



LAS VEGAS

OCTOBER 16-18, 2018

2018 Event Sustainability Report

Prepared By **MeetGreen**[®]



Event Overview

13,588 Participants

18,869 Hotel Nights

**Las Vegas,
Nevada**

3,500 Exhibitors

From 150 Countries

3,372 Hosted Buyers

From 63 Countries

132 Press Attendees

From 14 Countries



Objectives & Targets

APEX: Increase IMEX America's practices against Level 1 of APEX / ASTM Sustainable Event Standards.

Environmental Footprint: Measure and decrease the event footprint.

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

Give Back: Give back to the Las Vegas community.



IMEX America Sustainability Legacy

Legacy was the core theme of IMEX America 2018: planning events with longer-lasting, more meaningful impacts. Below is a snapshot of some of the many sustainability legacies catalyzed by IMEX America at the Sands Expo over time.

- **378,154** kg of event material recycled since 2012.
- **73,218** kg of organics composted since 2012.
- **26,548** kg of event material donated since 2012.
- **477,922** kg of combined material diverted since 2012.
- **83%** average landfill diversion rate since 2012.
- **4,558** Clean The World kits assembled since 2013.
- **8,790** badge lanyards collected and donated since 2013.
- **5,984** kg of food donated since 2012.
- **306** books donated to Spread The World Nevada since 2017.



IMEX America Sustainability Legacy

The IMEX America sustainability legacy would not be possible without the long-term collaboration and support of the Sands Expo, Venetian, Palazzo venue and accommodations as well as the GES show logistics, exhibitor services and production teams.

“The IMEX journey has definitely been an incredibly exciting one for Sands. IMEX America is one of the signature sustainable annual events we host at Sands. With robust collaboration among IMEX, Sands, GES and MeetGreen, we were able to significantly advance the sustainability program and performance of the event every single year while providing highest value for guests. I feel this was possible because of our shared strategic vision and disciplined execution since 2012. Together we always challenge ourselves to achieve better results and drive innovations, by implementing numerous initiatives to reduce the event’s environmental footprint while giving back to the community. We have forged a great working relationship comprising of a winning team, show format and location. It has certainly been a wonderful experience working with IMEX and other stakeholders, and we look forward to more years of excellence ahead.”

Pranav Jampani, Executive Director, Sustainability: The Venetian, Palazzo and Sands Expo

“As the first full-service, global live event provider to earn APEX/ASTM Level 2 certification and ISO 20121 in the trade show industry, GES in association with IMEX America, the Sands Exposition Center and Meet Green continue to push the boundaries on sustainability initiatives. GES began its sustainable journey in 2011 with IMEX and the Sands, and together we continuously strive to reduce our impact on the environment. Whether it’s the use of recyclable graphic substrates or offering a complimentary paper recycle bin for each booth, GES and IMEX are continuously seeking to introduce products and operational practices that meet green initiative standards. We believe the single greatest impact IMEX has on our industry is the ability to influence green practices and raise awareness regarding sustainable initiatives in the trade show and meetings industry. Truly an important legacy for us all.”

Rob Noble , GES Senior Director, Client Relations



2018 Sustainability Highlights

93% Diversion rate from landfill. *IMEX America's highest diversion rate ever!*

1.17 Miles of single-use PET plastic straws saved.

95% less signage to landfill since 2015 - no vinyl

11,489 kg of show materials collected for donation.

2,254 kg of food donated to the Las Vegas community.

2,566 Badge-back lanyards donated to The Shade Tree shelter in Las Vegas.

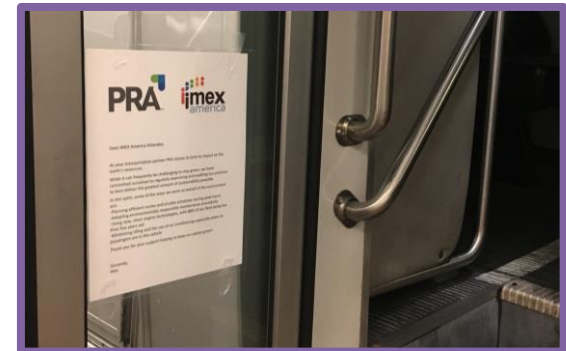


APEX / ASTM

IMEX America 2018 continued its remarkable progress in terms of APEX/ASTM Standard compliance. The high degree of difficulty for achieving points above 90 helped make the **4 new points awarded** this year particularly impactful and raised IMEX America's combined planner and supplier score from **92% in 2017 to 93% in 2018**. This year's new points included:

- Influencing sustainability communications by shuttle provider.
- Catalyzing a first-time Audio Visual Sustainability Policy.
- Driving the sourcing of fairly-traded coffee at Sands Expo.
- Expansion of bulk and packing-free condiments to all concession food outlets.

