



MAGIC

FEBRUARY 12-14, 2018
SOURCING AT MAGIC OPENS FEBRUARY 11
LAS VEGAS & MANDALAY BAY
CONVENTION CENTERS

A BRIGHT FUTURE FOR ALL OF US:

NEW & SUSTAINABLE LIGHTING AT MANDALAY BAY CONVENTION CENTER

UBM Fashion has partnered with the Mandalay Bay Convention Center to dramatically enhance your on-site experience and improve our show's sustainability efforts for decades to come. Together we have made a multi-million dollar investment to upgrade the lighting while reducing our carbon footprint at the Mandalay Bay Convention Center, taking effect at MAGIC February 2018.

It is our mission to raise awareness of sustainability issues among our suppliers, our customers and the owners of the venues we use. We strive to run UBM's business in an environmentally responsible way, reducing our environmental impact wherever and whenever possible.

As a result, we are replacing more than 1,000 light fixtures with top-of-the-line LED lights, increasing the luminescence range of the interior of the hall by nearly 300%, yet using 85% less energy.

HOW WILL YOU BENEFIT FROM THE NEW LIGHTING?

- This state of the art lighting system will provide substantially better product presentation and drastically improve the overall appearance of MBCC; thus enhancing the entire show environment.
- These enhanced ambient lighting fixtures and controls have been designed and tested to enhance the overall presentation of apparel, accessories, and footwear.
- A team of fashion experts were instrumental in the development of the LED light color and temperature to ensure optimal results specifically geared towards the fashion industry.
- As a result of the enhanced lighting project there is no longer a need for the track lighting and framing that has previously been included in your booth package (if applicable), thus creating a more open and luminous environment

WE'RE SAVING THE ENVIRONMENT TOGETHER.

- The new control system is estimated to reduce energy consumption by 85% due to the ability to customize light levels. This amount of projected energy savings could power all of Mandalay Bay for nearly 5 days. This amount of energy savings results in 900 Metric Tons of greenhouse gases (CO₂E) reduced each year.
- Within the 10 year project life, we will no longer need to recycle 26,898 fluorescent lamps, which equals 20.4 miles of lighting.
- Each of the pre-existing fluorescent lamps contained 4 mg. of mercury, which means the 26,898 lamps recycled every 10 years contained 4 ounces of mercury. It only takes one ounce of mishandled mercury to contaminate a lake for centuries.
- Each year, 3,000 lamps will no longer need to be boxed a second time then transported to other states for recycling and disposal. This eliminates the use of 480 lbs of cardboard a year or 2.4 tons over the life of the new system.

We hope you share our vision for a greener future of UBM Fashion events and enjoy the added benefits of our investment.

-The UBM Fashion Team

Our sustainability efforts have been recognized by various external audience: FTSE4Good, CDP, ISO Accreditation, UFI Sustainable Development Award. For more information, visit <http://www.ubm.com/about-ubm/sustainability>.

UBM
FASHION | UBM