

# IMEX America – Sustainability Plan

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MeetGreen®



# MeetGreen® Team

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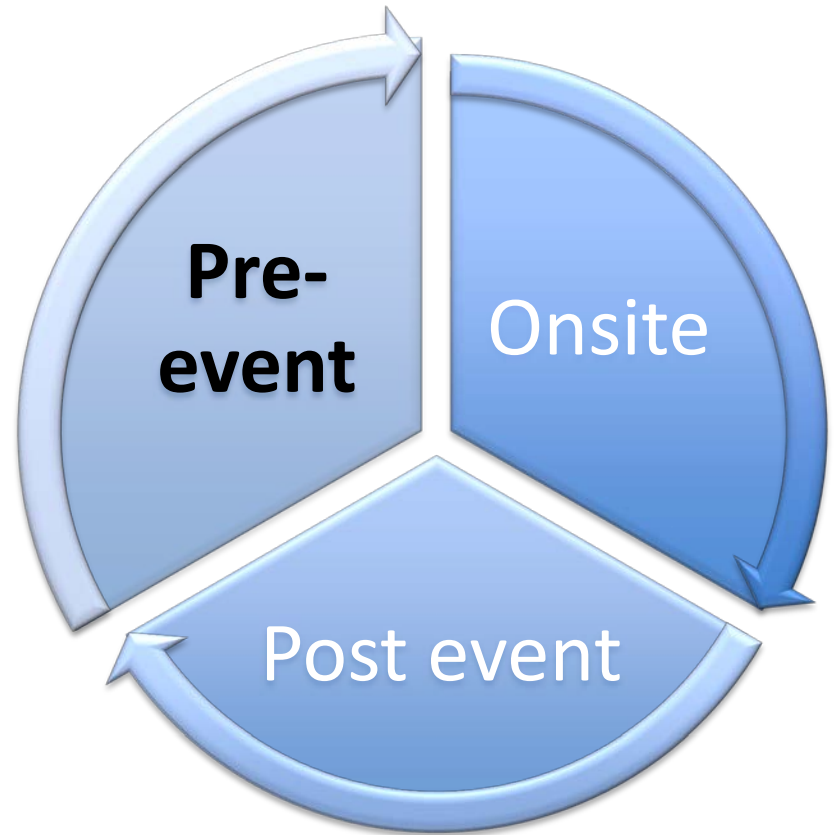


