



OCTOBER 10-12, 2017

LAS VEGAS

# 2017 Event Sustainability Report

Prepared By



# Event Overview

**12,389**  
Participants

**19,341**  
Hotel  
Nights

**3,390**  
Exhibitors

**3,286**  
Hosted  
Buyers  
From  
61 Countries



**Sands Expo**  
Las Vegas, NV



# Objectives & Targets

In 2012, IMEX America identified four main sustainability objectives on which to focus on throughout its planning process and execution on-site. These categories form the basis for data, gathered, measured, and assessed during each event cycle.

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

**Environmental Footprint:** Measure and decrease the event footprint in terms of water, energy, emissions, and waste.

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

**Give Back:** Give back to the Las Vegas community.



# Approach To Sustainability

Sustainability is a core component of IMEX America and is addressed and refined throughout the year across the entire range of vendors and stakeholders, including onsite as well as pre/post event.

Pre -Event	Contracting: Environmental expectations included in vendor contracts and addressed throughout the planning process.
Pre-Event	Objectives: Objectives are set for each supplier.
Pre-Event	Green Stakeholder Meetings: Monthly meetings are held with venue, caterer, general service contractor, and hotel to ensure targets met.
Pre-Event	Measurement Requests: Collecting data and reporting post-event.
Onsite	Onsite Audit: MeetGreen is onsite for five days to observe and verify both front and back of house practices.
Post-Event	Measurement Analysis: Analyze post event data including attendance, material use, waste, donations, emissions, energy & water use.
Post-Event	Recommendations: A final report is prepared to summarize observations, outcomes, and recommendations for future events.



# Sustainability Highlights

- Reduced Landfill Waste By 10.6 Tons From 2016



- 87% Of Total Event Waste Diverted From Landfill
  - 3,263 Pounds Of Food Donated
  - 2,440 Less Pounds Of Paper Used In Printed Publications Than 2016
  - Only 2% Of Show Graphics Sent To Landfill

- 2,032 Lanyards Collected From Badgeback Bins: A 52% Increase From 2016

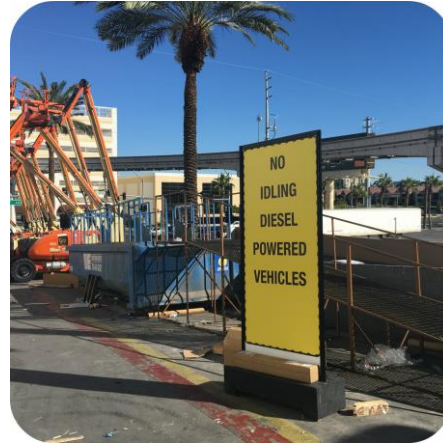
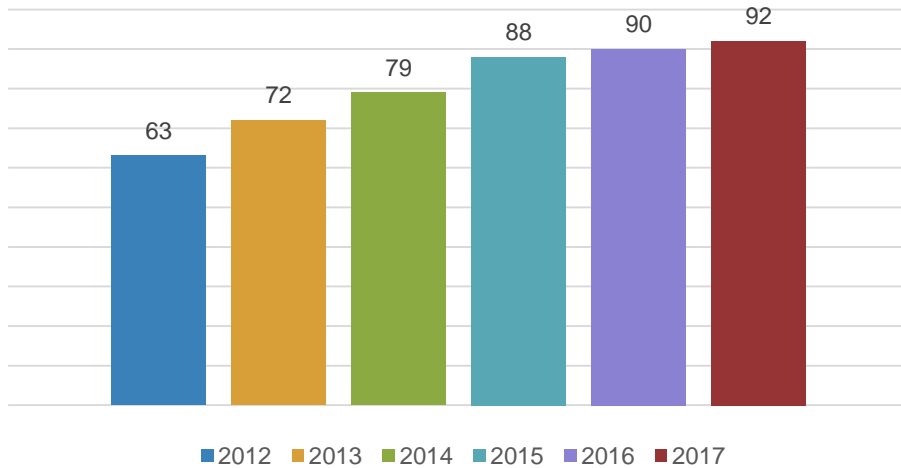
- 1,420 Pounds Of Exhibit Hall Furniture Captured And Donated To Project 4 Humanity