Transport partner PRA provided first-time sustainability education and communication to all IMEX America riders.

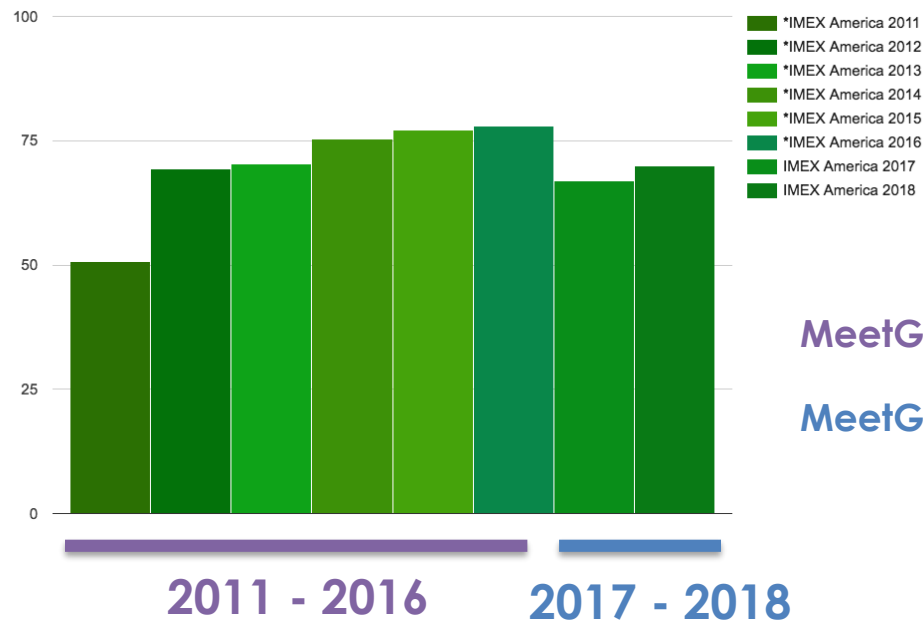


MeetGreen Calculator®

The MeetGreen® Calculator 2.0 allows organizations to benchmark their progress against their own efforts and anonymous events of similar size and type. The Calculator update in early 2017 significantly raised the bar and level of difficulty for achieving scores, and thus lower ratings in 2017 and 2018 are anticipated given the significant changes in assessment criteria. When compared against the average Calculator score of 42, IMEX America's 70 rating in 2018 **was among the top 10% of all events recorded in 2018.**

70

2018 Calculator Score



MeetGreen® Calculator 1.0

MeetGreen® Calculator 2.0



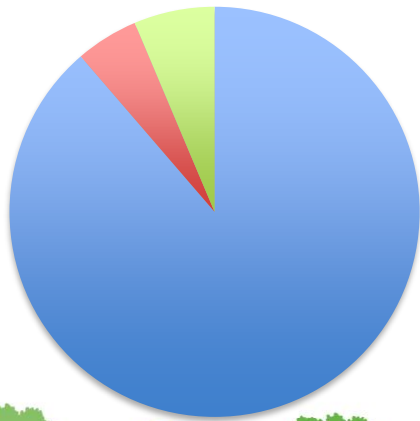
Total Event Waste

The charts below tell an important story regarding diversion and event waste. While total event waste rose to it's highest overall levels in terms of volume, the areas shaded in blue and red show that - **93% of this stream was able to be diverted from landfill and into recycling, compost, and donation channels.**

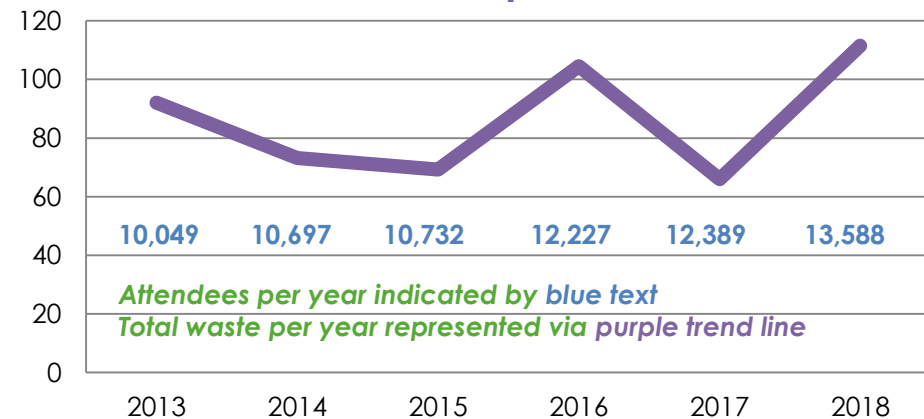
As the largest IMEX event to date in either Las Vegas or Frankfurt we anticipated an upward trend in total volume, however pinpointing the exact cause of fluctuations between years remains an area of focus we continue to explore with the Sands Expo and the IMEX team.

