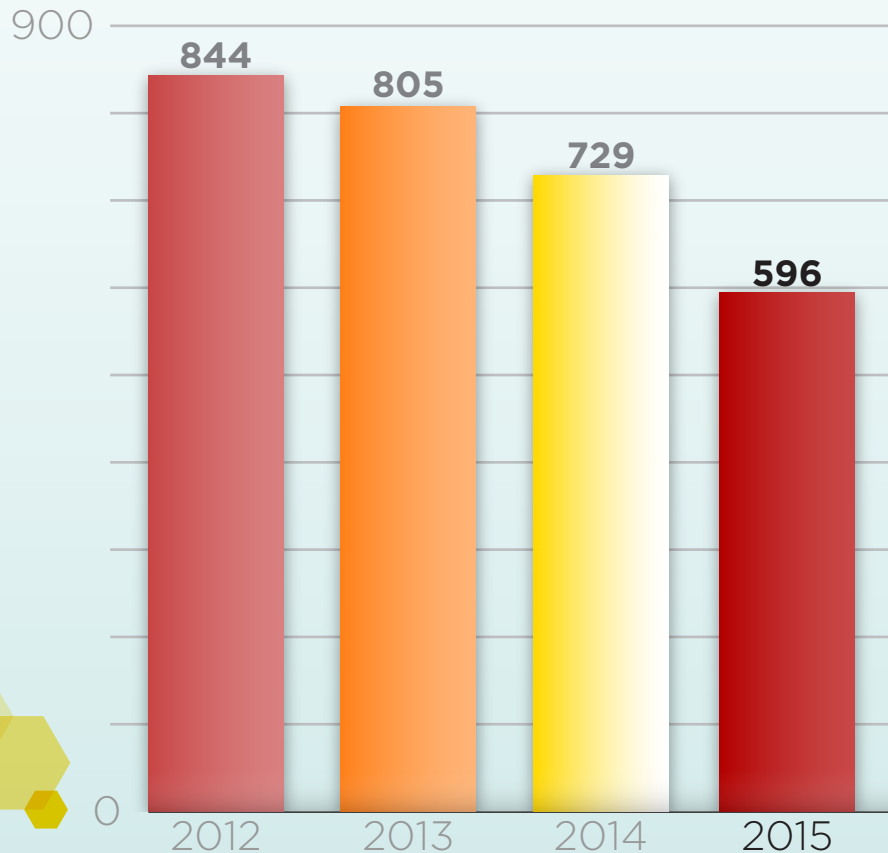
CARBON



IMEX America attracts a unique worldwide audience each year. With attendees travelling from varying distances, IMEX America cannot directly affect air travel emissions. Without this control, IMEX America has limited their scope to the emissions factors they are able to influence such as freight travel, venue and hotel energy, and ground shuttles. Efforts have been made to better understand freight and ground transportation operations and take advantage of local resources and higher efficiency fleets. The graphs on this page show that, after correcting data to include only planner influenced emissions, there has been a steady decline since 2012, and an 18% decrease in total emissions and a 25% decrease in per participant emissions from 2014.

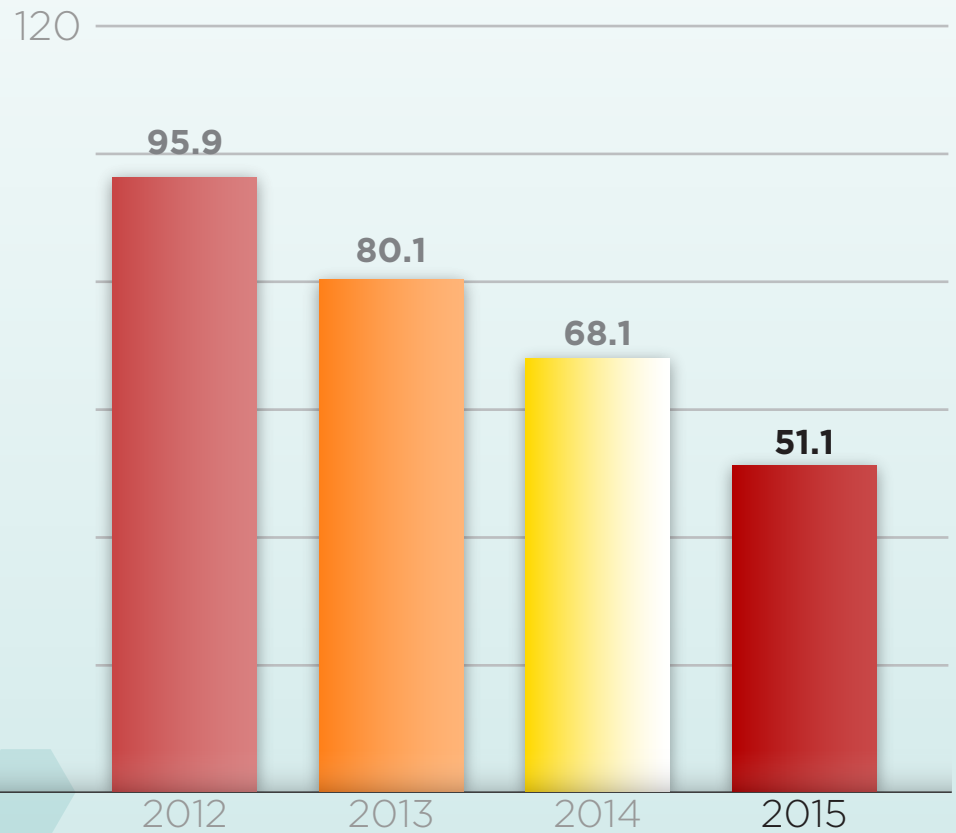
CO₂e Emissions (MT)