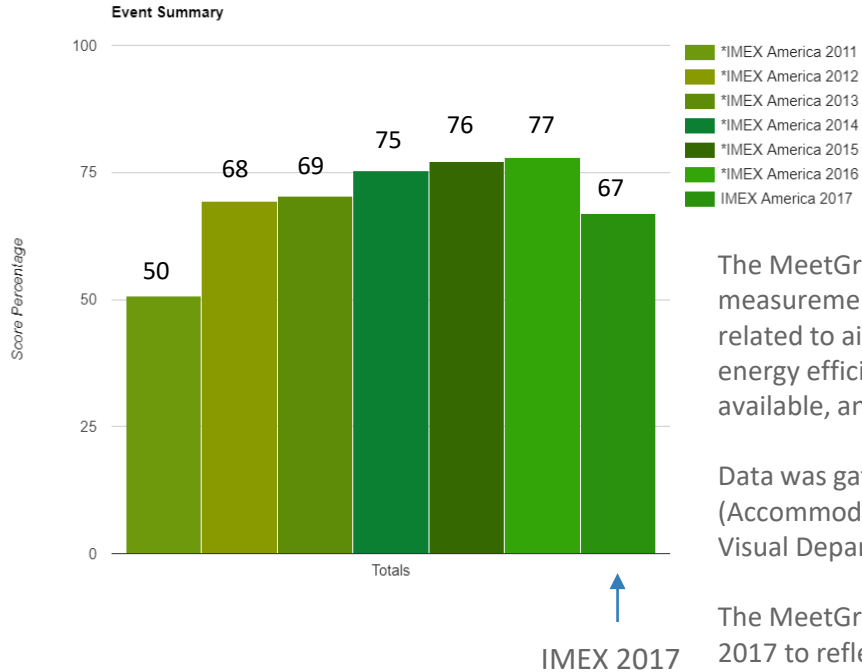
# APEX / ASTM

APEX/ASTM Environmentally Sustainable Meeting Standards (APEX) measure the sustainability of an event against 10 different categories. **In 2017, IMEX America increased their compliance by 2%.** This increase is significant as the difficulty to do so increases substantially as the event approaches 100%.

IMEX America Overall APEX Compliance Over Time



# MEETGREEN CALCULATOR SUMMARY



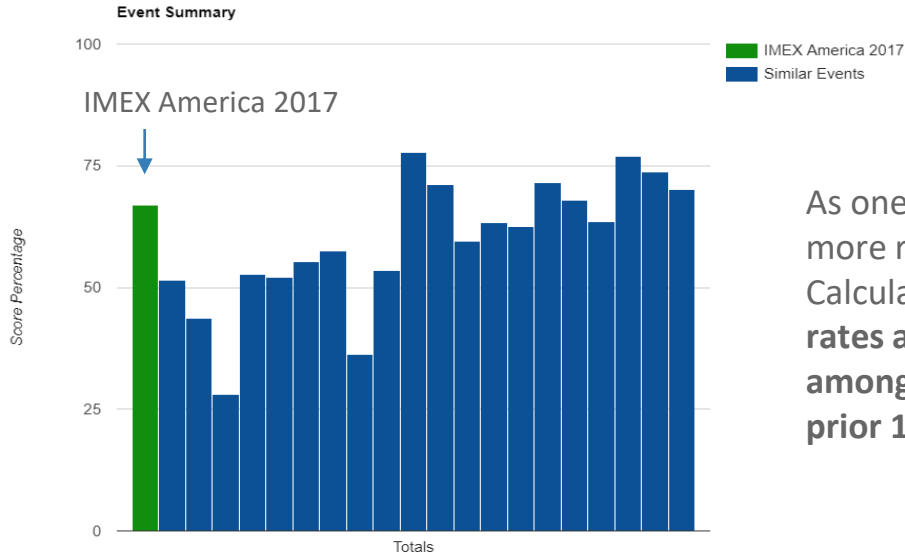
The MeetGreen® Calculator 2.0 is an event sustainability measurement tool that assigns points whether specific practices related to air quality, waste management, water conservation, energy efficiency and environmental purchases were requested, available, and implemented for the IMEX America 2017.

