

SUSTAINABLE EXHIBITING AT IMEX AMERICA



LAS VEGAS
OCTOBER 16-18, 2018



This guide has five sections:

1. Before the show decisions
2. Packing and shipping decisions
3. Arriving in Las Vegas – transport decisions
4. During the show decisions
5. End of show decisions

Our sustainability consultants - MeetGreen®

IMEX America had some great successes in 2017, resulting in a diversion of **87%** of the entire event waste stream from landfill and into earth friendly channels such as recycling, compost and donations. To achieve this we continue to work together to implement new and innovative ways to expand sustainability throughout **every aspect** of the show.

Eric Wallinger, Director of Sustainability, MeetGreen®

Read MeetGreen®'s full report [here](#).

Our sustainability philosophy

As an organizing company we're committed not only to **best practice** in event sustainability, but to encouraging everyone in the industry to **maximize their efforts** too. Around 3,390 exhibiting companies make up the IMEX America show floor - **your support** and participation **reading this guide and sharing it** with your partners is crucial to minimizing our environmental footprint.

This year we're bringing our **Refill Movement** to the show to reduce **single-use plastics**. I encourage all exhibitors to take part by hosting a water cooler on their booth. We'll also be recycling more show materials through paper recycling on booths.

If every exhibitor implements just a few of the ideas in this guide, **together** we can make an even greater **impact** and create a positive **legacy** for Las Vegas. Thank you for taking the time to exhibit sustainably at IMEX America, and working with us to leave the world a better place than we found it.

Carina Bauer, CEO, IMEX Group

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

1. BEFORE THE SHOW DECISIONS

- Share the [Booth Constructor Sustainable Exhibiting Guide](#) with your constructor today
- If you're ordering a **hardwall booth** package be sure to select from the recyclable carpet colors (blue jay, pepper and black) which are the **same price** as non-recyclable options!
- Request compostable serviceware with your booth catering
- **Booth recycling:** space only booths should order separate recycle bins for paper
- Hardwall booths should order separate recycle bins for paper [here](#)

PROMOTIONAL MATERIALS

- Consider digital options over printed materials
- Don't bring more brochures than you need
- Please don't bring single-use plastic water bottles or straws

PRINTING TIPS

- Print on post-consumer recycled paper using vegetable based inks
- Make all printed materials timeless (not date specific) so they can be reused
- Print locally to reduce CO2 emissions and avoid shipping costs - click [here](#) to find printers

2. PACKING AND SHIPPING DECISIONS

- Avoid using **styrofoam** packing peanuts, these are not recyclable.
- Use recyclable packaging
- Purchase materials locally
- Ship items by sea/rail



Top Tip - Use the [SmartWay Partner List](#) to find an environmentally friendly shipping carrier

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

YOUR PACKING LIST

Don't forget to pack your re-usable water bottle, coffee cup and books! Why?

Because we need your help with these initiatives at the show:

JOIN THE IMEX REFILL MOVEMENT



In our effort to reduce single-use plastics, we encourage you to host a water cooler at your booth. We'll promote your **Water Station** to attendees to refill their re-usable water bottles - a great way to get extra traffic and attention!

To order - search Catering and then Water Cooler Service on the [Sands Exhibitor Service Center](#).

Please let Roger Lehner know once you've made your order so we can keep track of interest.

Email roger.lehner@imexexhibitions.com

#GREENCAFFEINE



We're asking **everyone** attending the show to bring re-usable coffee cups. If all participants use their own cup for at least their morning coffee for 3 days, it would prevent **37,000** cups going to landfill! Why not brand re-usable cups with your company name (for your team to use throughout the show) or even for a 'give away'?

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

LEGACY TALKING POINT

This year our Talking Point is 'Legacy'. Our strapline 'Legacy: what's yours going to be?' recognizes that just one person with a strong vision can make a massive difference. We'll be exploring legacy from different angles and of course during the show, where we'll be bringing the story to life on our legacy wall. You can explore our legacy talking point further [here](#).



We'd love to hear **YOUR** legacy stories. If your destination or business is working on leaving a strong legacy please tell your IMEX sales team account manager about it and we may be able to display your story on our legacy wall at the show.

We'd also love you to keep this theme in mind when planning your show attendance. Could you create a booth event around your legacy story? Make a donation to a local Vegas charity or help a local CSR project to thank them for hosting us.

Some examples that inspired us, and we're sure will inspire you include:

- Hyatt Hotels made a \$5 donation to the US National Breast Cancer Foundation for every appointment made. Staff wore pink ribbons and handed out breast cancer awareness pins.
- The Colombia booth is made of sustainable materials.
- Wynn Hotel Las Vegas collected socks on their stand for homeless children.
- Costa Rica Tourism Board carbon offset hosted buyer flights and shuttle buses to IMEX.

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

SPREAD THE WORD NEVADA



Spread the Word have donated over 3.9 million books to schools and charities.

You can help by asking your teams to each bring one 'gently used' OR new children's book to the **Giving Back booth** at the show as a donation. Books for kids aged 9-11 years are in greatest need.