Emissions Minus Attendee Travel



CO₂e Emissions Per Participant (kg)

Emissions Minus Attendee Travel



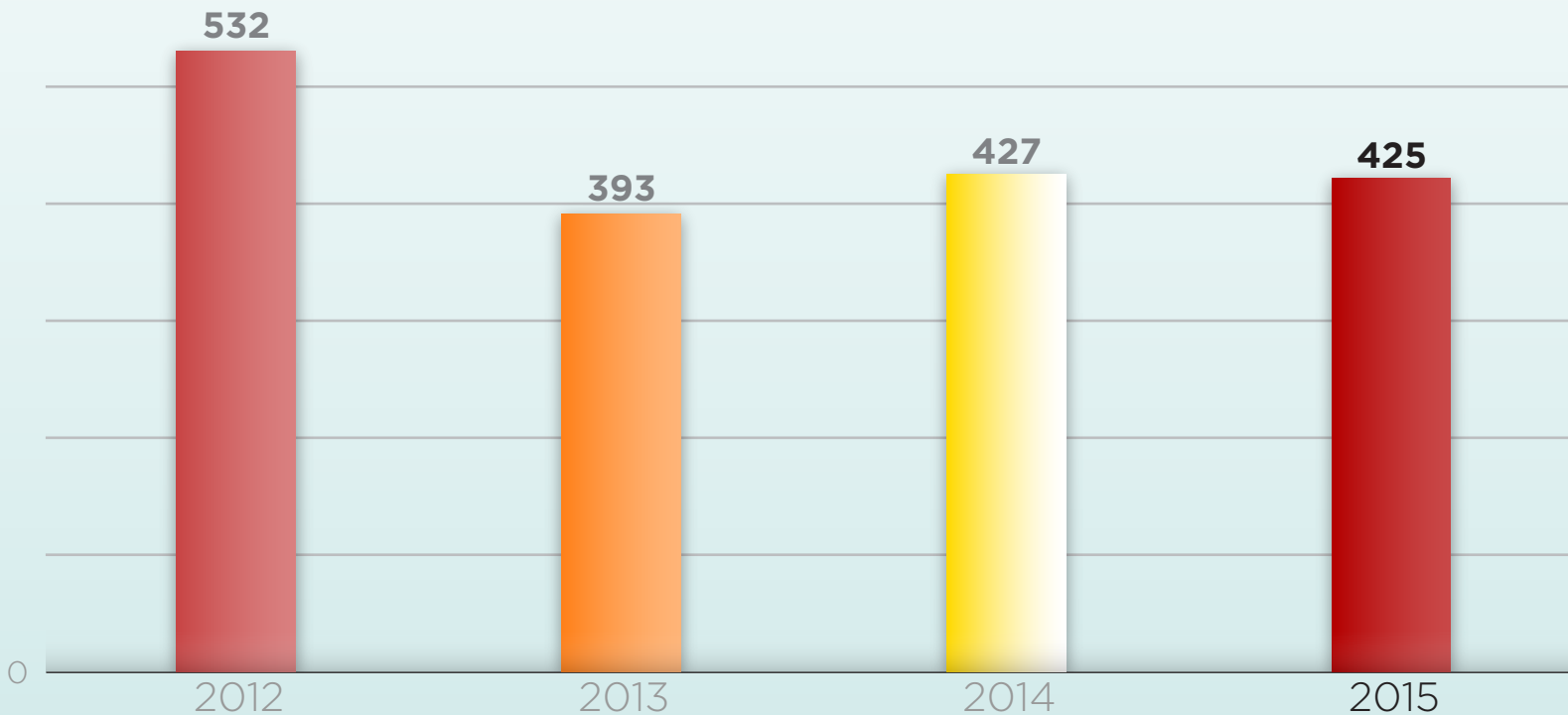
WATER

The Venetian|Palazzo and Sands Expo take many measures to reduce onsite water use. Some of these measures are dependent on attendee behavior, such as the linen-reuse program, while others are built into the infrastructure, such as low-flow toilets and a nano-filtration system which recycles 78,000 gallons of grey water each day. Despite these efforts, onsite water use varies year over year due to a myriad of factors such as climate. It should be noted that this data does not account for the impact of water savings that occurs from offsite actions such as waste minimization and menu management. Attendees are encouraged, for example, to reduce paper and disposable item use pre-event and onsite which contributes to decreased water use during manufacturing. IMEX America also pays particular attention to the water-use associated with the raising/growing and manufacturing of the food provided at concessions where the menu is carefully selected to favor items that require less water. See #WaterWiseWednesday in the 2015 Accomplishments section to see this year's impact.

Water Use

liters per participant

600



MATERIALS

Material use directly impacts water, energy, emissions, and landfill volume. It has been the goal of IMEX America to both reduce the amount of material used and ensure the leftover material can be diverted from landfill. Progress is made each year, but there is still more to be done to reduce landfilled waste. This table represents the major materials used by GES and how the waste was handled before and after the event. The exhibitor signage collected for donation post-event is not represented in this data because all exhibitors did not use GES to source their materials. See Graphics Savings in the 2015 Accomplishments section for more information.

Product	Product Type	Total (m2)	Amount Reused from Inventory (m2)	Returned from Reuse (m2)	Recycled (m2)	Donated (m2)	Landfilled (m2)
Carpet	Nylon <small>(25% recycled content)</small>	1933	1933	1858	0	0	75 ¹
Carpet Padding	Urethane Foam	550	550	510	0	0	40 ¹
Visqueen	PE Plastic	210	0	0	0	210 ²	
Vinyl Banner	PVC	45	0	37	0	0	8
PET Banner ³	PET	662	74	344	318	0	0
Railroad Signage	½" Falconboard	451	84	353	0	98	0
Easel Signage	¾" Falconboard	980	0	192	0	787	0
