

2018 UFI Sustainable Development Award

The Venetian® and The Palazzo® Congress Center and Sands Expo and Convention Center

Introduction

Over the past 28 years the Sands Expo® and Convention Center in Las Vegas has evolved to become a global leader in sustainable strategies while providing unparalleled levels of customer service. Combined with The Venetian® and The Palazzo® Congress Center, Sands Expo and Convention Center features more than 2.3 million square feet of flexible meeting and exhibition space; making it one of the largest, greenest convention center and resort in the world. Sands Expo is consistently identified among industry peers and publications as one of the most successful trade show venues in America.

Global Environmental Policy

In 2011, Las Vegas Sands Corporation launched their Global Environmental Responsibility Policy to all of its properties including The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center. Contained within the policy was its Global Sustainability Strategy, Sands ECO360, which was developed around four pillars;

- *Green Buildings:* Design buildings with high performance and sustainability in mind.
- *Environmentally Responsible Operations:* Aim to reduce our environmental footprint while maintaining high levels of guest satisfaction.
- *Green Meetings and Events:* Create a holistic approach to providing sustainable choices and options to meeting planners, clients, and attendees.
- *Stakeholder Engagement:* Increase understanding of sustainability through communication, awareness and partnerships with all stakeholders.

In 2016, the policy was refreshed. While the four pillars remain at the core of the strategy, they have been aligned with three key United Nations Sustainable Development Goals;

- SDG7: Affordable and Clean Energy
 - Double the global rate of improvement in energy efficiency.
 - Increase substantially the share of renewable energy in the global energy mix.
- SDG6: Clean Water and Sanitation
 - Substantially increase water-use efficiency across all sectors.
- SDG12: Responsible Consumption and Production
 - Substantially reduce waste generation through prevention, reduction, recycling, and reuse.
 - Halve per capita global food waste.

Since SDG7 calls for reduced emissions and improved energy efficiency, LVS used the science-based target methodology to calculate proportionate carbon emission reduction goals. As part of its roadmap The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center has aligned many of its key initiatives with Sands ECO360.

Green Buildings

The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center hosts some of the world's largest conventions, trade shows, exhibitions and events. Having a high-performance facility provided the foundation for sustainability to be built into an event. Some of the high-performance initiatives implemented at The Venetian® and The Palazzo® Congress Center and Sands Expo and Convention Center include;

- Using innovative cooling tower technology to save over 46 million gallons of water each year.
- Installing one of the largest rooftop solar-thermal systems in the United States, which provides hot water for a portion of the property.
- Installing 680 solar photovoltaic panels which generate 116kW (DC) of electricity.
- Installing a nano-filtration system that filters ground water from below the property. Through this system more than 22 million gallons of potable water are saved.
- Changing all of the lights in our Expo Halls and meeting room lights to LEDs, saving nearly 4.1 million kilowatt hours (kWh) of electricity per year.

Environmentally Responsible Operations

In addition to creating a high-performance facility, standard Sands ECO360 Meeting settings were implemented to ensure all of our sustainable practices are seamlessly integrated into our daily operations. Standard operational settings include;

- Using only 50% lighting for trade shows during move-in and move-out.
- Turning off escalators and lights in unoccupied areas.
- Maintaining optimal temperature set-points.
- Using digital signage when possible.
- Donating surplus food to a local food bank.
- Offering attendee's notepads with 100% recycled content.
- Placing notepads, pens, and candies in a centralized location to ensure items are only taken if needed.
- Providing water stations and compostable cups instead of bottled water.
- Providing recycling bins in all meeting rooms.
- Recycling, reusing, or repurposing more than 60% of our waste campus-wide.
- Donating leftover booth supplies to support more than 25 different non-profits.

Green Meeting and Events

Many of our high-performance features and standard operational settings are behind the scenes. To ensure clients and attendees are aware of our efforts, dedicated Green Meeting Concierges were appointed in 2012. The Green Meeting Concierges are professionals with knowledge and experience in both sustainability and event planning. They work closely with event organizers and meeting planners from start to finish to help plan and personalize each green meeting. The responsibilities of the Green Meeting Concierge include:

- Understanding the client's/company's values, so they can help achieve their sustainable goals.
- Developing an action plan for sustainability initiatives which becomes a roadmap for implementation.
- Becoming a liaison between the client and our internal operating departments to ensure seamless successful implementation.
- Connecting client's with external stakeholders they may want to partner with on CSR initiatives.
- Regularly updating the client's on the progress of sustainability initiatives and adjusting plans when necessary.
- Working with the client's PR team to communicate the event's sustainability efforts.
- Providing many unique options to the client to further reduce the environmental impact of their event.
- Developing a post-event impact statement that consolidates the event's environmental impact (event's energy and water consumption, waste generation, carbon footprint, etc.).

Stakeholder Engagement

Engaging stakeholders is one component of how sustainability is incorporated into our booths and operations. GES and Freeman, two of the largest event providers in Las Vegas, are major stakeholders helping us in our sustainability efforts. We value that each provider has a strong commitment to sustainability as we do. Freeman recently received their ISO 20121 Event Sustainability Management System certification in 2016, the first in the industry to achieve this prestigious certification on a global scale. GES is the first and only global, full-service events provider to earn both APEX/ASTM Level 2 Certification and ISO 20121.

Third-party certifications and awards are another crucial component to our stakeholder engagement pillar. These types of recognition provides evidence to our clients that our facility meets international standards of sustainable design, construction, and operations.

Sustainable Event Certifications

- 2013 & 2015 & 2017: APEX/ASTM Venue Level 2 Certification (first venue in the world to become certified at Level 2 and recertified two times).

Sustainable Building and Operations Certifications

- 2010: LEED Gold Certified for Existing Buildings Operations and Maintenance.
- 2015: LEED Gold Re-certified for Existing Building Operations and Maintenance.
- 2015: TripAdvisor Green Leader Gold Award.

Third-party Awards and Recognitions

- 2013: Best Recycling Program by Las Vegas Business Week.
- 2014: Water Hero Award by Southern Nevada Water Authority.
- 2015: Green Leaders Awards by Las Vegas Business Press.
- 2017: Marketing partner of the year by Regional Transportation Commission of Southern Nevada.

- 2017: Recognized for energy and water efficiency upgrades by the U.S. Department of Energy.
- 2017: Recognized for its best sustainable practices by GMIC Northern California Green Meetings Supplier Award.

Conclusion

As the world changes each year, new challenges keep emerging. New technologies are creating unprecedented opportunities and helping us remain ahead of the curve. The Venetian and The Palazzo Congress Center and Sands Expo and Convention Center is committed to being at the forefront of innovative sustainability practices and initiatives, and we will always be recognized as an eco-friendly leader in our industry.

Case Study of Implementing Sustainability for Signature Events

Event: IMEX America

Dates: Held in October every year since 2012

Exhibitors: >3,000

Attendees: >12,000 from 150 countries

Conference Space Used: >1 million square feet

IMEX America is an international trade show for buyers in the meetings and exhibition industry. Since 2011, The Venetian® and The Palazzo® Congress Center and Sands Expo and Convention Center has played host to this event and it has become one of our most sustainable events, thanks to our shared strategic vision. With collaboration among IMEX, their consultant MeetGreen®, Sands Expo, and our event provider GES, we challenge ourselves to achieve better results each year. In addition to measuring waste, water, energy and emissions generated by the event, other key areas we focused on were;

1. Waste Diversion

- Implementing name badge recycling – badges were donated Teachers Exchange, a local non-profit and for every badge collected and donated, an in-kind donation was made to The Shade Tree and Opportunity Village, local non-profits.
- Utilizing recycled carpet in aisles and booths and found reuses for carpet post event.
- Eliminating printing of the show catalogs and using digital kiosks for magazines.
- Working with GES to recycle non-reinforced visqueen and reuse as much non-recyclable visqueen. Donating visqueen to local greenhouses.
- Providing custom-designed donation bins on exhibit floor for items from booths and donating all collected items to local charities.
- Providing 100% compostable containers, cups, and cutlery and composting all compostable waste.
- Donating furniture and signage to Veterans Village and other local non-profits. .
- Using leftover pallets from shows to create food booths for conventions.
- Donating all leftover food to local food banks. Feeding food waste to livestock.

2. Sustainable Food

- Sourcing food locally when possible; cookies from a local charitable organization and fresh shrimp from a sustainable farm.
- Incorporating healthier, sustainable and more nutritious food into the menu to help improve focus and productivity of attendees.
 - <https://www.venetian.com/meetings/why-us/case-studies/honest-food.html>.
- Launching “WaterWiseWednesday” program offering alternative food produced with less water.
- Offering a blended burger option to attendees, which blended ground meat with chopped mushrooms resulting in a burger using significantly less water to produce.
- Incorporating imperfectly delicious produce into the menu to educate attendees about food waste reduction.