3. ARRIVING IN LAS VEGAS – TRANSPORT DECISIONS

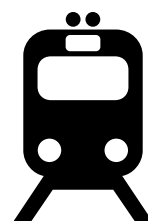
McCARRAN AIRPORT

- The Strip – **the Deuce Bus** runs 24/7 along Las Vegas blvd (The Strip). You'll pay \$6 for a single trip or \$8 for a 24 hour pass.
- From McCarran Airport – **shuttles** are available for \$7-9 one way to a Strip hotel. By taking a shuttle instead of a taxi you can save 4 lbs of CO2 emissions.



MONORAIL

- \$5 single trip
- \$13 for a 24 hour pass
- Starts at the MGM Grand, ends at the Old Sahara Casino
- More information: <http://www.lvmonorail.com/>



HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

4. DURING THE SHOW DECISIONS



- Flatten and stack your cardboard boxes on your booth for collection
- Pack all plastic wrap and visqueen in a pile at the corner of your booth
- Use **non-reinforced visqueen** to protect your booth carpet as this is recyclable – nylon reinforced visqueen is **NOT** recyclable

HELP - CLEAN THE WORLD

Clean the World redistributes hotel amenities to children and families worldwide in the form of a hygiene kit—reducing North America landfill waste and saving the lives of children around the world.

- You can help by visiting the **Giving Back booth** and building a hygiene kit. The kits will be given to a local shelter for homeless women and children – The Shade Tree. Last year you assembled 625 kits!



HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

IMEX AMERICA GIVING BACK BOOTH



Look out for our **Giving Back Booth** on Smart Monday – spend a few minutes or more to make hygiene kits for Clean the World and donate a book to Spread the Word. During the show days (Tuesday-Thursday) the booth will be located outside the entrance to the hall.

WATER WISE WEDNESDAY

We take part in Water Wise Wednesday by offering food items that minimize water use. Look for the water drop symbol on the food menus around the hall – these indicate menu options with low water use. If you replace your usual beef burger with a bean burger you'll save 1,707 liters of water. If everyone followed your example we could save 17 million liters—critical in Las Vegas where water levels are at an all-time low. Learn how much water different foods take to make [here](#).

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

WASTE



Waste generated during show days is a mix of materials including food, paper and publications, plastic bottles, aluminium cans, and compostable food service items (cups, trays, containers, forks, knives, spoons, napkins, etc.).

You can help us by:

- Disposing of compostable items along with food in the green compost bins located in the food service areas.
- Looking out for non-compostable items in your meal, such as chip bags, salad dressing packets, and condiment packets, and not placing these in the green compost bins.
- Placing recyclables such as paper, plastic bottles, and cans in the specific recycling bins.

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

EDUCATION



Sustainable education takes place on Smart Monday - and during the show at the Inspiration Hub on the show floor. Search for sessions under the Sustainability track on our education program. The full program will be available on our website in mid August.

Check out some new research by the **Global Destination Sustainability Index**. By working together with local stakeholders, participating destinations are setting out the building blocks for a **circular economy** through leadership, focused sustainability strategies, collaboration and innovation - from **Melbourne's target to become carbon neutral by 2020** to **Zurich's war on food waste**. [Sustainable Destination Management: The Road to a Circular Economy](#).

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA



5. END OF SHOW DECISIONS

DONATE YOUR UNWANTED GOODS

At the end of the show you may have items you don't want to ship back, so please leave them with us and we'll donate them to a network of local charities. This will reduce your shipping costs and carbon emissions from transportation.

HOW TO DONATE

Please read the exhibitor donation participation letter [here](#). At the show visit the Sands Expo Business Center to pick up donation stickers to place on the items for donation and the Sands Expo team will pick them up.

Small booth items: Take smaller items to donation bins around the show floor

Badges: On your last day at the show place your badge and lanyard in the Badge Back bins at the Giving Back booth by the exit to the hall

WHAT CAN YOU DONATE?

- Tables and shelves, furniture and household items
- Booth structures (needs prior agreement)
- Booth graphics
- Pens, notepads and office equipment
- Promotional and giveaway items
- Cut flowers in good condition
- Bottled water

Your items will be donated to
Las Vegas charities:

- Opportunity Village
- Shade Tree
- Teachers Exchange
- Project 4 Humanity

IMEX-EIC INNOVATION IN SUSTAINABILITY AWARD

We're proud to run the Innovation in Sustainability Award with our partners EIC. This year's winner SMG Salt Lake: Salt Palace Convention Center & Mountain America Exposition Center impressed the judges with their work on the APEX/ASTM certification. Applications for the 2019 Award (presented at IMEX in Frankfurt) will open later this year.

MEETGREEN®

Thanks to our sustainability consultants [MeetGreen®](#) for helping us achieve our most sustainable show yet. To find out how they can help you with your next event please contact Eric Wallinger by email: eric@meetgreen.com



**Remember if all exhibitors made just ONE SMALL CHANGE, together we'd make a
BIG DIFFERENCE**

Thank you for taking the time to exhibit sustainably at IMEX America