2018 Waste Stream Comparison

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



Attendee And Event Waste (MTs) Comparison

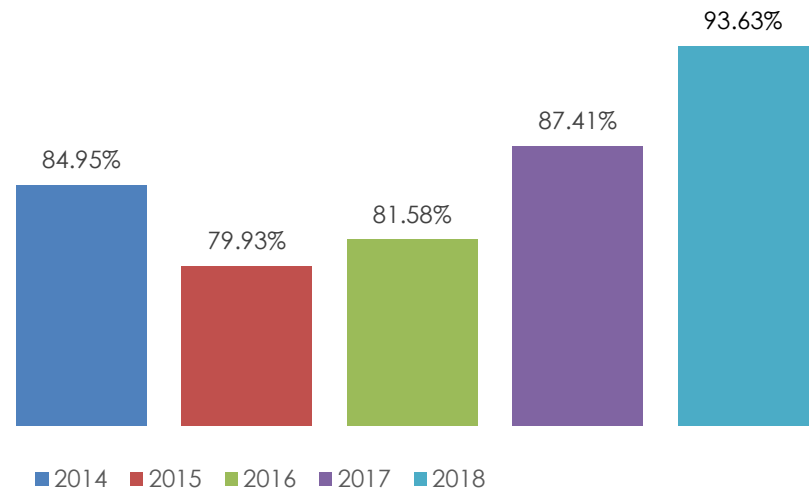


Waste Diversion From Landfill

IMEX America 2018 saw the show's **highest landfill diversion / recovery rate to date**. This is the result of ongoing refinements in sustainable sourcing, supply chain, attendee education, supplier collaboration, donation programs, and a robust back of house material sort at the Sands Expo. With a diversion rate of **93%**, IMEX America 2018 ranked among the top tier of event waste management metrics: those that have diverted over 90% of their waste from the landfill.



Solid Waste Recovery From Landfill



Waste Per Person

With an increase in waste material diverted in 2018, at the per participant level, each attendee averaged only **0.45 kgs** of landfill waste during IMEX America – **about the weight of 4 apples!**

One of the unsung heroes of increased waste diversion is the hard work of material sorters after it has left the show floor. One 2018 sustainability initiative we are particularly proud of is collaborating with the Sands Expo team to film a **first-ever waste dock time lapse video** of the entire event from move-in through move-out as waste was sorted. The Sands' willingness to showcase this process is vital to helping the broader meetings and conventions industry gain insight and visibility into sustainably managing event waste.