Data was gathered from surveys completed by the Hotel (Accommodation), Venue, Catering/ Food & Beverage, and Audio Visual Departments as well as onsite observation/verification.

The MeetGreen® Calculator 2.0 underwent a major update in 2017 to reflect leading sustainable event practices. **Because updates raise the bar in terms of sustainability expectations, scores typically drop immediately following a major update.**

# MEETGREEN CALCULATOR SUMMARY

Calculator scores and data allow IMEX America to benchmark progress year after year, as well as compare with other events of similar size and scale.

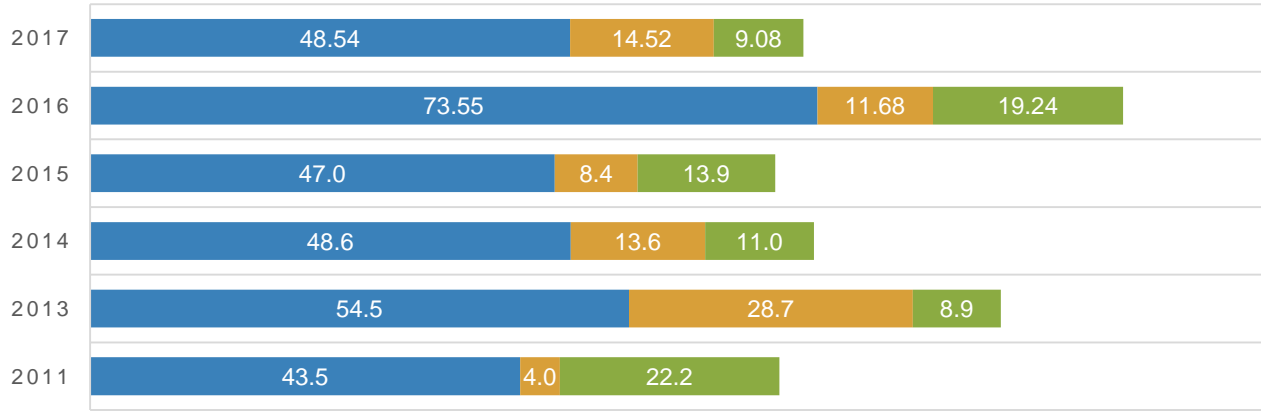


As one of the first events input into the more rigorous and enhanced MeetGreen Calculator 2.0, **IMEX America 2017 still rates among the higher scores recorded among comparable events tallied on the prior 1.0 Calculator.**

Overall Event Sustainability Comparison Against Other Similarly Sized Events

# Total Event Waste

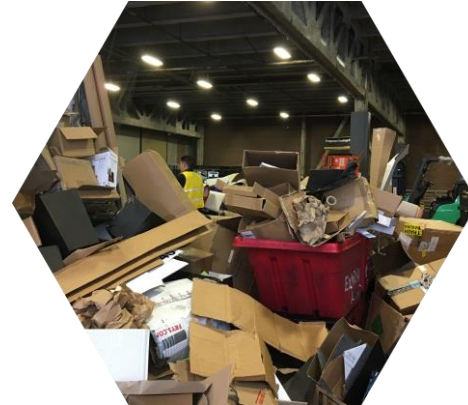
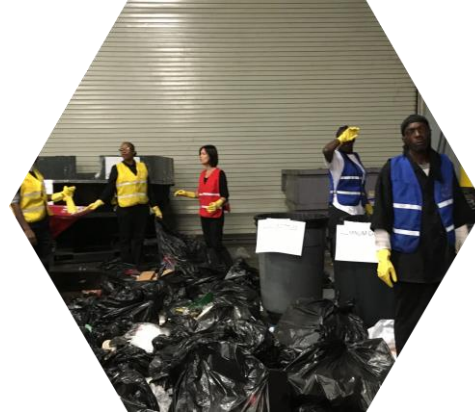
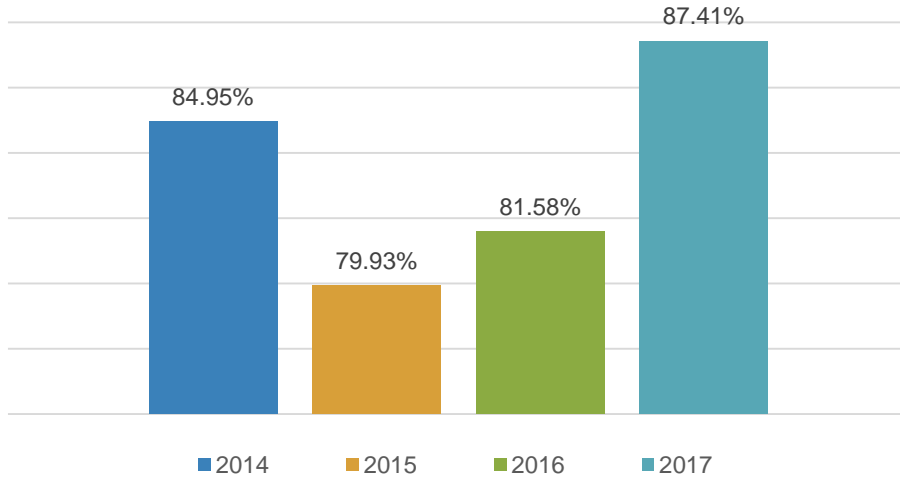
■ Recycle/Donation (MT) ■ Compost/Food Donation (MT) ■ Landfill (MT)