3. Community Engagement

- Providing IMEX volunteers the opportunity to build a “Healing garden” for Shade Tree, a local women’s shelter.
- Providing volunteers the opportunity to build hygiene kits for Clean the World, an organization helping impoverished people around the world.
- Providing volunteers the opportunity to help repair flood damage, pick up trash, clean the children’s play and picnic areas at a local park in partnership with Outside Las Vegas Foundation.

4. Health and Wellness

- Launching a meditation room for exhibitors on the show floor to relax with massages and healthy snacks.

5. Unique Initiatives

- Launching the Green Caffeine Campaign. Encourage attendees to use their own reusable mug at any café outlet on property.
- Launching the Clean Plate Challenge. Challenged Future Leader Forum members to eat responsibly and minimize food waste.

As a result of our collaborative efforts IMEX consistently scores well against other similar events and continues to improve year-over-year since 2011.

*Source: IMEX America 2016 Annual Report:

https://www.imexamerica.com/sites/america/files/IMEX_Annual_Report_1.31.16.pdf



OCTOBER 18-20, 2016

LAS VEGAS

2016 EVENT SUSTAINABILITY REPORT

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

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**12,227
PARTICIPANTS**

14% INCREASE FROM 2015

OCT 18-20, 2016
SANDS EXPO
LAS VEGAS, NV

**19,575
HOTEL ROOM
NIGHTS**

37% INCREASE

**3,250
EXHIBITORS**

5% INCREASE

3,216

HOSTED BUYERS
FROM 60 COUNTRIES

6% INCREASE





To our IMEX America community:

Thank you for the part you played in making IMEX America 2016 successful!

With 3,250 exhibitors representing 139 countries, 3,216 hosted buyers from 60 countries, and 12,227 attendees, we are truly the pulse of the meetings industry. We are committed not only to implementing best practice in event sustainability ourselves but also to using our influence to encourage everyone in our industry to maximize their efforts.

For IMEX America, sustainability permeates through everything we do: from complying with APEX/ASTM Environmentally Sustainable Event Standards, measuring the waste, water, energy and emissions generated by the event, educating all participants on the steps they can take to minimize their event footprint, to giving back to the Las Vegas community.

We do our part to leave the world a better place than we found it. This year at IMEX America, our own internal planning team took a proactive approach to recycling the materials that we use for signage and, together with our vendors, ensured that they were put to valuable use in several different places (see Materials). We also reduced our paper use from onsite publications by more than 1,500 lbs of paper, which is the equivalent to about 13 fewer trees (see Accomplishments). In addition, our education team curated many rich and grounding experiences for our guests onsite, including the Be Well Lounge and Paws for a Break. (See Be Well, pg. 30)

IMEX America also donates time and money to a number of outstanding local Las Vegas organizations, through the Garbage Grabbers volunteer event, IMEX America. (See Give Back, pg. 26)

Our green squad and our entire staff are proud to present this report and are committed to keep learning and improving.

Thank you for your participation. CARINA BAUER | CEO, IMEX Group

2016 HIGHLIGHTS

Here are some highlights to peruse in this report:

IMEX America had a **sleek new CSR & Sustainability Showcase** at the front of the exhibit hall, which included signage to describe our sustainability initiatives and hosted the Clean the World kit assembly. (See Clean the World, pg. 27)

We **launched the #GreenCaffeine campaign** to encourage show guests to bring reusable travel cups. (See Green Caffeine, pg. 24)

We offered **more than 20 mini sessions in meditation and yoga** in the Be Well Lounge to enable attendees to build in important relaxation around their busy days at the show. More than 170 visitors participated in meditation, yoga and other workshops on wellness. (See Health + Wellness, pg. 30)

We **reduced the energy and carbon emissions** per attendee. (See Environmental Footprint, pg. 13)

We focused on **offering sustainable food and beverage options** on the showfloor, and featured and promoted three waterwise menu options in the #WaterWiseWednesday campaign. (see Educate, pg. 23)

We **analyzed the waste footprint of the event** to look at trends and opportunities. (see Waste, pg. 14)

We **increased our APEX/ASTM score** again in 2016, to 90% for the level 1 Standards! (See APEX, pg. 10)

SUSTAINABILITY APPROACH

Sustainability is a priority throughout the planning process of IMEX America. Through the methods outlined below, each event area is addressed through collaborative efforts. This attention on pre-event, onsite, and post-event phases works not only to improve internal operations, but also to engage each vendor in a way that promotes long term change. Our methods have been improved each year based on feedback from all stakeholders, 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 suggest 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 reviewed and targets are set for each supplier based on internal goals and feedback. A time table is created to ensure progress is being made 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 to address any challenges that have come up.

Measurement Requests

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

ONSITE

Onsite Management

The sustainability team lead, supported by vendors, ensures follow-through on the action plan during the event.

Onsite Audit

MeetGreen is onsite for five days to observe onsite practices, including front and back-of-house waste sorting. These observations are taken into account when analyzing post-event measurement data.

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.

IMEX AMERICA KEY SUSTAINABLE DESIGN CONSIDERATIONS

Each event and organization has its own unique challenges in hosting a sustainable event. Here are some of the key questions that the IMEX America team asks each year about systems, material selection and curating educational experiences for attendees.

CONSIDERATION	KEY QUESTION	CONTEXT
Dispersed Global Audience	In what ways can we consistently decrease our overall carbon emissions while at the same time meet the needs of our global attendees, who travel long distances to come to IMEX America?	Attendee and staff travel are the largest potential and most variable components of the IMEX America carbon footprint. (See Carbon Emissions, pg. 21)
Waste Reduction	In what ways can we promote, advertise, connect, and celebrate while working toward a zero waste goal?	While there is an increase in the % of material that was diverted from the landfill in 2016, the overall volume of all waste has increased (See Waste, pg. 14)
Lack of Time Onsite	How can we facilitate a rich educational experience about sustainability issues within the productive “noise” of our industry networking and deal-making environment?	Storytelling is paramount to the goal of creating a legacy through this sustainability work. (See Educate, pg. 23)
Interdependent Web of Vendors and Key Business Relationships	In what ways can we utilize the IMEX America event to deepen our sustainability practices AND have a positive influence on our supply chain and with key stakeholders?	Our supply chain is integral to our success. We are inspired by many of our partners, and hope to inspire and challenge many of our long-term industry partners to join us in adopting sustainability in the Meetings Industry.
Aesthetic	How can the sustainable solution be simple, elegant and support business goals?	Enthusiastic adoption is crucial to long-term behavior change. Any sustainability solution must fit into the existing cultural context.

OBJECTIVES

In 2012, 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, on the following page, are set each year based on previous results, changes in supplier ability/availability, and internal focus.



APEX/ASTM

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



ENVIRONMENTAL FOOTPRINT

Decrease the event environmental footprint in terms of water, energy, emissions, waste, and overall event sustainability.
Measure sustainability practices.



EDUCATE

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



GIVE BACK

Give back to the local Las Vegas community.



MEASURES

pg. 10

APEX/ASTM



pg. 13

ENVIRONMENTAL
FOOTPRINT



pg. 23

EDUCATE



pg. 26

GIVE BACK



pg. 30

ADDITIONAL
INITIATIVES:
BE WELL



OBJECTIVE

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

2016 TARGET

Improve APEX score to 89%

2016 ACTUAL

✓ Up to 90%

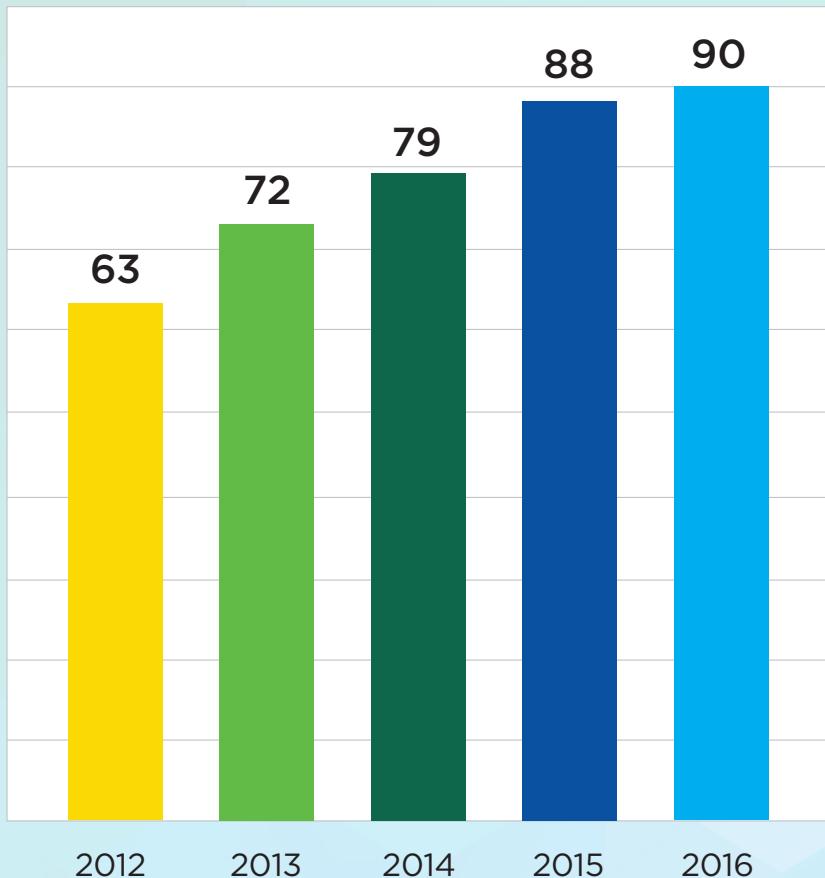
RESULTS

APEX/ASTM Environmentally Sustainable Meeting Standards (APEX) measure the sustainability of an event against 10 different categories. IMEX America has continuously improved its overall compliance score over the past 5 years. As compliance approaches 100%, the difficulty increases. (**See charts on following page.**)