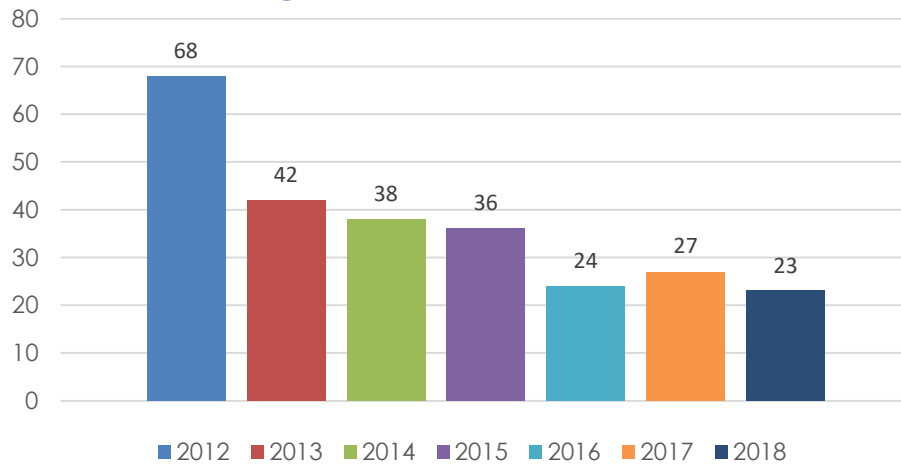


Water And Energy

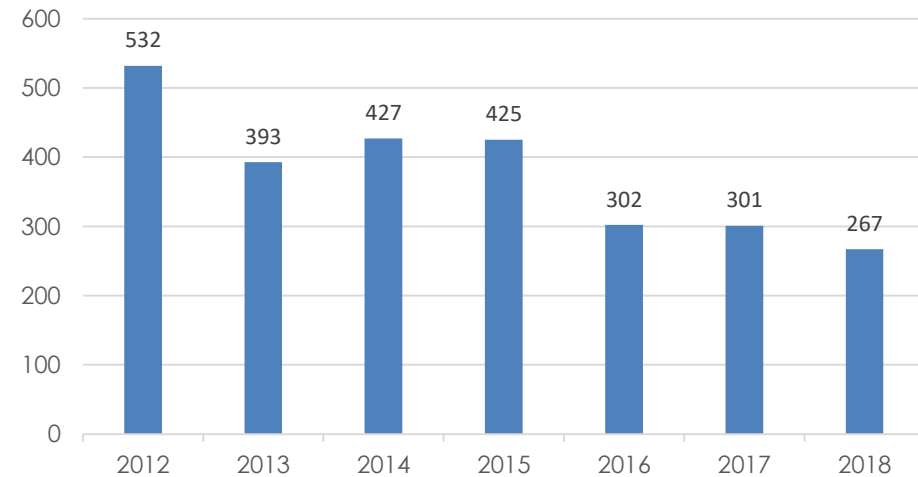
Attendee Water and Energy use are one of the most difficult environmental factors to influence at IMEX America, primary because it is nearly impossible to control behavior at the individual level.

Fortunately ongoing energy efficiency capital upgrades and retrofits at the Sands Expo have helped yield a reduction in these metrics over time. In 2018 **IMEX America recorded its lowest per participant Energy and Water use**, despite the highest attendance on record!

Energy Use (kWh Per Participant)



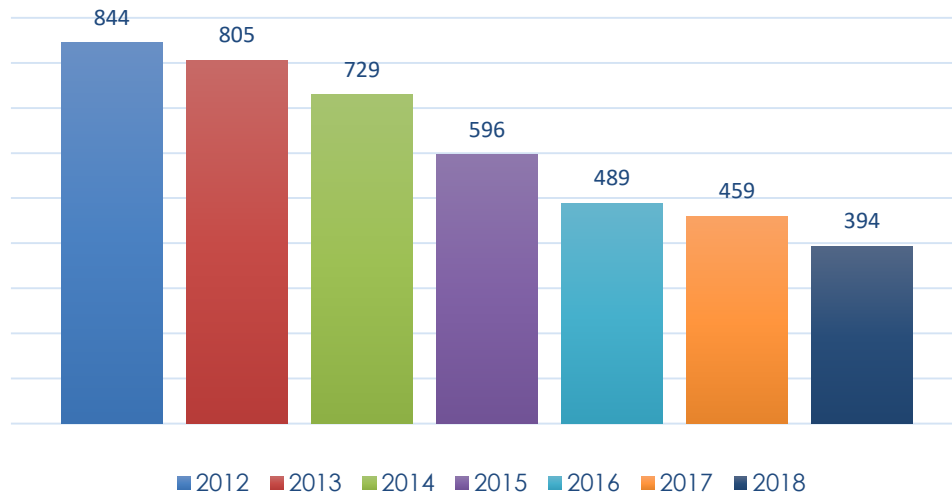
Water Use (Liters Per Participant)



Carbon

Partially linked to a reduction in water and energy use, as well as an increase in recycling, IMEX America was again able to see a marked reduction in its overall carbon footprint. **2018 represented a 14% reduction in event related carbon from 2017.**

IMEX America CO₂e Emissions (MT)
Emissions Minus Attendee Travel



Costa Rica generously offset 100% of Hosted Buyer travel to IMEX America 2018.



Food & Beverage

Catering and Food & Beverage remains one of the most crucial areas for IMEX America sustainability. Operating as the intersection between waste management, supply chain, sustainable sourcing and CSR, the following new initiatives and outcomes occurred in 2018:

- Plastic free catering menu. All items Sands prepared were served in 100% compostable packaging.
- Piloted first sourcing and serving of Fairly-Traded Sustainable Decaf coffee at IMEX America. In prior years only regular blend had achieved a sustainable credential.
- Sourced first compostable pizza box for IMEX America.



