

SUSTAINABLE EXHIBITING AT IMEX AMERICA



OCTOBER 10-12, 2017

LAS VEGAS

HOW TO EXHIBIT SUSTAINABLY AT IMEX AMERICA

This guide has five sections:

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

Our sustainability philosophy

Around 3,250 exhibiting companies make up the IMEX America trade show floor. As an organizing company we're committed not only to implementing best practice in event sustainability, but encouraging everyone in the industry to maximize their efforts too.

We had some fantastic successes in 2016 which led us to increase our APEX score to 90%. You can read more in our sustainability report [here](#).

This year we're excited to be rolling out our new part 'recycled' and 100% 'recyclable' red carpet. If all 3,250 exhibiting companies implement just a few of the ideas in this guide, **together** we can make an even greater impact in reducing the event footprint and creating a positive legacy for the Las Vegas community.

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



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Here are some decisions you can make before, during and at the end of the show.

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 colours (blue jay, pepper and black) they're the **same price** as the non-recyclable options!

PROMOTIONAL MATERIALS

- Consider digital options over printed materials
- Don't bring more brochures than you need!

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 click [here](#) to find printers in Las Vegas and avoid shipping costs

2. PACKING AND SHIPPING DECISIONS

- Avoid using **styrofoam** packing peanuts, these are not recyclable. Biodegradable alternatives are widely available
- 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

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YOUR PACKING LIST

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

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

#GREENCAFFEINE



We're encouraging **everyone** attending the show to bring their re-usable coffee cups to cut down on single use cups. Did you know if you buy just one cup of coffee or tea in a disposable cup every day you'll end up creating about 23 lbs of waste in one year (www.carryyourcup.org). Why not brand your own re-usable cups with your company name (for your team to use throughout the show) or even to use as a 'give away'?

SPREAD THE WORD NEVADA



[Spread the Word](#) think books are truly magical. They promote literacy and want to make it possible for all of Nevada's children to experience the magic of books. Since 2001 they've donated 3.9 million books to schools and charities.

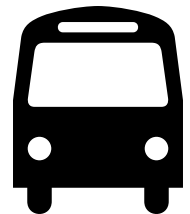
- You can help our partners Spread the Word by asking your teams to each bring one second hand OR new children's or adult's books to the show as a donation.

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3. ARRIVING IN LAS VEGAS – TRANSPORT DECISIONS

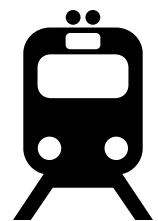
McCARRAN AIRPORT

- 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.
- 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.



MONORAIL

- \$5 single trip
- \$12 for a 24 hour pass
- Starts at the MGM Grand, ends at the Old Sahara Casino
- More information: <http://www.lvmonorail.com/>



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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
- All service ware at the Sands Expo food and beverage areas is compostable so please make sure you put your rubbish in the compost bins.

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 **CSR and Sustainability Showcase booth** at IMEX America and building a hygiene kit. The kits will be given to a local shelter for homeless women and children – The Shade Tree.



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IMEX AMERICA CSR AND SUSTAINABILITY SHOWCASE



Look out for our **CSR and Sustainability showcase booth** on Smart Monday – here you can take part in CSR activities such as making hygiene kits for Clean the World and find out more about Spread the Word. During the show days (Tuesday-Thursday) the CSR showcase 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. For example if you replace your usual beef burger with a bean burger you'll save 1,707 liters of water. If everyone at the show followed your example we could save 17 million liters—critical in Las Vegas where water levels are at an all-time low.

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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 IMEX America CSR & Sustainability Showcase 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

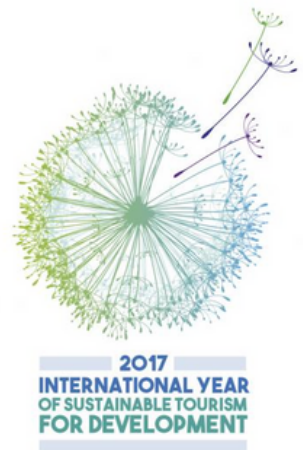
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UNITED NATIONS YEAR OF SUSTAINABLE TOURISM 2017

Finally, we're supporting Positive Impact's campaign to tell the story of the power of events during the United Nations International Year of Sustainable Tourism 2017.

We invite you to share photos or examples of good sustainable ideas, either in your home communities, on your travels or while you are in Las Vegas using the hashtag #shareapositiveimpact.

We're also championing the UNWTO's call for Ambassadors. They need Event Profs who are prepared to step up, speak out and advocate for sustainable events. Find out more [here](#).



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