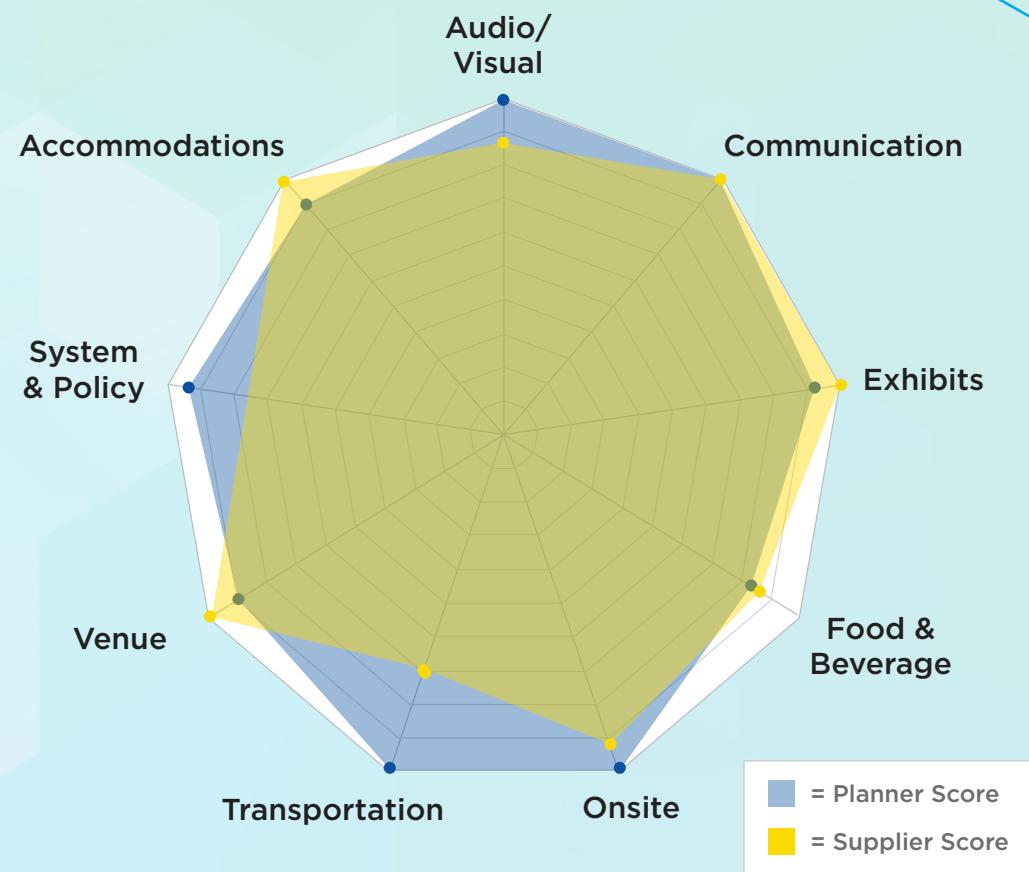
IMEX America Overall Compliance Over Time



NOTES:

1. The APEX/ASTM standard for accommodations was not available in 2012 and only the Venetian | Palazzo was included in 2013-2016 figures as that property represented the largest proportion of event impact.
3. The Las Vegas Convention and Visitor's Authority (LVCVA) was the exclusive representative of the destination sector.
4. Zero percent represents "not applicable".
5. The Venetian conference center and Sands Expo are certified as compliant with Venue Level 2 of the APEX/ASTM Standards.

2016 APEX/ASTM Score by Category



NOTES:

1. "System & Policy" category does not apply to Supplier Score.
2. Host City score for "Destination" category : 78 (This category does not apply to any other scoring entity.)
3. Exhibitors score for "Exhibits" category: 38



RECOMMENDATION	DESCRIPTION
Update contract language in vendor agreements	<i>Incorporate additional language that supports sustainability initiatives and goals, specifically around measurement and reporting.</i>
Create exhibitor engagement strategy for sustainability	<i>Utilize creative thinking to build and execute a long-term plan that encourages sustainable practices for exhibitors. Employ incentives and other positive reinforcement mechanisms to encourage adoption of sustainability practices by exhibitors and retain loyal, key customers.</i>



OBJECTIVE

Decrease the event environmental footprint in terms of water, energy, emissions, waste, and overall event sustainability.
Measure sustainability practices.

2016 TARGET

WASTE Maintain 5.9 kg waste/participant

ENERGY Reduce per participant energy use from 2015

WATER Reduce per participant water use from 2015

MATERIAL USE
Decrease paper use

CARBON EMISSIONS
Measure and reduce carbon emissions per attendee, year over year

2016 ACTUAL

Up to 8.2kg/participant, however the diversion rate increased from 80% to 81% (See Waste, pg. 14)

Down 13% (from 15.2 to 13.4kWh/pp) (See Energy, pg. 17)

Up 26% (from 97L/pp to 131L/pp) (See Water, pg. 18)

IMEX printed 3,200 fewer printed publications in 2016, resulting in savings of more than 1,500 pounds of paper, which is the equivalent to about 13 fewer trees (See Materials, pg. 19)

18% decrease in total emissions and a 25% decrease in per participant emissions (See Carbon Emissions, pg. 21)





IMEX America takes great care to reduce the amount of waste created, which is evidenced by a reduction in total and per participant landfill waste year-over-year, despite an increase in attendance.

Here, you can see the hierarchy that the IMEX America team uses to drive system design decisions.

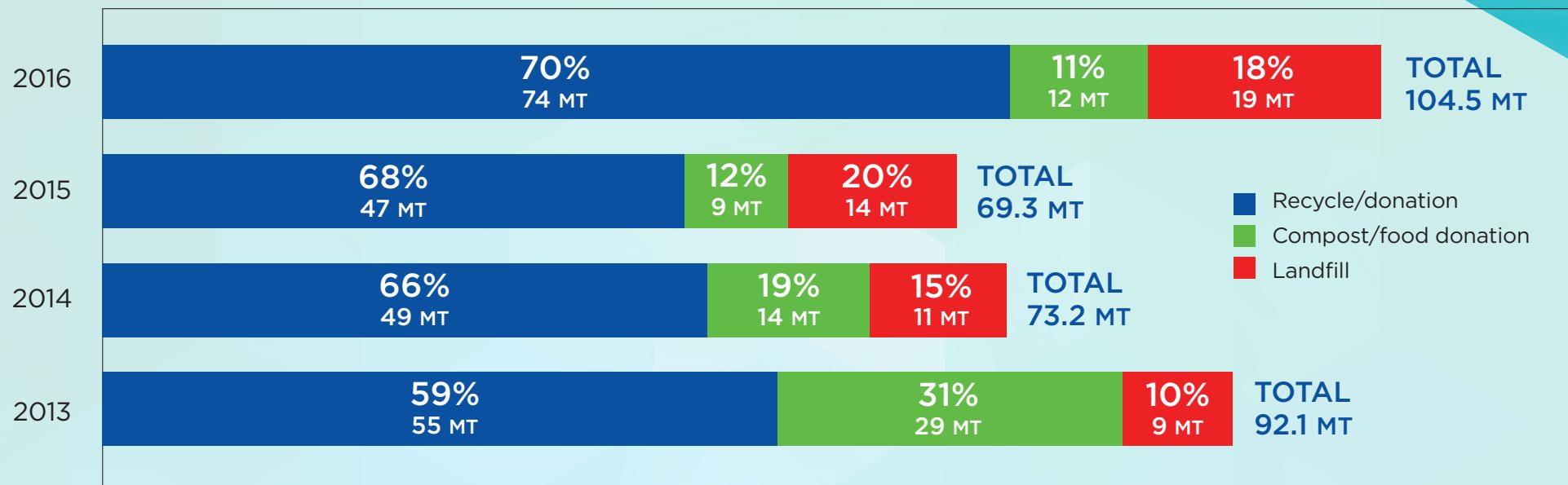
- For example, the team has **eliminated certain printed publications**.
- Signage, furniture, office supplies and badges and even prepared food are **donated** to local Las Vegas organizations.
- **Many materials are recycled**, including, but not limited to, wood, metal, plastic, and paper.
- Food waste and other organic material is **composted locally**.
- Some **food scraps are recovered** and sent to a local pig farm to provide food for the animals.
- The remaining items are sent to the landfill, such as disposable coffee cups, plastics, composite and contaminated materials.