1,931 Pizzas sold in new compostable box

19% Of all burgers sold were water-wise (non-meat)



Food & Beverage

2018 was also the first year IMEX America went straw-free. Compostable straws were available on request, but very few were used. Based on 9,500 cold drinks sold during IMEX America, **this initiative saved 1.17 miles of single use PET plastic straws!**

IMEX America also **sourced the same straw-free compostable lid for both hot and cold drinks** which fit all sizes of hot and cold cups. This decision dramatically simplified green procurement and was very beneficial at a show of IMEX's scale - 13K attendees over 4 days. Another first time initiative!

In addition, **2,254 kg of food was donated to the Las Vegas Community** representing a 774 kg increase from 2017.

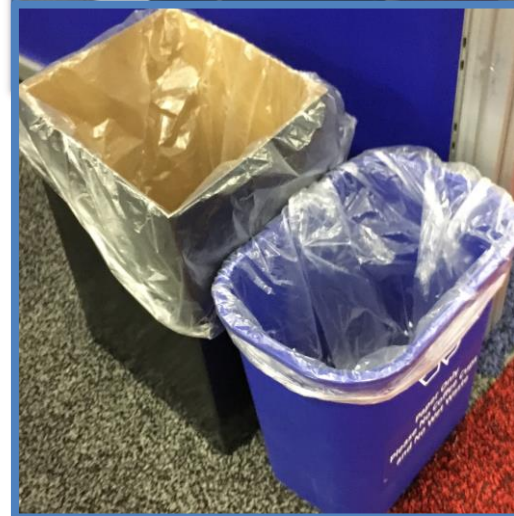


Exhibit Hall

One of the most powerful new initiatives at IMEX America 2018 was the **Exhibitor Refill Movement** which offered exhibitors the opportunity to provide a water dispenser at their booth.

This was an outstanding opportunity to both raise awareness and present an alternative to single-use plastic water bottles at our event. **19 Exhibitors took part in the 2018 roll-out** and several even tied their in-booth reusable water bottle giveaways to these dispensers. We look forward to seeing this grow even more in 2019.

A second new Exhibit Hall initiative in 2018 was the **implementation of a two-stream exhibitor recycling system**, which had previously been a single comingled bin. The advantage of this approach was that it provided easier and more immediate access to recycling options. **162 exhibitors sourced these dual bins** in the first year offered.



Material Donations

Donations are a critical component of waste diversion and are at the heart of IMEX America sustainability. 2018 totals in this category were among the highest ever.

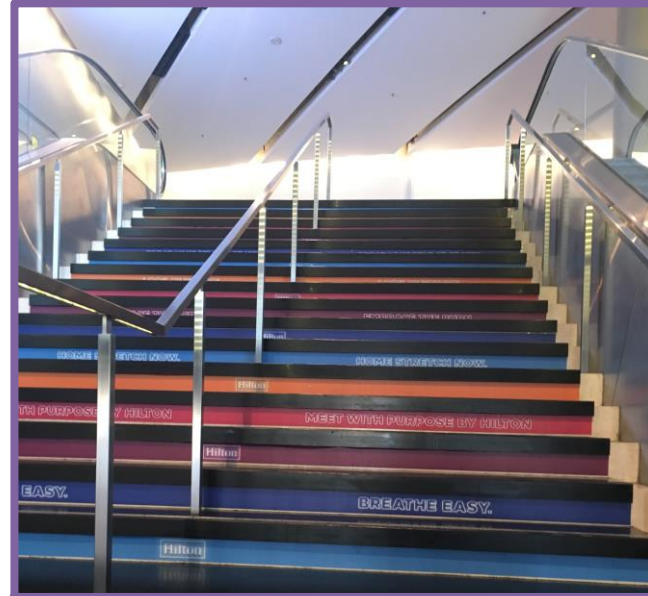
- **11,489 kg of material donations were made to Veterans Village, Nevada Blind Children's Foundation, and the HERO School.**
 - Several large items were recovered in 2018 boosting totals over 6,800 kg from 2017
- **2,566 badge-back lanyards were donated to Shade Tree.**
 - 2,032 collected in 2017
- **34 kg floral donations made to Repeat Roses.**



Signage And Carpet

Each year IMEX America works to collaborate closely with its suppliers to help drive continuous improvement in both material choices and green practices. We are excited to report the following in 2018:

- **PVC Free Floor Decals** were a new product featured in 2018. These decals shown on the right were created without petrochemicals.
- **93%** of show carpet was either returned to inventory or recycled (472,445 square feet!).
- **98.5%** of all carpet padding was returned to inventory or recycled.
- **100%** recycled content show carpet was used in exhibit hall and Hosted Buyer Lounge.
- **18,175** square feet of FalconBoard signage was recycled (cardboard substrate).
- **113 kg** of vinyl banners were collected and donated to be made into handbags.