# MeetGreen® Role

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## Pre-event

- Survey
- Assess
- Recommend

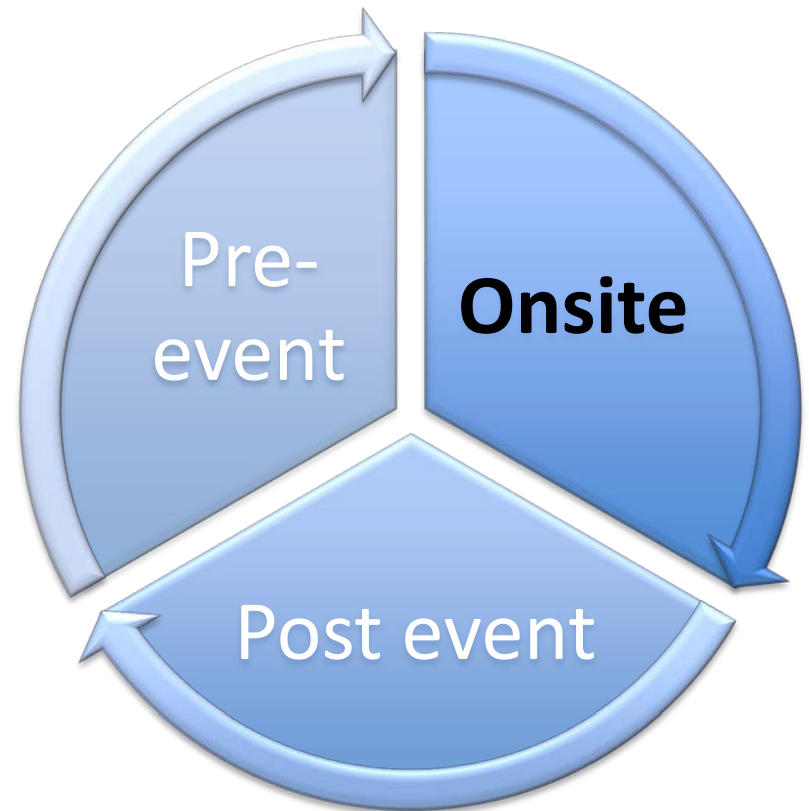


# MeetGreen® Role

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## Onsite

- Verify
- Troubleshoot

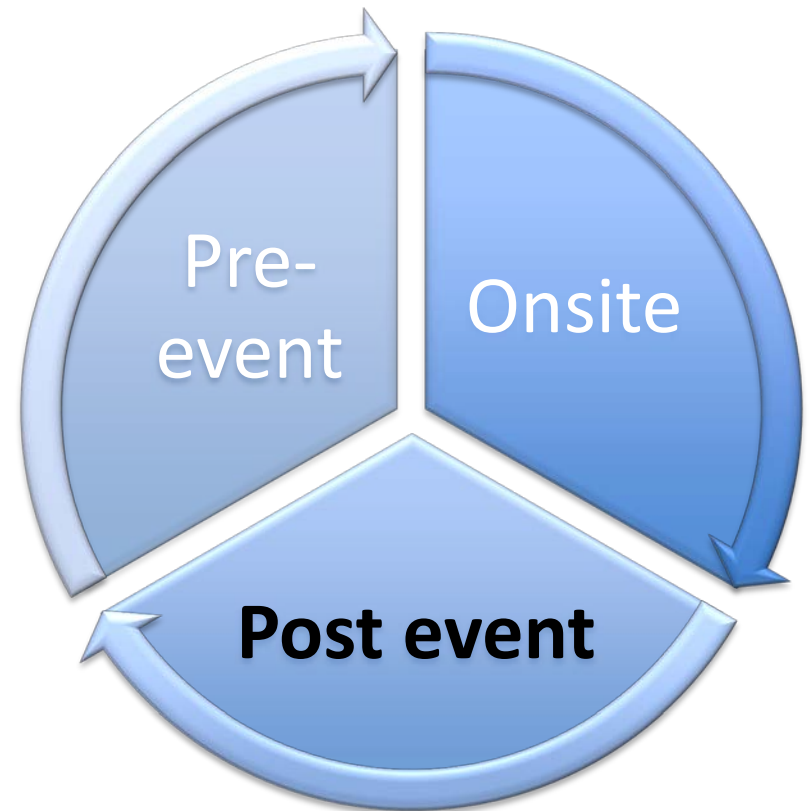


# MeetGreen® Role

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## Post event

- Collect data
- Produce a report





# Overview

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- Vision/Mission/Principles
- Goal/Objectives
- Key Performance Indicators (KPIs)
- Stakeholders
- Measure and Report



# IMEX America Vision

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Provide a leading example of what can be done to positively change event industry practice, and the world.

# Mission of the Sustainability Plan

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Intention is to develop a **long-term** relationship ...to build a successful show and to increase our sustainability efforts for the future.



# Principles

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- Be transparent in our communication about our sustainability initiatives
- Be inclusive in our approach
- Report on our lessons learned
- Strive for continuous improvement



# Goal

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**Collect baseline Sustainability Performances**



# Issues Identified

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- Sustainable perception of Las Vegas
- Available infrastructure
- Balance between expectations of sustainability performance vs. potential alienation of participations
- Reluctantancy of hotel to comply
- Vendors capacities to perform sustainably

# Five Objectives

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- Measure footprint
- Implement sustainable purchasing
- Quantify Benefits
- Promote exhibitor adoption
- Provide education



# Objective 1

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*Measure the event footprint in terms of:*

- *Water*
- *Energy*
- *Emissions*
- *Waste*
- *Event sustainability*



# Objective 1 – Measure Footprint

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Key Performance Indicator:

Liters of water used at venue



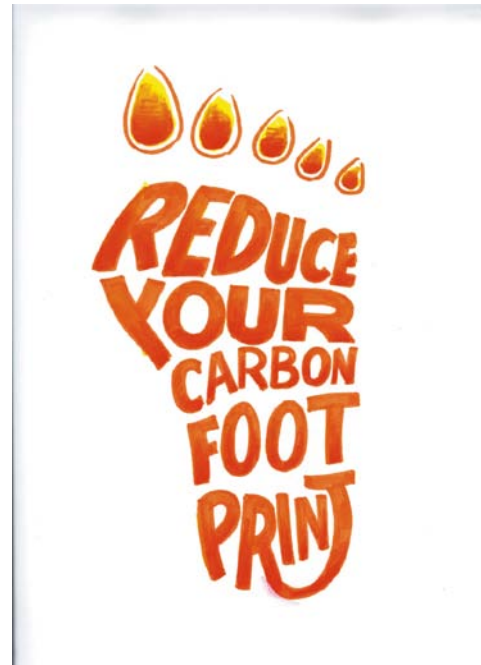
# Objective 1 – Measure Footprint

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Key Performance Indicator:

