

The image features a vibrant landscape of a river flowing through a lush green valley with terraced hills. A winding road is visible on the left. The scene is overlaid with a pattern of overlapping circles and squares in various shades of green and blue. In the top left corner, the IMEX logo is displayed in white, consisting of three dots above the letters 'IMEX'.

IMEX

Sustainability Report IMEX America

Prepared by

MeetGreen[®]
www.meetgreen.com

Our mission



Carina Bauer,
CEO, IMEX



At IMEX, we're firm believers in sharing what we learn. After all, it's only by being transparent, working together and sharing best practice that the global business events industry can make meaningful progress toward reducing its environmental impact.

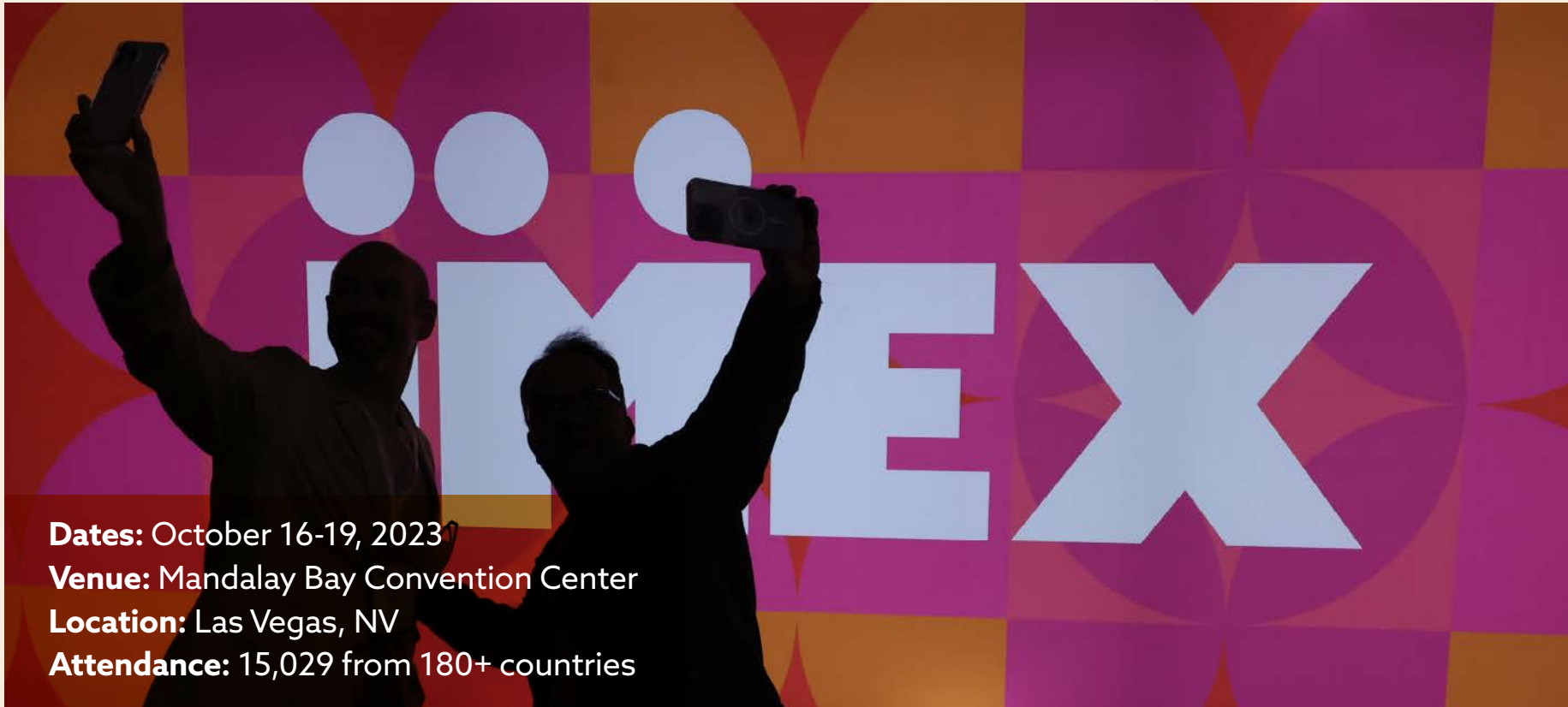
This latest edition of our Sustainability Report – for IMEX America 2023 – showcases the work we did both in the run-up to and at the show, peeling back the curtain to reveal what went on behind the scenes. We're sharing this information openly and freely, both to hold ourselves accountable and to allow others to learn from our mistakes, as well as our triumphs. In this way we hope to save you sweat, time and money. It's part of our commitment to one of our three corporate values: "lead the way".