There are several wins to note regarding the IMEX America 2017 waste stream. **Overall volume of waste decreased significantly from 2016** due to efforts to capture, donate or reuse large booth materials and furniture, as well as sustainable signage and carpet. The enhanced back dock hand sorting of waste also dramatically improved the amount of material that can be recycled or composted.

# Waste Diversion From Landfill

Solid Waste Recovery From Landfill

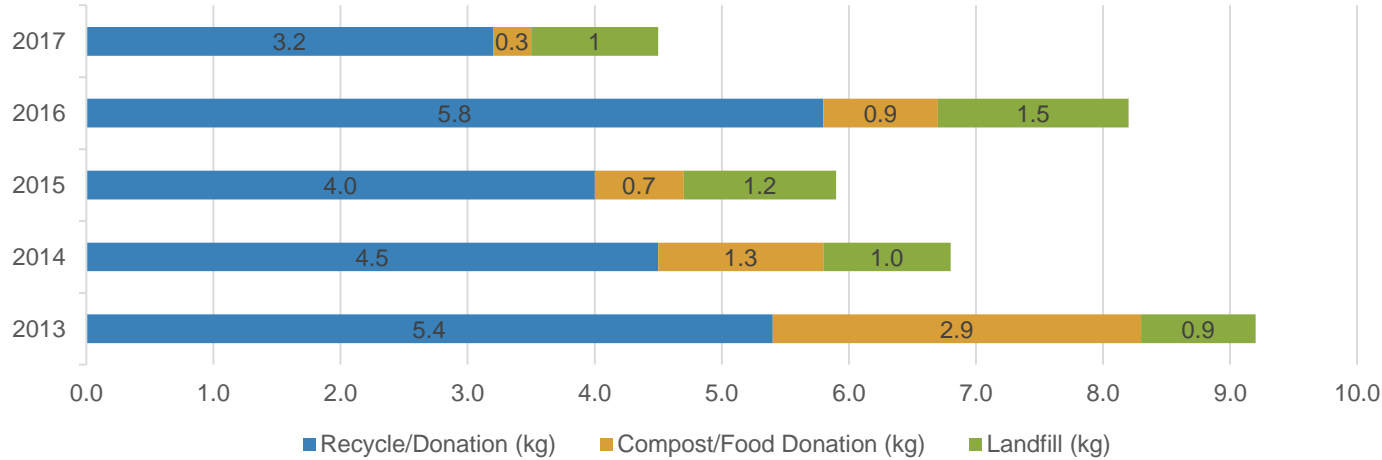


## 87% Solid Waste Recovery Rate From Landfill!

IMEX America 2017 showed dramatic improvement in its diversion rates from both 2015 and 2016, and registered its strongest percentage of material diverted from landfill in the last four years!