KWh of energy used at venue



# Objective 1 – Measure Footprint

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Key Performance Indicator:

CO2 from venue and attendee travel



# Objective 1 – Measure Footprint



Key Performance Indicator:  
Diverted waste

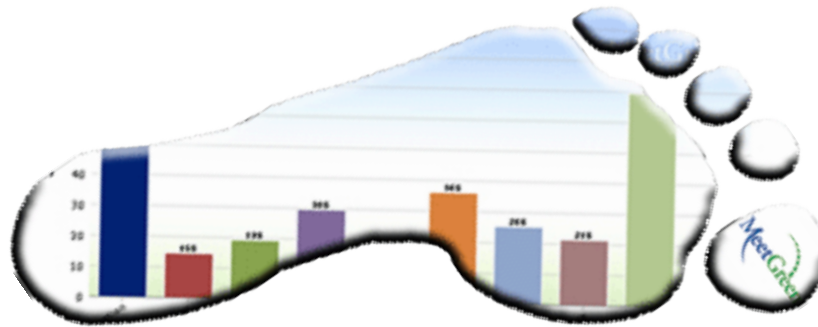


# Objective 1 – Measure Footprint



Key Performance Indicator:

MeetGreen<sup>®</sup> Calculator score



# Objective 2

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*Measure sustainable procurement.*



# Objective 2 – Sustainable Procurement



Key Performance Indicator:

% of hotels compliant with minimum sustainability criteria



# Hotel Compliance

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- 100% have/willing to do energy audit
- 100% do some sustainable practices
- 50% have an amenity donation program
- 60% don't use Styrofoam



# Objective 2 – Sustainable Procurement

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Key Performance Indicator:

% of local and certified organic food



# Food and Beverage

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- Assess current caterer practices
- Caterer to provide sustainable menu
- Track food miles
- Offering exhibitors sustainable options



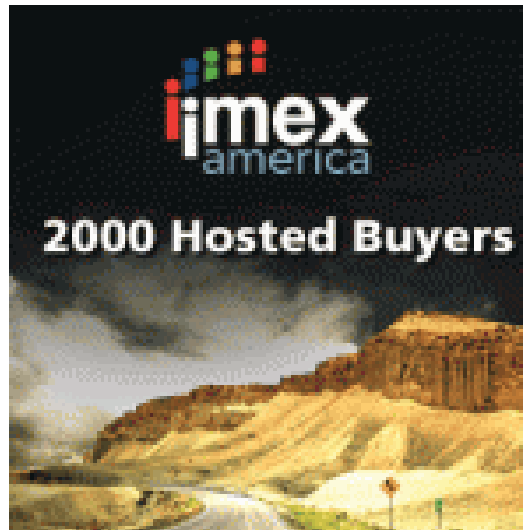
# Objective 2 – Sustainable Procurement

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Key Performance Indicator:

% of post-consumer recycled content in  
print collateral



# Objective 2 – Sustainable Procurement



Key Performance Indicator:

% of recycled content in signage/carpet



# Objective 3

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*Quantify benefits of sustainable decisions/programs/communications.*



# Objective 3 – Quantify Benefits

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Key Performance Indicator:

Costs saved through sustainable practices



# Objective 3 – Quantify Benefits

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Key Performance Indicator:

Number of positive press articles



# Objective 4

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*Improve exhibitor adoption of green practices.*



# Objective 4 – Exhibitor Adoption



Key Performance Indicator:

% of exhibitors selected sustainable choices



# Exhibitors



- Green guidelines/survey to exhibitors
- Provide exhibitors sustainable F & B options
- Sustainable booth options
- Recycle/reuse



# General Service Contractor



- Assess current products and practices
- Recycle/reuse materials
- Recycled content in signage substrates and carpeting



# Objective 5

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



# Objective 5 - Educate

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Key Performance Indicator:

# of educational opportunities



# Stakeholders

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- Staff
- Vendors
- Exhibitors
- Attendees
- Media
- Industry partners



# Measure and Report

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- Request data within 30 days of the event
- Complete MeetGreen® Calculator
- Produce a final case
- Set goals for 2012



# Recap

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- Vision/Mission/Principles
- Goal/Objectives
- Key Performance Indicators (KPIs)
- Stakeholders
- Measure and Report



# IMEX America – A Case Study

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**Thank You!**

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