Waste Hierarchy

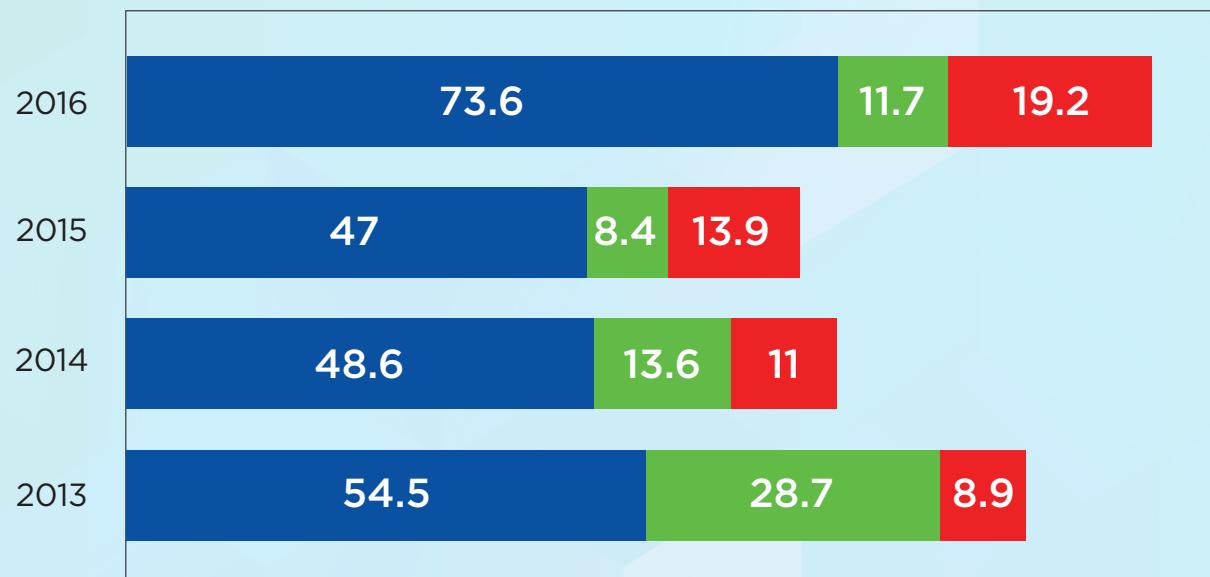




Total Event by Waste Type



Per Participant Waste by Category (kg)



- Despite efforts to anticipate and mitigate waste, 2016 saw a **21% per participant increase in landfill waste, and a 27% increase in overall waste.**
- A positive trend is that the **diversion/recovery rate has increased** in 2016.
- Minimizing landfill waste will continue to be a priority moving forward.



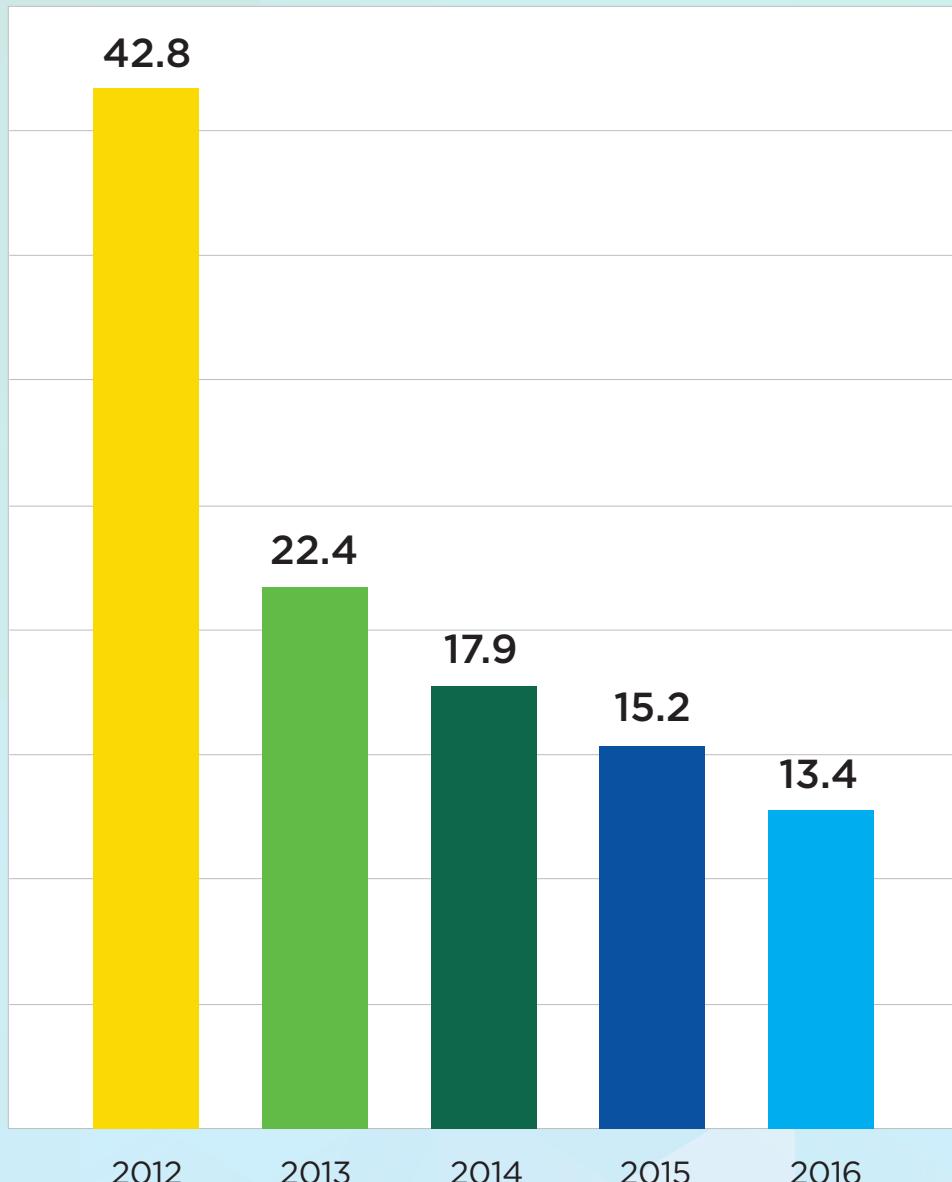
There are many partners involved in diverting the various materials from IMEX America from the landfill. Here is a summary of the process:

WASTE DIVERSION PROCESS





Energy Use (kWh per participant)