With the ongoing help of our sustainability consultants MeetGreen®, we've continued to build on our year-on-year progress – notably waste reduction, F&B and energy consumption – and we now have clear sight of what we need to improve at IMEX America 2024. We're delighted to have been classed as a zero-waste event for the fifth show in a row, but we recognize there's more to do. There's always room to improve and innovate on the journey to net zero and greater carbon reduction.

Our approach to sustainability embodies another of our values – "achieve together". A positive environmental impact simply cannot be achieved in isolation – working with our suppliers, colleagues and friends across the industry is essential. I'd like to end, therefore, by thanking our partners who have been crucial in our sustainability efforts: isla, for supporting us with the detailed measurement of our event carbon footprint, part of our commitment to the Net Zero Carbon Events industry initiative and our net zero roadmap. A special thanks to Eric Wallinger at MeetGreen®, our sustainability consultants, for preparing this report and helping us to go further and do better every year.



ABOUT US



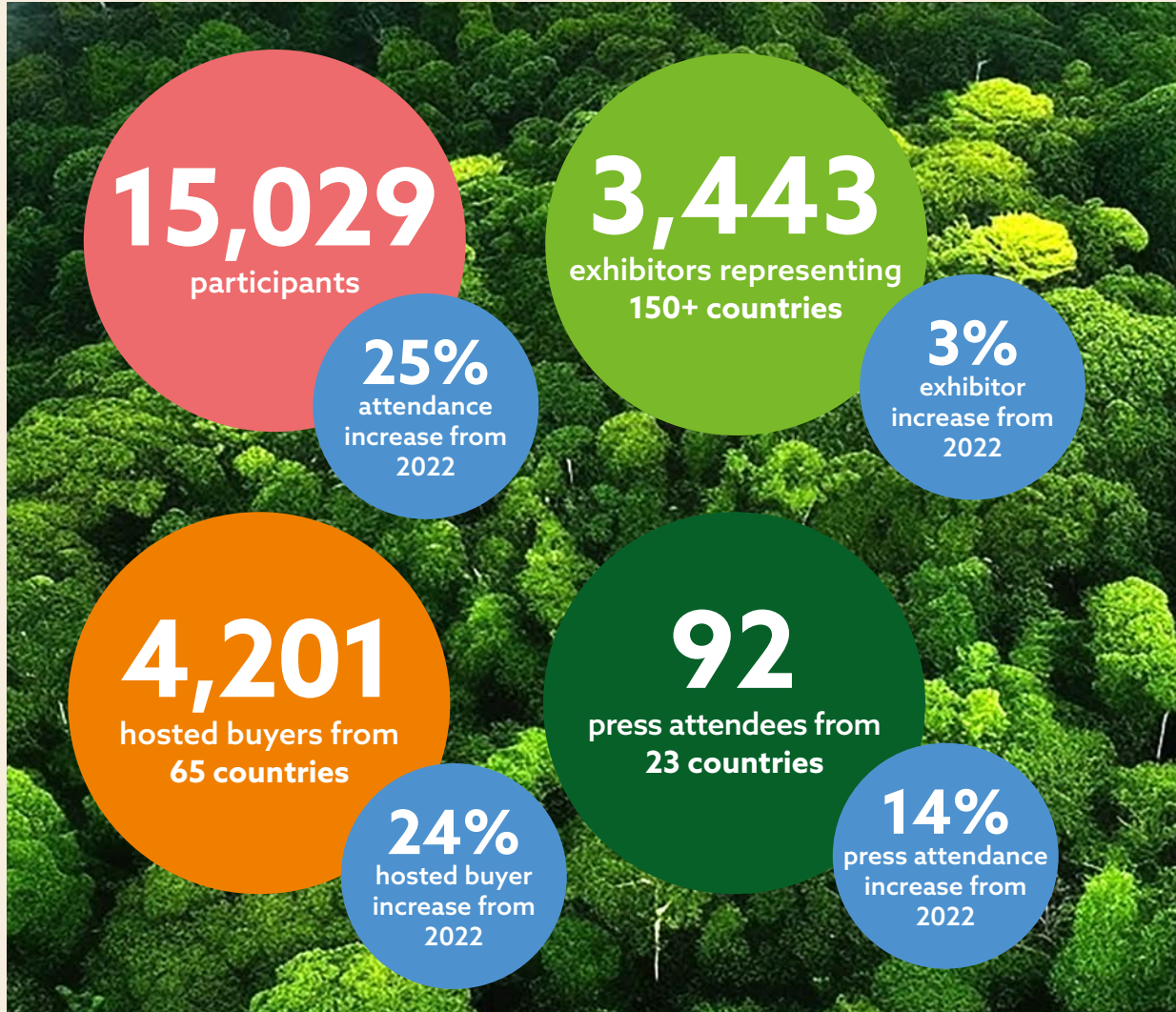
Dates: October 16-19, 2023
Venue: Mandalay Bay Convention Center
Location: Las Vegas, NV
Attendance: 15,029 from 180+ countries