# Waste Per Person

Per Participant Waste (kg)



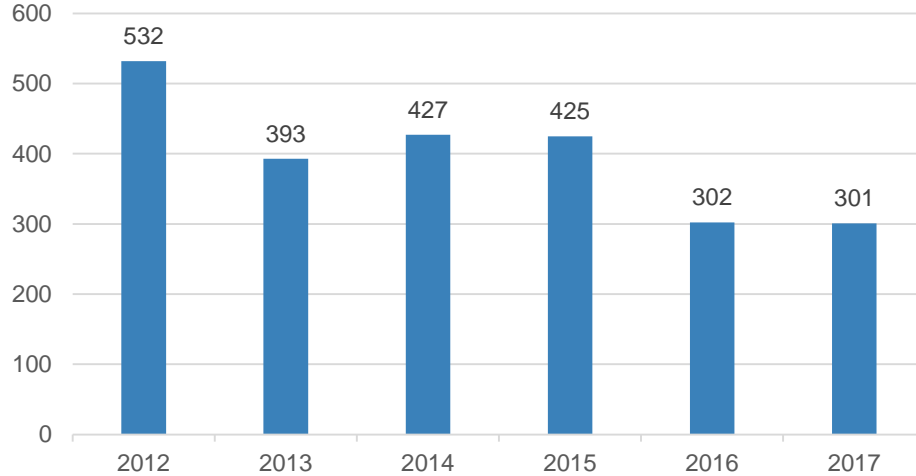
**2017 also featured the greatest per person waste footprint reduction of any IMEX America on record!**

The expansion of compostable materials captured is particularly remarkable, and may be attributed to the continued refinement each year of reuse, reduce, and recycling practices.



# Water

Water Use (Liter Per Participant)



Water use (liters per participant) improved very slightly since 2016. The very close proximity in these consecutive years indicates a good opportunity to envision ways to further reduce this number in 2018.

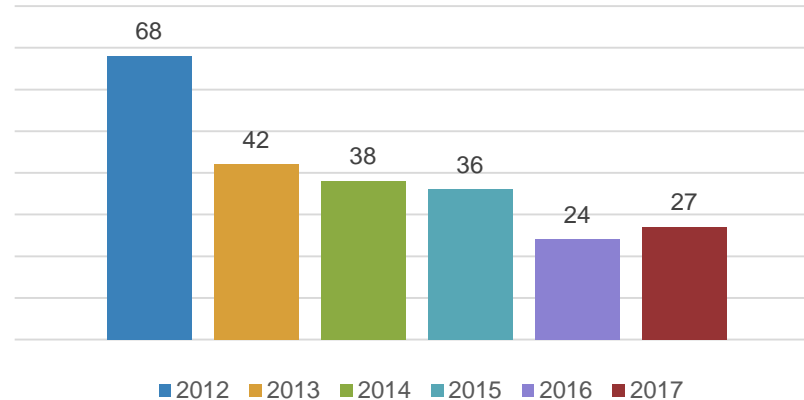
*This data does not account for the impact of water savings that occurs from menu management.*

# Energy

Energy use for IMEX America was slightly higher; 3 kWh per participant more than in 2016. This increase was only slight, and still ranks as the second lowest per participant energy use recorded for the event.

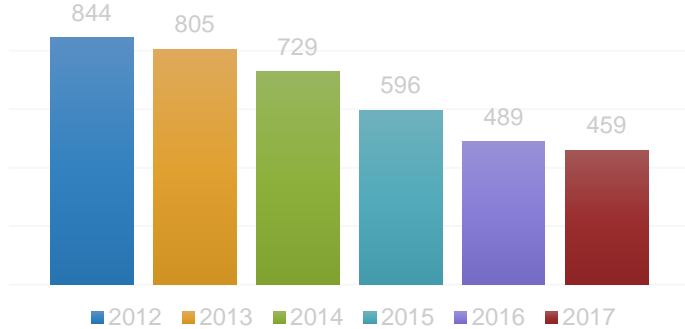
Temperatures for IMEX America were substantially cooler for 2017 than 2016 so although this would have appeared to help lead to a decrease in overall energy, it is another opportunity to continue to target reduced energy use as a priority initiative in 2018.