Sintra	PVC	2	0	2	0	0	0
Adhesive Window Decals	Phototek (PVC)	14	0	0	0	0	14
White Styrene	Polystyrene	1,698	0	0	0	0	1,698
Ultra Board	¾" Polystyrene	325	93	204	121	0	0
Floor Decal	PVC	52	0	0	0	0	52

NOTES:

1. GES reuses all carpet and carpet padding as standard practice. These numbers represent an estimate of scraps lost through cutting and customizing for the show floor.
2. Visqueen is donated to Nevada greenhouses for use as covering.
3. This year, IMEX America worked with GES and Lunas recycling to source a recyclable banner material which resulted in 662 m2 of vinyl diverted from landfill.

GIVING BACK

Clean the World: founded in 2009, Clean the World helps collect, recycle, and distribute lightly used hygiene products generated by hotels to impoverished people around the world. Attendees at IMEX America were encouraged to visit the Clean the World booth to assemble over 2,000 hygiene kits over the 3-day event! Hygiene kits include a bar of soap, bottle of shampoo, conditioner, and lotion, razor, washcloth, toothbrush, toothpaste, and a notecard with a personalized message. These efforts not only helped provide much needed hygiene kits for distribution, but helped educate attendees from the meetings and events industry about the amazing efforts of Clean the World.



BadgeBack Program: Attendees can help reduce waste and help the Las Vegas community by placing their badge in one of many badgeback bins placed throughout the event at the end of the event. This year, 1,407 badges were collected and donated to The Teacher's Exchange to be repurposed or reused at their conferences. In addition to the environmental benefits, IMEX America makes an in kind donation to The Shade Tree and Opportunity Village for each badge that is collected.



GIVING BACK



Shade Tree: Last year, IMEX America partnered with The Evergreen Shade Tree, a Las Vegas shelter for abused women, children, and their pets, to help build a healing garden as part of the IMEX Challenge. This year, the Challenge team was invited back to see the garden a year later, and to help kick off the new IMEX America sponsored Shade Tree recycling program. Recycling training was provided to residents and a recycling-themed song was written onsite with help from SongDivision. Clothing and baby care items were also collected through the IMEX America donation program to be donated to Shade Tree residents.