CSR Summary

IMEX America is a true industry leader in showcasing sustainability practices for event professionals to learn. The following 2018 Corporate Social Responsibility (CSR) initiatives helped positively impact destination and attendee well-being:

- **11** Sustainability themed education sessions.
- **3** Meeting Centric Tours showcasing sustainability efforts at Sands.
- **180** Lightly used books and **\$345** donated by IMEX Attendees to Spread The Word Nevada.
- **\$2,000** Donated to Shade Tree to support homeless & abused women and children in crisis.
- **600** Clean The World Kits assembled and donated to Shade Tree.
- **\$1,000** Donated to Opportunity Village, Nevada's largest not-for-profit organization serving citizens with intellectual disabilities.



CSR Summary

Be Well Lounge

600 Attendees participated overall with 143 joining on Smart Monday and 457 arriving Tuesday through Thursday. Participation continues to grow, with this year representing a **330 attendee increase from 2017**.

IMEX Run

350 Energized attendees took part in this year's IMEX Run. Participation held similar to previous years.

Clean Plate Challenge

118 Future Leaders took only what they needed and completely cleaned their plates at the Second Annual Future Leaders Forum Clean Plate Challenge. This represented a **28% increase in participation** from 2017.



UN Sustainable Development Goals

In 2015 the United Nations defined a collection of 17 Sustainable Development Goals (SDGs).

Initiatives at IMEX America align closely with a number of these key priorities.



UN SDG	IMEX America Action
SDG 2: No Hunger	Donated Food to Veteran's Village.
SDG 3: Good Health	Be Well Lounge / IMEX Run.
SDG 4: Quality Education	Inspiration Hub / MPI Smart Monday Sessions.
SDG 12: Responsible Consumption	Exhibitor Refill Movement and Green Caffeine.
SDG 13: Climate Action	Hosted Buyer Carbon Offset.



Opportunities

IMEX America continues to look for new ways to infuse sustainability across the event as well as tightening execution of existing initiatives. Below are some opportunities for 2019:

- **Increasing Education Around Compostibility:** Through our work piloting new packaging and service-ware materials in Food & Beverage we have found that front of house contamination remains high, particularly surrounding items that are compostable.
- **Refining Dual Stream Exhibitor Waste Bin Plan:** While providing exhibitors with two-stream waste and recycling bins was a great first step for in-booth landfill reduction in 2018, we found that frequently these bins became a de facto waste receptacle for attendees show-wide. Refined exhibitor messaging and communications may help keep these bins for booth administrative use only.
- **Enhanced Pre-Planning With Sands Donation Outlets To Receive Signage Donation:** While vinyl banners were collected and sent to a donation outlet, the volume of other print signage collected overwhelmed our local outlet for their school-house supply purposes. We will be looking to expand Sands partners in this area in 2019.



Opportunities

- **Continue To Collaborate With Sands Food & Beverage For Increased Regional Sourcing.** While at 38% of menu we have already substantially exceed the APEX referenced minimum of 25% regional & sustainable sourcing, we continue to work to reach 50%.
- **Other Potential Initiatives For Consideration Include:**
 - Green Exhibitor Challenge.
 - Future Leaders Forum waste audit.
 - Introducing new waterwise food Item such as a vegetarian hot dog.
 - Increased EAC (Exhibitor Appointed Contractor) outreach.
 - Using BEOs (Banquet And Event Orders) to better identify in-booth catering relative to waste bin location.
 - PVC fabric elimination from both IMEX America tote and name badge lanyard.



Thank You

Event Sustainability Team:

- IMEX America: Nalan Emre, Dale Hudson, Roger Lehner, Mark Mulligan, Milda Salciute, Alex Webb
- Destination: Pranav Jampani, Lorraine Kalayanaprapruit, Marc Komatsu, Terry Salaices, Lisa Witherell, Chef Emmanuel Zoppas
- GES: Steve Holst, Rob Noble
- Suppliers: Sands Expo, Venetian/Palazzo, GES, Western Elite, Paramount Fibers, AlliedPRA, Show Gear, Spring Valley Floral
- MeetGreen: Eric Wallinger, Della Green, Nancy Zavada





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