Energy Use (kWh per participant)



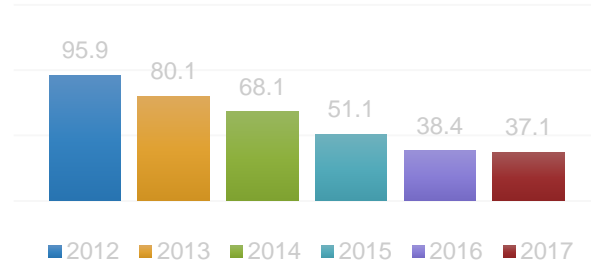
# Carbon

IMEX America CO2e Emissions (MT)  
Emissions Minus Attendee Travel



Event Total (MT)

IMEX America CO2e Per Participant  
Emissions (kg)  
Minus Attendee Travel



Per Participant (kg)

**IMEX America continues to reduce its event Carbon Footprint each year.** One measure that may have helped reduce overall carbon for 2017 was a significant reduction in overall freight traveling to the event. This further illustrates the direct impact that consolidated and “smart” shipping can play on lowering carbon emissions.

# Food

When feeding over 12,000 participants for three days, IMEX America continues to expand and refine sustainability throughout its menu, beginning in the planning process, then into procurement, and ultimately even to the food and meals donated to the Las Vegas community.

**41%** of Food Sold At IMEX America Was A Sustainable Menu Option  
(local, regional, organic, sustainably or ethically produced)

**26%** of all burgers sold were reduced water “WaterWise” options, which included black bean and turkey burgers, as well as the first-time addition of a “blended burger”, made from both beef and mushroom using only half the water to produce of a traditional patty.

During and after IMEX, The Sands donated a total of **3,263** pounds of food, which was transformed into **2,719** meals



# Signage

In 2017 IMEX America utilized 100% sustainable signage for its signs. When combined with reuse and donation strategies, **only 2% of show graphics were sent to the landfill in 2017!**

Material	Use / Description	Graphics Saved For Reuse Or Donated (sqft)	Graphics Recycled (sqft)	Graphics to Landfill (sqft)	Total Amount Produced (sqft)
Total Graphics	Total graphics for the show that includes both show management and exhibitor requirements.	9,967	38,537	1,216	49,720
% of Total		20%	78%	2%	



**2017 saw a 63% increase in signage recycled since 2016**  
and a 95% reduction of signage sent to landfill since 2015!

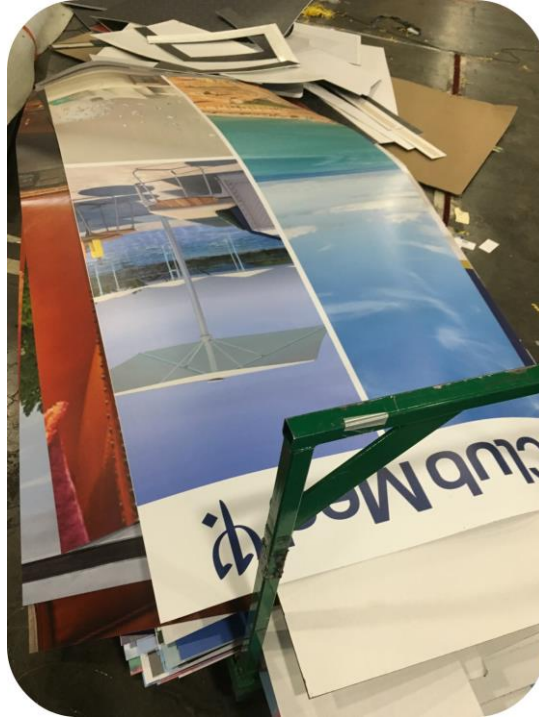
# Signage

Vinyl banner material was also captured for use in the production of handbags through a partner organization of the Sands Expo.

The Sands then buys these recycled tote bags from the local supplier and uses them as giveaways for team members, students, and community partners.



## 500lbs Of Show Signage Was Captured For Donation



# Furniture & Donations

In 2017, IMEX America and the Sands Expo collected and donated more than **1,420 lbs of furniture** to the Las Vegas-based Project 4 Humanity. This donation represents a **13.6% increase in Exhibit Hall furniture donations** from 1250 lbs donated to Veteran's Village in 2016.