HEALTH AND WELLBEING

This year, IMEX America challenged attendees to “Be Well at IMEX America.” Traveling, long hours, and constant networking throughout the three days of the event can be taxing on attendee health. IMEX focused on three areas of personal wellbeing to help attendees be at their physical and mental best during the event.



It is important to both stimulate and relax your mind at an event. A device-free meditation room was provided outside the exhibit hall with guided meditation sessions throughout each day. A play room was also provided during Smart Monday with help from Play with a Purpose. This room was filled with different interactive activities to keep the brain active through different games and activities.

How you feel is directly tied to the food you eat and the activity and rest you allow yourself. IMEX America offered many healthy food options during the event to keep the mind and body acute and aware. Wednesday morning also saw the first IMEXrun in which 400+ attendees ran a 5km circuit partially along the Las Vegas strip.

Attendees were encouraged to take time for themselves and to live in the present moment. With over 10,000 attendees walking the show floor each day, it is important to take a break and clear your mind to maintain focus and drive. Whether that is through a meditation session, exercise class, or a call home from one of the lounges, IMEX America provided many options to help connect with yourself.

RECOMMENDATIONS

RESOURCES NEEDED KEY

= time \$ = cost ~~-\$~~ = cost-saving

Potential Impact Resources Needed

Recyclable Material Usage - Although there was a shift to recyclable banner material in 2015, there is still a heavy reliance on non-recyclable polystyrene signage. Efforts should be made in 2016 to find an alternative to White Styrene and Ultra Board.

Carbon Offsetting - Attendee air travel is the largest contributor of emissions to IMEX America. Carbon offsetting could be included as part of the registration process to allow attendees to offset their own travel emissions on an optional or mandatory basis.

Mailing Minimization - Pre-event mailing procedures can create over-mailing and duplications and result in increased paper use and cost. An audit of the mailing process could help address these issues.

Waste Volunteers - Waste management procedures at IMEX America heavily rely on back of house sorting. Recycling volunteers could be used at exhibit hall waste stations to help educate attendees and improve waste diversion.

Exhibitor Sustainability - Exhibitors are asked to complete sustainability surveys to better direct waste minimization and exhibitor practice efforts. More communication and/or incentives are needed pre-event to help increase the number of completed surveys.

Inventory - Information about materials kept to be reused from previous years needs to be collected before new items are created to avoid duplication.

HIGH

\$

HIGH

MEDIUM

~~-\$~~

MEDIUM

\$

LOW

LOW

~~-\$~~

ACKNOWLEDGEMENTS

SUPPLIERS: AlliedPRA, Experient, GES, Lunas Recycling, RC Farms, Sands Expo, Show Gear, Spring Valley Floral, Venetian|Pallazzo.

Event Sustainability Team: IMEX America: Nalan Emre, Dale Hudson, Mark Mulligan, Milda Salciute; Destination: Chef Scott Donley, Ryan Green, Pranav Jampani; GES: Kate Baldwin, Jeff Hoffend, Steve Holst; AlliedPRA: Jeremy Head; MPI: Andrew Walker; MeetGreen: Aaron Elliott, Nancy Zavada.

SCOPE: Carbon calculations include: Venue energy use, guest room energy use, all participant travel to and from the event, and show management freight. Waste metrics include: venue landfill, recycling, donations, and compost. Supply chain verification includes: venue, hotels, caterer, general services contractor, audio-visual supplier, freight providers, print and signage vendors.

DEFINITIONS: “Sustainable Foods” are foods that are local, seasonal, locally produced, organic, fair trade certified, free range, Monterey Bay Seafood Watch “best choice” or “good alternative”. “Local” is assumed to include goods purchased within 400 miles of the event site. “Organic” and “fair trade” must include verification or certification by a third party, such as USDA or Equal Exchange. “Green” cleaners must bear a third-party certification, such as Green Seal. “Landfill” is waste to landfill (no recovery). “Waste” includes landfill, recycling, compost, and donations that are discarded from the event.

SOURCE: All metrics direct reported by vendors through metering, hauling records, and procurement analysis. All reports are checked in comparison with historic and external baselines and onsite observations to validate and error-check data. Carbon calculations completed by MeetGreen.

AUDITING: Supply chain compliance with external standards, such as Green Seal, Fair Trade, and USDA Organic verified by MeetGreen. Conformity of event practices with APEX/ASTM Environmentally Sustainable Event Standard and ISO 20121: 2012 first-party verified by MeetGreen. Where multiple vendors are required to demonstrate conformity with the APEX/ASTM Standard, credit for compliance is only given where all comply with a specification. Therefore no credit is given for partial conformity among vendors. This significantly impacts the Accommodation and Communication scores where a single non-reporting or non-conforming vendor can neutralize the efforts of other suppliers.