WHO WE ARE

IMEX America is the largest trade show for the global meetings, events and incentive travel industry. Our award-winning show brings the international meetings industry together to do a year's worth of business under one roof. Suppliers and buyers from every sector of the global meetings industry come together at IMEX, held at Mandalay Bay, Las Vegas.

A GROWING EVENT

WHO WE ARE



2023 stats



Attendance distribution:



IMEX AMERICA SUSTAINABILITY GOALS

Measure our event footprint

Deliver net zero events by 2030

Make sustainability education
accessible to all

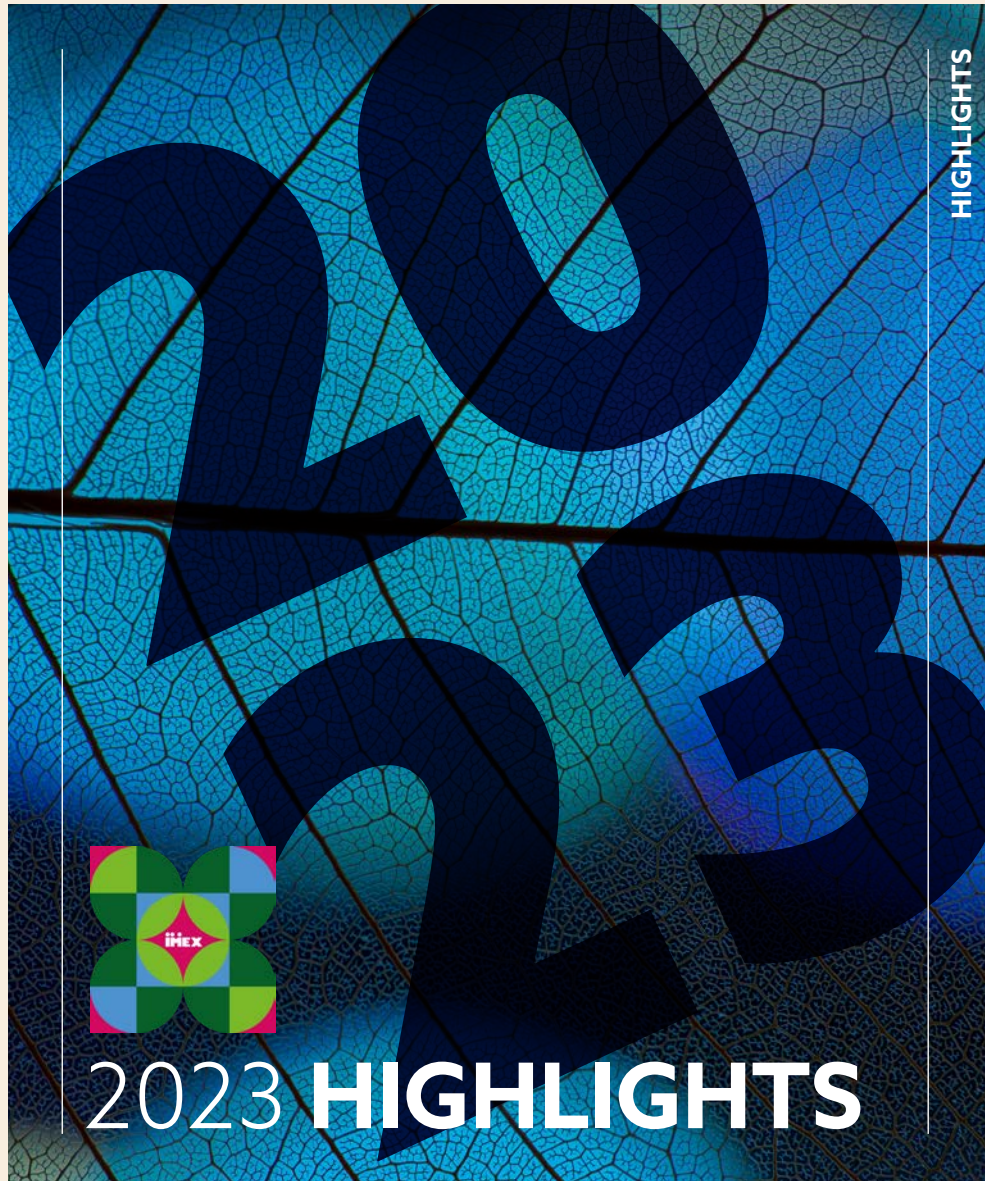
Share what we learn and
amplify best practice

Give back to our
local communities

Champion the positive
impacts of meetings and events



Measure
Deliver
Share
Give Back
Champion



HIGHLIGHTS

2023 HIGHLIGHTS

Classified as a zero-waste event for the fifth time in a row

93% of event waste diverted from landfill into organics, material recycling and donation channels.

4,535kg of recovered event materials, office supplies, and furniture donated to those in need in Clark County.

Event powered by an estimated **132,000 kWh** of renewable solar energy, reducing approximately 95.5 metric tons of event emissions.



42%

reduction in energy consumption despite 25% increase in event attendance

91kg of event food rescued for donation to the Las Vegas community.

16,079 single-use PET plastic bottles eliminated through IMEX America plastic reduction initiatives.

90% of event printed signage and banners were returned directly to inventory, recycled or donated.

A word from
our host
destination and
venue partners



MGM Resorts is pleased to collaborate with IMEX on an event that is both inclusive and conscious of its impact on the planet. IMEX America has become a shining example of how implementing socially and environmentally sustainable practices can help create a more sustainable future and we look forward to continuing our partnership to drive positive change."

Cassie Snow
Sustainability Manager,
MGM Resorts International



With sustainability being at the forefront of our minds, GES is excited to continue growing our partnership with IMEX America. IMEX continually pushes the envelope with the latest in sustainability initiatives. Last year, we worked with IMEX to create a brand-new, colorful Inspiration Hub with a vastly reduced carpet footprint, in turn, creating an exciting experiential environment for exhibitors and attendees. As the live event industry continues to grow, in conjunction with IMEX we look forward to being ahead of the curve."

Adam Gordon
Director of Business Development,
GES

A WORD FROM OUR HOST DESTINATION AND VENUE

SUSTAINABLE CITY AND VENUE

TOP TIP

Ask your destination and venue about their own sustainability measures and how you can adopt and adapt these at your own event.