# Materials: Carpet, Padding, Visqueen

Type	Use / Description	Returned to Inventory (sqft)	Recycled (sqft)	Landfill (sqft)	Total Amount Used (sqft)
GES 130	aisle, mgmt areas, mgmt booth, exhibitor booth	1,625		286	1,908
Matrix / ECHO	aisle, mgmt areas, mgmt booth, exhibitor booth	214,827	15,000	2,418	232,245
Plush	mgmt booth, exhibitor booth	26,015	20,575	1,440	48,030
Ultra Plus	mgmt booth, exhibitor booth		600		600
Carpet Padding	mgmt booth, exhibitor booth	39,082	13,293	797	53,172
Visqueen		133,000		45,000	178,000
Carpet, Padding, and Visqueen Totals		414,549	49,468	49,941	513,955
% of Total		80%	10%	10%	

For the first time ever in 2017, **IMEX America was able to source 100% recycled content show carpet.** Through careful management of installation and removal of long carpet runs, **90%** of the entire show carpet was able to be returned for future reuse or recycled!



# Printing

In 2017, IMEX America introduced a new strategy for its printed materials. It increased its Show Previews by 500, reduced its Show Dailies by 500 and merged the formerly separate Pocket Guide and Show Catalog into a single “Show Planner”. The net paper reduction for this change was significant, and **resulted in 2,440 lbs less of paper than used in 2016.**

**This is equivalent to saving between 12 and 25 forty foot hardwood trees,** depending on end use of product. Source: <https://goo.gl/XU4h2i>

IMEX America uses recycled content paper for 100% of its onsite publications



# Green Caffeine

In its second year, IMEX's Green Caffeine initiative, which helps draw awareness to the impact of disposable coffee cups, continued to increase adoption at the Sands Expo and Venetian / Palazzo outlets.

For an event of IMEX America's size and scale, if **12,389** participants brought their own reusable mug for

their morning beverage, each of the 3 conference days, it would help prevent **37,167** hot beverage cups from reaching the landfill.

In addition, if each IMEX Attendee brought their own travel mug to the conference, **9,291 lbs** of CO2 could be eliminated and **10,406 lbs** of waste could be diverted from landfill.



# Giving Back

## Spread The Word

As a **new initiative** in 2017, IMEX attendees donated **126** gently used and new books to Spread The Word Nevada. A total of **72** of these donations were children's books, and will be gifted to children attending the Breakfast/Snack Time With Books program.

Spread The Word also raised **\$80** in donations, which will enable the purchase of **40** brand-new books for children in local schools. In total, more than 4 whole elementary school classrooms will receive books through the IMEX donations!



# Giving Back: Name Badge Lanyards

New Badgeback bins were implemented for IMEX America 2017. These bins were located throughout the lobby to collect attendee badges while leaving the show.

These striking new bins featured clear side panels which allowed participants to see badge quantities accumulate in real time. Badges captured increased dramatically in 2017 due in a large part to ProShow staff helping to raise awareness about the initiative.

**2,032** Lanyards Collected And Donated To Teachers Exchange.

Up 1,057 From 975 In 2016. [A 52% increase!](#)



*Badgeback collections were so successful, that conferences in adjacent spaces at the Sands donated their lanyards in addition to IMEX attendees.*

# Giving Back

**Clean The World** was founded in 2009 to help collect, recycle, and distribute lightly used hygiene products generated by hotels to help impoverished people around the world. 625 Clean The World kits were assembled at the CSR & Sustainability Showcase Booth by volunteer attendees.

## 625 Kits Assembled!



# Giving Back

## Shade Tree

In 2017 IMEX America continued its longtime sponsorship of the Shade Tree; a Las Vegas based non-profit organization providing safe shelter to homeless and abused women and children in crisis, with **a donation of \$2,000**.