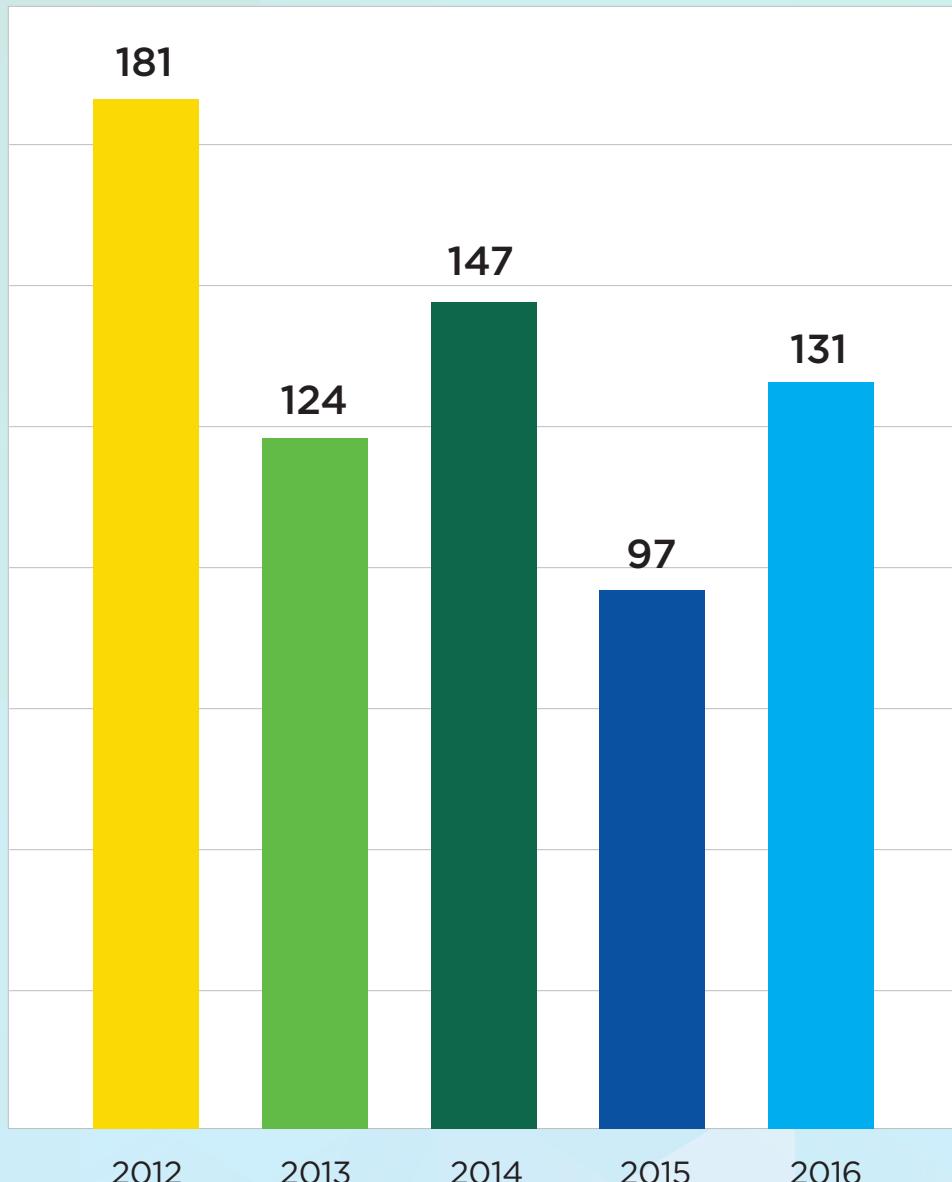


- The energy used per IMEX America attendee has decreased each year from the 2012 baseline due to a combination of venue and hotel improvements and attendee/supplier behaviors.
- The Venetian | Palazzo and Sands Expo help to reduce the energy used throughout the event through infrastructure and operations improvements. The LEED® Gold certified Venetian and Sands Expo and LEED® Silver certified Palazzo buildings use **energy efficient lighting, HVAC systems, and natural lighting** to help supplement artificial light.
- IMEX America provides attendees and exhibitors with **energy saving tips** to use during the show.

THIS GRAPH depicts **venue** energy use only.



Water Use (Liters per participant)

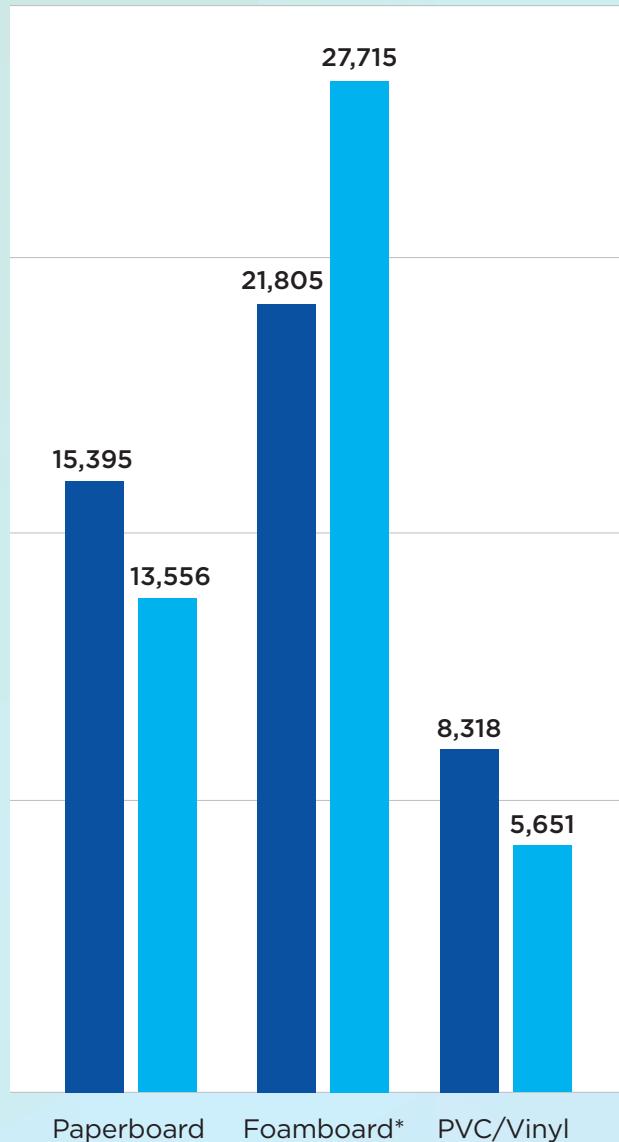


- The Venetian | Palazzo and Sands Expo take many measures to reduce onsite water use. Some of these measures are dependent on attendee behavior, such as the **linen-reuse program**, while others are built into the infrastructure, such as **low-flow toilets and a nano-filtration system which recycles 78,000 gallons of grey water each day**.
- Despite these efforts, **onsite water use varies year-over-year** due to 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 selection**. 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 2016 Accomplishments section to see this year's impact**. (See Educate, pg. 24)

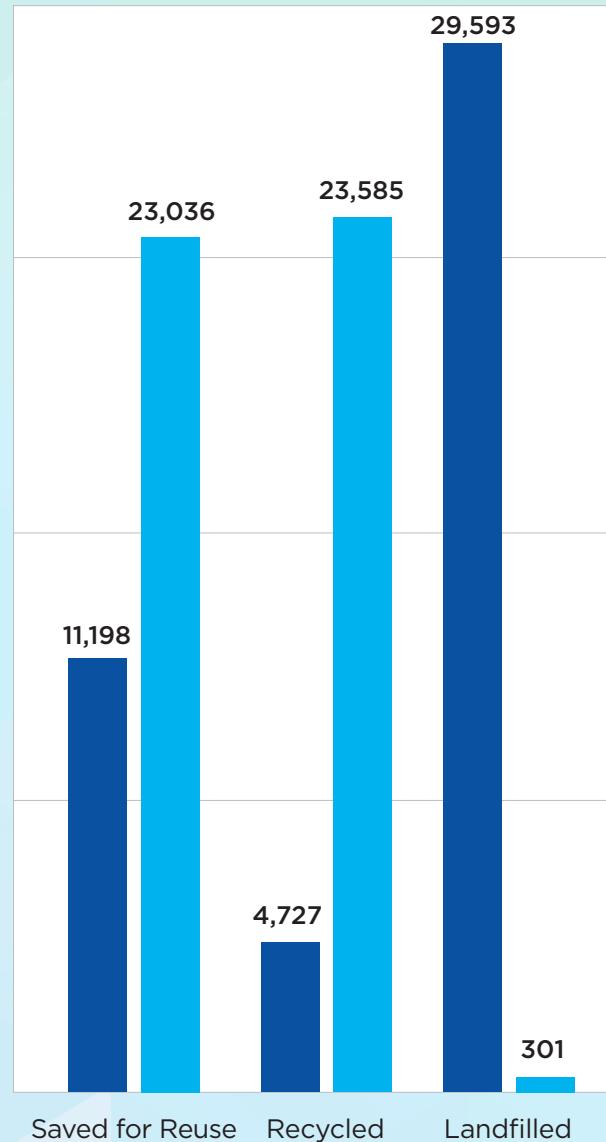
THIS GRAPH depicts **venue** water use only.



Signage by Substrate (sq ft)



Signage by Disposal Type (sq ft)



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 to ensure that the leftover material can be diverted from landfill. Progress is made each year, but there is still more to be done to reduce landfill waste.

THESE GRAPHS show more information about the content and disposal of the signage that is used at IMEX America. While many other materials are used, the IMEX team focused on signage in 2016.