SUSTAINABLE CITY AND VENUE

As we work to continue to **minimize our event's environmental impacts**, it's important to highlight the critical role of our host destination, **Las Vegas and venue Mandalay Bay Convention Center in our sustainability strategy and overall social and environmental goals:**

Access to lower carbon air travel: The Harry Reid International Airport offers 161 non-stop routes to Las Vegas. On average, non-stop routes reduce carbon emissions by roughly 100 kg/person relative to the next best connecting flight option.¹

Venue proximity to airport and accommodations: Mandalay Bay Convention Center is just 6.6 km (4.1 miles) from Harry Reid International Airport, helping substantially reduce ground transportation emissions. The Convention Center is also connected to the Mandalay Bay, Four Seasons, Delano and Luxor hotels, giving attendees access to 8,726 rooms.

Access to renewable energy: Mandalay Bay Convention Center and the 12 MGM Las Vegas Resorts hotels are all powered by at least 30% renewable solar electricity, generated

by the MGM Mega Array, in northern Clark County. This has contributed to a 41% emissions reduction at these properties compared to 2019 baselines.²

Robust access to local event labor, storage and support services: As Las Vegas is one of the world's premier event production destinations, IMEX America has been able to leverage more than 95% of its hosting and general contractor support locally and without the need for air travel. For example, IMEX asset storage and printing takes place just 7 km (4.4 miles) from the venue, reducing IMEX freight shipping and fossil fuel burn.

Nearly every drop of water used inside Mandalay Bay Convention Center is recovered and returned to Lake Mead.³



Did you know?

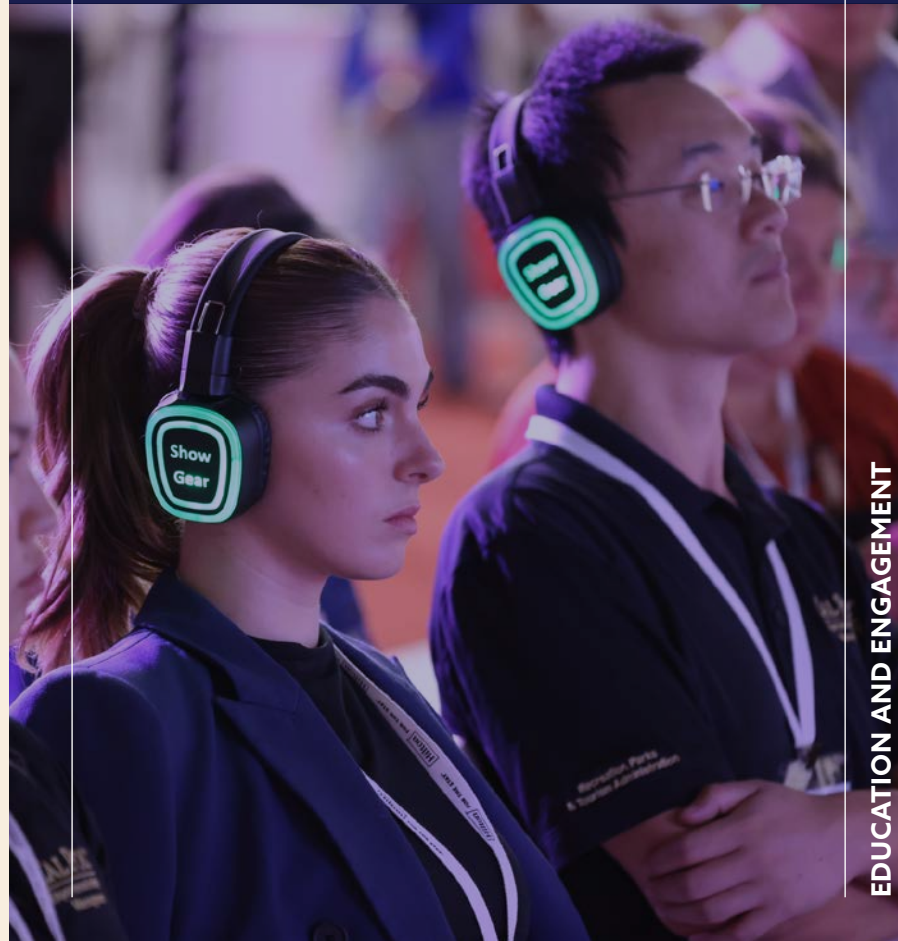
The future is now:
109 final-year
 event management and
 hospitality students

