

IMEX America – Sustainability and CSR Fact Sheet

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With a long-standing commitment to both environmental and corporate social responsibility programs at IMEX in Frankfurt, IMEX Group is now expanding that vision and action to IMEX America featuring a range of innovative sustainability, green benchmarking and CSR programs during the show's October 11-13, 2011 debut in Las Vegas (<http://www.imexamerica.com/sustainability.html>.)

Each year the IMEX Group also runs the only 'green' awards in the industry. These are presented annually at IMEX in Frankfurt.

Reduce, Reuse, Recycle, Re-imagine and Respect

Providing a strategic and hands-on framework for its efforts, IMEX America has been working closely with Sustainability Partners MeetGreen to set out very specific goals for the trade show including: measuring baselines and developing KPIs for the show's environmental footprint and procurement procedures; implementing strategic green savings in the show's infrastructure; getting hosted buyers to 'go green'; serving as an education hub for best practices and fresh ideas; and delivering legacy value to the local community through CSR programs.

Benchmarking moves the needle

To understand the current landscape and create KPIs and goals for future shows, key show metrics and procurement procedures will be measured and benchmarked including: use of energy, water, emissions, waste and overall event sustainability; tradeshow venue, hotel, general contractor and catering practices; print material usage and transportation. In year one the aim is to make 'green' savings where possible and, more broadly, to establish accurate benchmarks so that future green savings can be measured and achieved.

"Walking the Talk"

IMEX America 2011 will be a dynamic, real time venue for innovative green practices and programs including: incentivising exhibitors to recycle and reuse items, materials and equipment; using recycled and recyclable and/or natural materials for show badges, carpeting, bags, lanyards etc.; encouraging attendees to recycle, reuse and share memory sticks; recycling a percentage of show waste; encouraging (and arranging when possible) group and public transportation options; implementing an anti-idling policy on show buses; supporting sustainable (and when possible) local food and beverage products; and urging the use of virtual vs. printed marketing and education materials.

Further, the Sands Expo - IMEX America's long-term home - works towards on-going green goals through its Sands Eco 360° program which focuses on resource efficiency for lighting, heating, AC & water; waste recycling; reuse of electronics; leftover food donations and implementing more earth-conscious purchasing policies.

1. IMEX America Green Team

The Green Team program is open to all hosted buyers attending the show and features a green ribbon "prize" earned and worn at the show after completing two green tasks: 1. Asking for USB sticks instead of taking paper and committing to taking any "must have hard copies" back to the office for use vs. disposing of them at the hotel. 2. Attending one educational session at the Sustainability Center. There is also a Green Team for exhibitors to incentivize them to minimize waste and energy usage before, during and after the show.

2. Sustainability Center & Education Sessions

The Sustainability Center -- located on the IMEX America tradeshow floor - and 'powered' by GMIC (Green Meeting Industry Council) - offers free "Green Power" sessions, expert advice, tool kits and case studies aimed at giving both exhibitors and buyers a chance to increase their knowledge of environmental and social responsibility initiatives and how they apply to meetings, events and incentive travel programs.

3. Bringing together the best of Green and CSR

Combining the power of sustainability and legacy efforts, IMEX America has created two main CSR programs that give back to the local community in Las Vegas. When attendees leave they will be asked to place their badge in one of two recycling/voting boxes representing a legacy project. For every badge recycled, a donation will be made to support either Opportunity Village (a non-profit organization employing over 1,600 people with intellectual disabilities in the Las Vegas Valley) or the Shade Tree (a local 'grassroots' non-profit organization and shelter for homeless and abused women and children.) This program is kindly sponsored by Estoril Congress Center (Portugal).

IMEX America is also working with Clean the World, a non-profit organization based in Florida that collects soap and used bottled toiletries from the rooms of hotel guests and then recycles and sanitizes them to create new soap donated to children in over 42 countries.

Hotels participating in the IMEX America Clean the World Program include The Venetian®, The Palazzo®, Wynn, Encore, Caesars Palace, Paris, Planet Hollywood, Cosmopolitan, Bellagio, Hard Rock, MGM Grand Las Vegas, the Mirage Resort and Casino, Mandalay Bay, Mandarin Oriental, ARIA Resort and Casino, and Vdara Hotel and Spa.

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