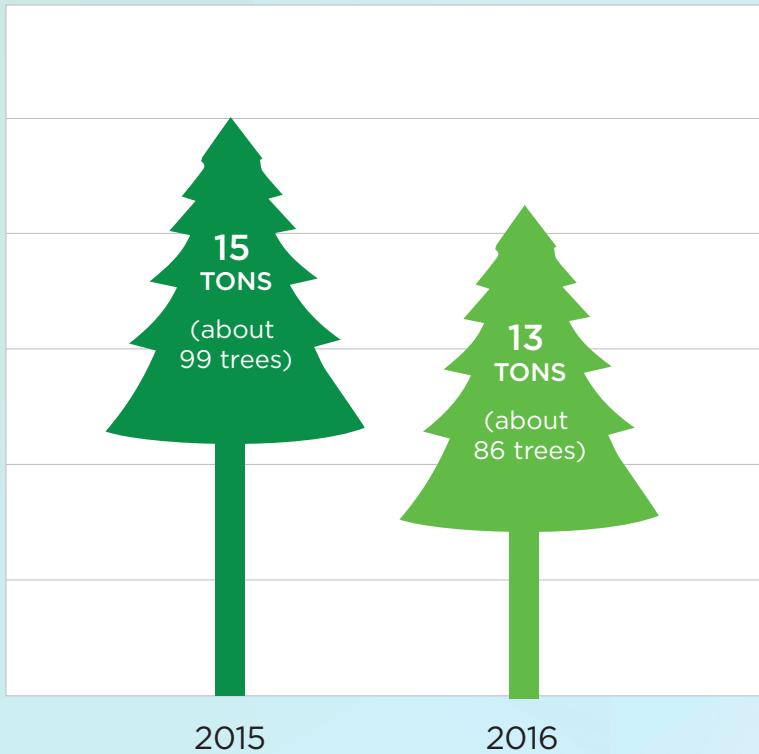
*Foamboard includes Komatex, Duraplast and Ultraboard, some of which can be recycled and some of which is landfill bound after any reuse.

2015

2016



Tree Savings by Year



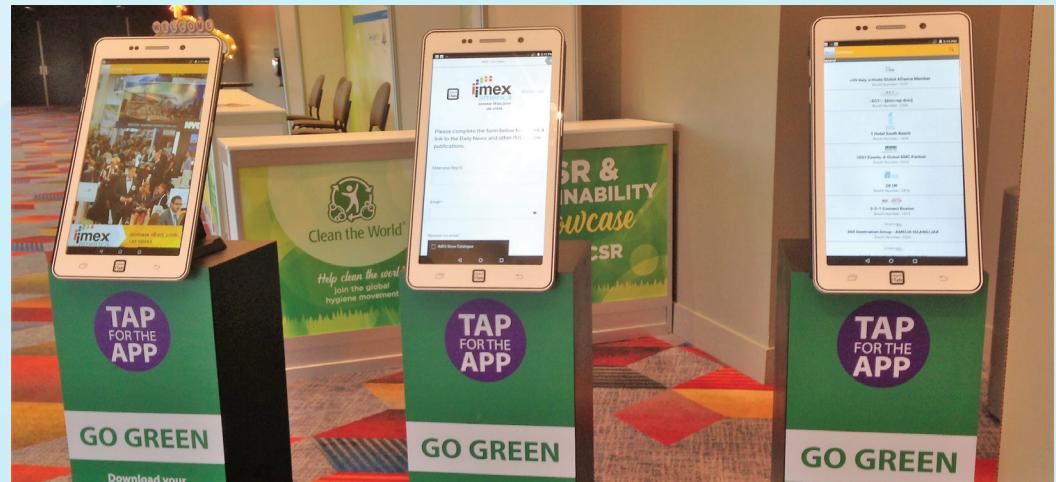
THIS GRAPH: These impact estimates were made using the Environmental Paper Network Paper Calculator. For more information visit www.papercalculator.org.

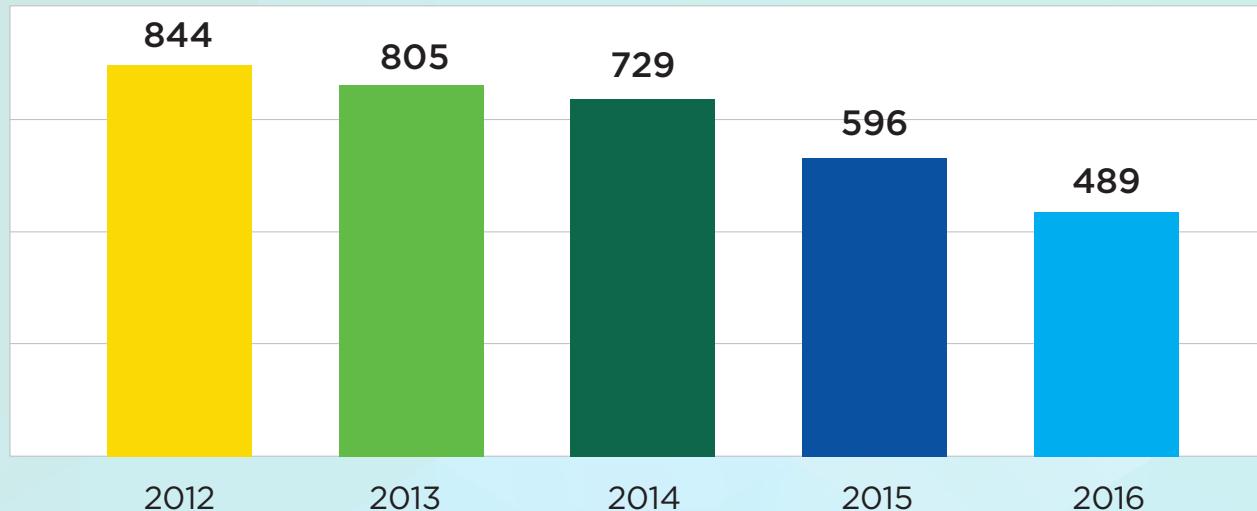
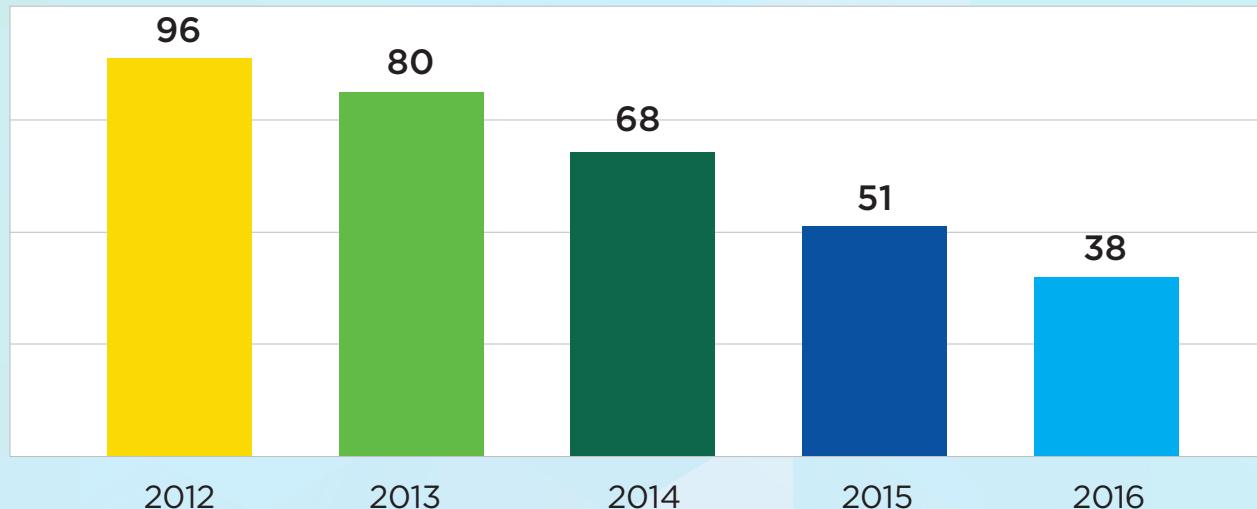
Wood use measures the amount of wood required to produce a given amount of paper. The number of typical trees assumes a mix of hardwoods and softwoods 6-8" in diameter and 40' tall. Calculated collaboratively by Conservatree, Environmental Defense Fund, and Environmental Paper Network.

IMEX produced 3,200 fewer printed publications (1,000 show catalogs, 2,000 pocket guides, 200 show dailies) even as show attendees increased by more than 14 percent. Overall this resulted in **savings of more than 1,500 pounds of paper, which is the equivalent to about 13 fewer trees**. One of the variables that enabled this shift was the use of a mobile app and an onsite and media campaign to increase adoption, called "**Tap for the App**".

In addition, IMEX America used **recycled content paper for 100% of the onsite publications**, including show catalogues, dailies, and pocket guides.

Tap for the App



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

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 2015**.

IMEX America attracts global attendees who travel from varying distances. For this reason, IMEX America has limited the scope of carbon emissions reporting to categories under their direct influence, including freight travel, venue and hotel energy, and ground shuttles.