## Opportunity Village

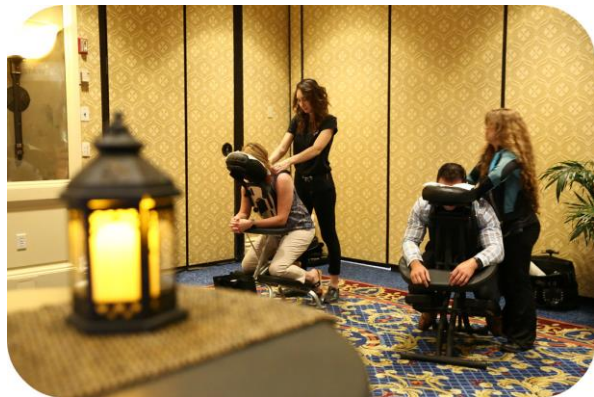
IMEX America also continued its support of Opportunity Village, Nevada's largest not-for-profit organization serving citizens with intellectual disabilities **with a donation of \$1,000**. Opportunity Village provides vocational training, employment, and arts-based programs for more than 1,700 children and adults



# Health & Wellbeing

IMEX America believes there is a strong connection between Human Health and Environmental Health and fosters a number of opportunities for attendees to rejuvenate their **mind, body** and **spirit** during the conference.

For the third consecutive year, **over 450** participated in the IMEXrun, a 5km fun run along the Las Vegas Strip



**270** attendees relaxed, refreshed, and revived at the Be Well Lounge. The popularity of this initiative continues to grow as the 2017 Be Well Lounge represented a **100 person increase in use from 2016** over the course of the event.

# Education

## IMEX Education Programs

Including MPI Smart Monday, IMEX America education programs included **19** Sustainability Themed Education Sessions and **3** Meeting Centric Sustainability Tours.



## Clean Plate Challenge

IMEX 2017 featured the debut of the 'Clean Plate Challenge' during Thursday's Future Leaders Forum.

Out of 100 attendees, **92** cleaned their plates, which meant not taking any more food than they could eat – resulting in an empty plate. Despite the appeal of buffet eating, this one behavioral change can dramatically reduce food waste. The initiative helped reinforce an essential lesson in sustainability: use the earth's resources wisely!



# Opportunities

**Reduction Of Printed Materials:** While IMEX America continues to perform well in this category, given advancements in technology, reliance on phone applications, and digital signage, a print-run reduction is recommended for additional conservation of resources.

**Carbon Offsetting:** Given the high degree of travel for IMEX attendees, there are many options for how to approach offsetting these emissions, whether it be through sponsorship or minor fees at registration, on an optional or mandatory basis..

**Educate Attendees About Sustainability Initiatives Occurring Back Of House:** In addition to the sustainability initiatives visible from the front of house, more information could be shared with attendees regarding IMEX's industry leading waste management and donation programs. Ideas could be a back dock time-lapse video of waste sorting in action, or a "where does my waste go" article on the app.

**Explore Ways To More Efficiently Capture Waste Generated From In-Booth Catering:** In-booth catering is a large and successful part of the exhibitor booth experience. The only drawback to this is that the waste generated frequently does not make it to the four stream bins on the perimeters of the exhibit hall. For 2018 IMEX, Sands, GES, and MeetGreen could explore ways to intercept and capture this waste instead of being placed in booth comingled trash receptacles.

## Continued Collaboration With The Sands Expo On Energy And Water

**Savings Initiatives:** With over 12,000 attendees and a large operational infrastructure, resource usage in these areas is often difficult to control or influence. However, as part of a comprehensive approach to reducing the event's environmental footprint, it presents an opportunity for new and innovative approaches in 2018.





OCTOBER 10-12, 2017

LAS VEGAS

# 2017 Event Sustainability Report

Prepared By



## Event Sustainability Team:

**IMEX America:** Nalan Emre, Dale Hudson, Roger Lehner, Mark Mulligan, Milda Salciute

**Destination:** Pranav Jampani, Marc Komatsu, Paul Martinez, Terry Salaices, Lisa Witherell, Chef Emmanuel Zoppas

**GES:** Steve Holst, Rob Noble

**MeetGreen:** Eric Wallinger, Nancy Zavada

## Suppliers:

Sands Expo, Venetian/Palazzo, GES, Western Elite, Paramount Fibers, AlliedPRA, Show Gear, Spring Valley Floral

## 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.