RECOMMENDATION	DESCRIPTION
Refine waste management plan for attendees (signage and bins)	<i>Design a consistent look for all recycling bins and waste messaging.</i>
Improve sustainable graphics plan	<i>Focus on formalizing a plan for materials that require manufacturer take-back.</i>
Expand carbon emissions reporting scope	<i>Explore Carbon Offsets for select emissions categories.</i>



OBJECTIVE

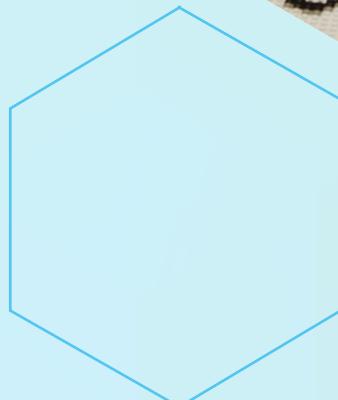
Educate visitors, exhibitors and hosted buyers on issues and solutions related to sustainability practices within the industry.

2016 TARGET

Increase sustainability education

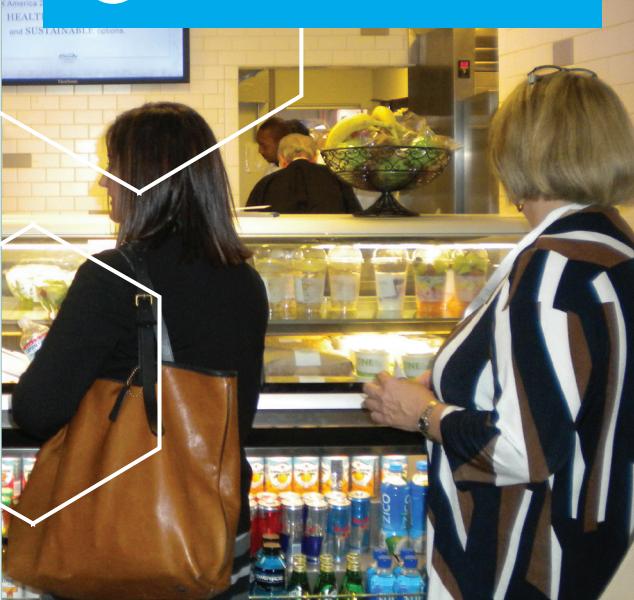
2016 ACTUAL

- ✓ IMEX America offered **19 education sessions** on the Sustainability track, including 3 sustainability tours of the show floor and 3 MeetingCentric tours during Smart Monday
- ✓ IMEX advocated to maximize the **healthy, local, organic and diet and allergy friendly food options** in the onsite concession stands
- ✓ The #WaterWiseWednesday campaign included **3 water wise menu options** in the concession stands on the show floor and in the food court (See #WaterWiseWednesday, pg. 24)
- ✓ The #GreenCaffeine campaign resulted in **more than 68 different social media posts** by more than **25 different users** (See #GreenCaffeine, pg. 24)





EDUCATE RESULTS



#WATERWISEWEDNESDAY

In 2016, IMEX America continued to draw attention to the water shortage in the Las Vegas area by offering and educating attendees about menu items that use less water to produce. Three different “WaterWise” options were featured at various concession areas and digital signage informed attendees about the water savings from those featured items.



SUSTAINABILITY SIGNAGE

The green stakeholder group worked together to produce educational signage for a number of sustainability functions, including waste education signage and a map that shows the locations of various sustainability amenities on the show floor. In addition, the team crafted custom digital slides that contained sustainability facts, historical accomplishments, the Green Caffeine campaign and the featured WaterWise menu items.



GREEN CAFFEINE

In 2016, IMEX drew awareness to the impact of disposable coffee cups and held a campaign to promote the use of reusable travel coffee cups. The IMEX Green Team worked with The Sands Expo, Venetian | Palazzo, and the adjacent coffee outlets to accept reusable mugs and to promote the campaign.



RECOMMENDATION	DESCRIPTION
Expand Sustainable Food and Beverage Programs	<p><i>Collaborate with the venue catering team to curate and promote more partnerships with local food producers and explore other programs like “imperfectly delicious produce” use at IMEX America.</i></p>
Modify sustainability signage-digital and print	<p><i>Strategize new and interesting locations for digital and print signage to maximize readership and engagement, while updating language to be fresh and more compelling.</i></p>



OBJECTIVE

Give back to the local Las Vegas community.

2016 TARGET

Support the missions of local organizations by contributing materials, time and dollars

2016 ACTUAL

- ✓ **Donated 62 volunteer hours** to clean a local Las Vegas park (See Garbage Grabbers, pg. 27)
- ✓ Assembled and donated **833 hygiene kits** to Clean the World (See Clean the World, pg. 27)
- ✓ **Donated 975 badges and lanyards** to the Teachers Exchange (See Badge Back Program, pg. 28)
- ✓ Made an **in-kind donation of \$5,500** to the Shade Tree of Las Vegas and \$2,500 to Opportunity Village (See Badge Back Program, pg. 28)
- ✓ **Donated more than 1,250 pounds of furniture and signage** from the show to Veterans Village (See Furniture and Signage Donations, pg. 28)





GIVE BACK RESULTS



CLEAN THE WORLD

Clean the World was founded in 2009 to help 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 833 hygiene kits over the 3-day event. Hygiene kits included 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 also helped educate attendees from the meetings and events industry about Clean the World's significant global achievements.

Left photo credit: MeetGreen

GARBAGE GRABBERS

This 2.5-hour group event, organized by Outside Las Vegas, took place during Smart Monday and was open to all IMEX America participants. Over 25 volunteers gathered at Sunset Park to help repair flood damage, pick up trash, clean the children's play and picnic areas, and revive the volleyball courts. It was a great opportunity to network and collaborate with like-minded meeting professionals and to make a positive contribution to the local community of over 62 total volunteer hours.





GIVE BACK RESULTS



BADGE BACK PROGRAM

Attendees helped to reduce waste and help the Las Vegas community by placing their badge in one of many badge back bins placed at the end of the event. This year, 975 badges were collected and donated to The Teacher's Exchange to be repurposed or reused. IMEX America also makes an in-kind donation to The Shade Tree and Opportunity Village for every badge that is donated.

FURNITURE AND SIGNAGE DONATIONS

Each year after the show, furniture and large graphics created for exhibitor booths are left on the show floor to be discarded. The Sands team was able to collect and donate 1,250 lbs of furniture and signage to Veterans Village, a unique and innovative approach to comprehensive housing with 24/7/365 crisis intervention center and intensive support services.





RECOMMENDATION	DESCRIPTION
Continue to increase participation rate in Garbage Grabbers	<i>Explore locations and logistics to support greater attendance.</i>
Expand donation of goods and services to local economy and continue to increase diversion rate	<i>Research creative potential partnerships with local organizations for resource donations.</i>

ADDITIONAL INITIATIVES: BE WELL

OBJECTIVE

IMEX America has been attentive to mind, body, and being to help guests stay at their physical and mental best during the event.

2016 TARGET

Increase opportunities for guests to experience relaxation and connection, and to influence meeting planners to incorporate these elements into their own future meetings

2016 ACTUAL

 The Be Well Lounge hosted more than **23 meditation sessions for more than 170 visitors** (see Mind, pg. 31)

 The second annual IMEX America Run included **more than 450 runners** (see Body, pg. 31)



Supporting oneself and supporting others: wellbeing and sustainability go hand in hand at IMEX America. There is a strong relationship between ENVIRONMENTAL HEALTH and HUMAN HEALTH. Wellbeing is explored further through the comprehensive education program on the show floor with sessions showcasing both new and proven health and wellbeing concepts - inspiring meeting and events planners with ideas they can include in their own events. IMEX has been attentive to three areas of personal wellbeing to help attendees stay at their physical and mental best during the event.



MIND

It is important to both stimulate and relax one's mind at an event. A device-free meditation room called the Be Well Lounge was provided outside the exhibit hall with more than 23 sessions in guided meditation and yoga. More than 170 visitors participated. MPI teamed up with a local animal therapy training organization to bring dogs to the show for the first time this year for the Smart Monday for the Paws for a Break program. Dogs were brought onsite to provide relaxing, therapeutic animal connections and to reduce stress.



BODY

How one feels is directly tied to levels of nutrition, activity, and rest. IMEX America offered many healthy food options during the event to keep the mind and body acute and aware. Wednesday morning also saw the second IMEX America Run in which more than 450 attendees ran a 5km circuit partially along the Las Vegas strip.



BEING

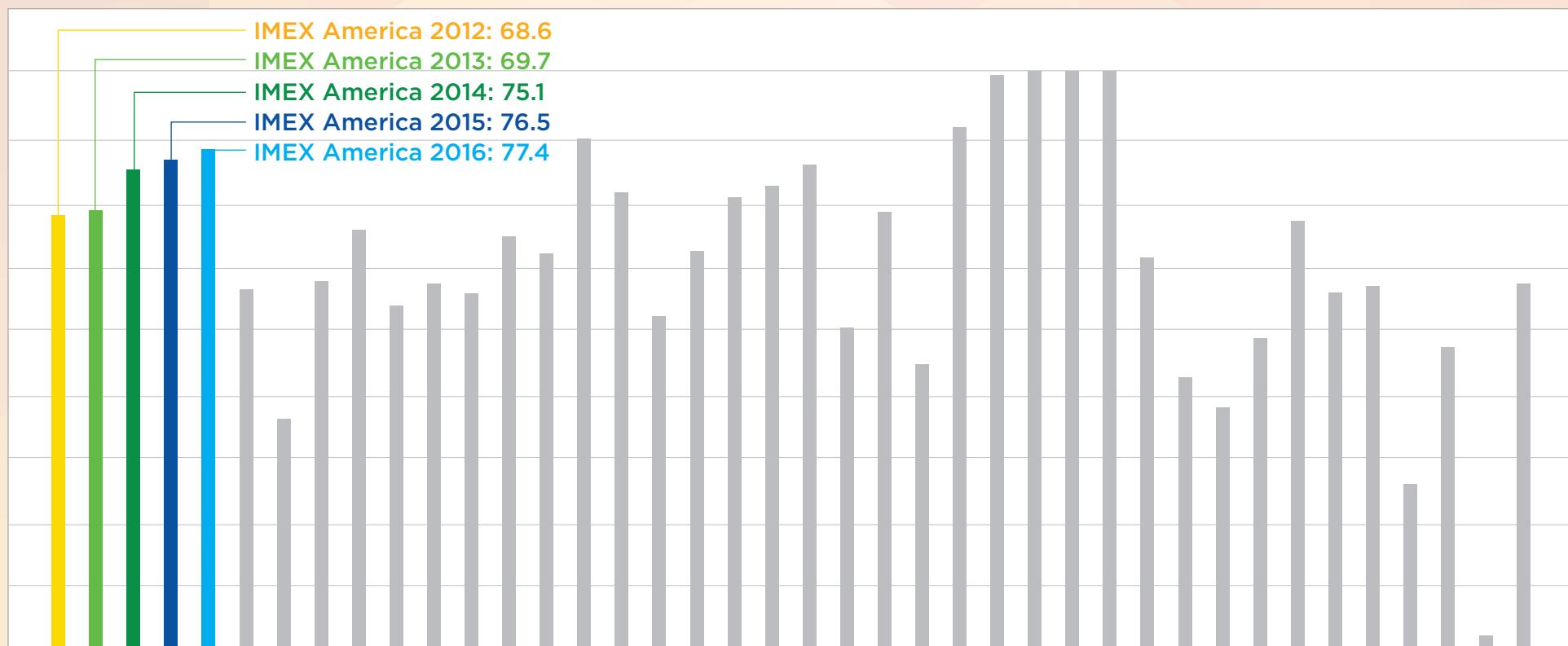
Attendees were encouraged to take time for themselves and to live in the present moment. With over 10,000 attendees walking the show floor each day, it was important to take a break and clear one's mind to maintain focus and drive. Whether that was through a meditation session, exercise class, or a call home from one of the lounges, IMEX America provided many opportunities for rejuvenation during the event.

RECOMMENDATION	DESCRIPTION
Engage vendors and partners who plan offsite events about IMEX sustainable event program	<i>Identify opportunities for improvement in sustainable practices within offsite events hosted by sponsors and partners, and share checklist of sustainability best practices.</i>

The MeetGreen® Calculator measures overall sustainable event performance. It rewards points for events that ask for, implement, and measure practices that reduce waste, carbon emissions and water use, while increasing social benefit through donation and CSR programs. This graph shows sustainability scores for IMEX and compares this score against other similarly sized conference-style events in North America that have been entered into the Calculator system since 2013. IMEX America 2016 received an overall score of 77.4%, continuing to improve each year since the 2011 baseline.

THIS GRAPH shows sustainability scores for IMEX America 2011-2016 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.

Overall Event Sustainability Comparison Against Other Events



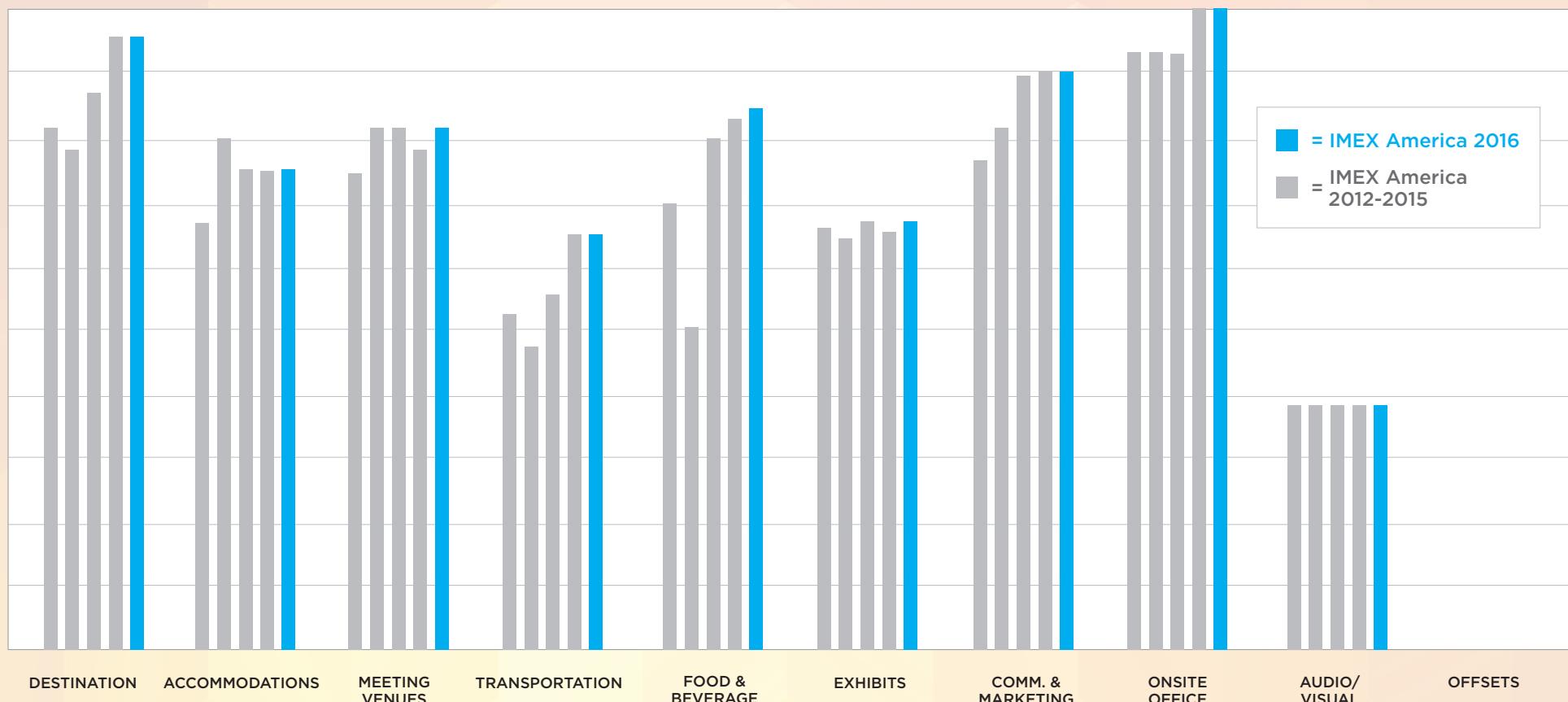
MEETGREEN CALCULATOR

The MeetGreen® Calculator also allows for a more in-depth analysis based on the ten sustainability categories. Scores are shown for the last five years; the left-most bar represents 2012.

THIS GRAPH: The scores in the Onsite Office, Communications and Marketing and F & B categories have improved slightly in 2016, while the remaining categories remain constant. Incremental improvements are more difficult as IMEX America has become more sophisticated in event sustainability.

Opportunities for improvement include exploring Carbon and Water offsets and updating the contract language for various vendors and partners, including exhibitors.

IMEX America Scores by Category



ACKNOWLEDGMENTS

SUPPLIERS

AlliedPRA, Experient, GES, Republic Services, RC Farms, Sands Expo, Show Gear, Spring Valley Floral, Venetian | Pallazzo.

EVENT SUSTAINABILITY TEAM

IMEX America: Nalan Emre, Dale Hudson, Mark Mulligan, Milda Salciute, Roger Lehner; Destination: Chef Emmanuel Zoppas, Terry Salaices, Ryan Green, Pranav Jampani; GES: Steve Holst; AlliedPRA: Jeremy Head; MPI: Lynette Smith; MeetGreen: Romana Cohen, 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.



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