gained valuable industry education through participation in the **2023** IMEX-MPI-MCI Future Leaders Forum. This represents a **30% increase** in participation compared to 2022 and included two dedicated **sustainable event sessions**.



122 attendees and 29 exhibiting companies signed the IMEX People & Planet Pledge committing to sustainable actions to before, during and after the show.

EDUCATION AND ENGAGEMENT



The **IMEX Wellbeing Challenge** - designed by Maritz, sponsored by Harrah's Reimagined, and powered by Heka Health saw **908 participants cumulatively exceeding 23,529,529 wellbeing points**, and helping reduce an estimated **3,570 kg CO2e.**⁴

Since 2019, **357** event management and hospitality students have benefited from sustainable event education at IMEX America.

Did you know?

EDUCATION AND ENGAGEMENT



FOOD AND BEVERAGE



IMEX America food and beverage goals:

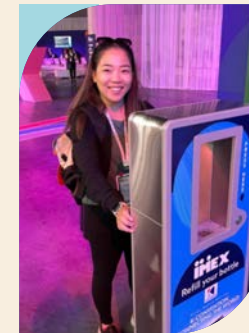
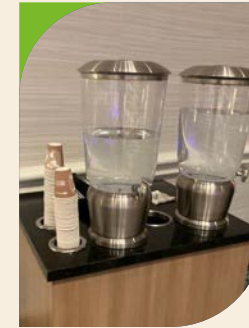
- 1 Reduce single-use plastic
- 2 Reduce carbon emissions through menu choices
- 3 Support the local economy through locally-sourced items
- 4 Offer delicious and nourishing food

FOOD AND BEVERAGE

A total of **16,079 single-use PET plastic bottles were eliminated** through IMEX America plastic reduction initiatives.

Placed end to end, these bottles would extend to roughly the distance between the Luxor and Drai's Nightclub, site of MPI Rendezvous.

- ➔ An estimated **4,800 12oz PET plastic water bottles were eliminated** through MGM contracted water stations.⁵
- ➔ **2,481 liters consumed at five Wallop Water plumbed water stations** across Halls Bayside B-F, equivalent to **eliminating 6,221 standard 12oz PET plastic bottles.**⁶
- ➔ **1,926 12oz bottles of PET plastic water eliminated** through newly deployed Mandalay Bay Convention Center wall mounted refill stations in five lobby and corridor locations.⁷
- ➔ **3,130 beverages sold in aluminum packaging.**



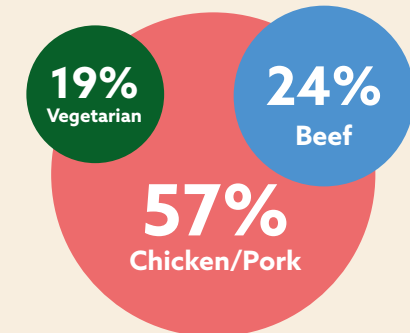
TOP TIP

Consider ways in which you can nudge guests toward more planet-friendly options. Why not list the vegan dishes first on the menu?

First time use of new **100% wax free compostable cups and paper lids** enabling them to be successfully composted into soil conditioner by Terra Firma Organics in Las Vegas.



Low carbon menu reduced items which require higher emissions to raise or produce. Venue sales data indicates just **24%** of entrees sold included emissions-intensive beef.⁸



5. Estimated based on 90 five-gallon water jug refills reported by Mandalay Bay Convention Center

6. Based on Wallop Water station consumption data

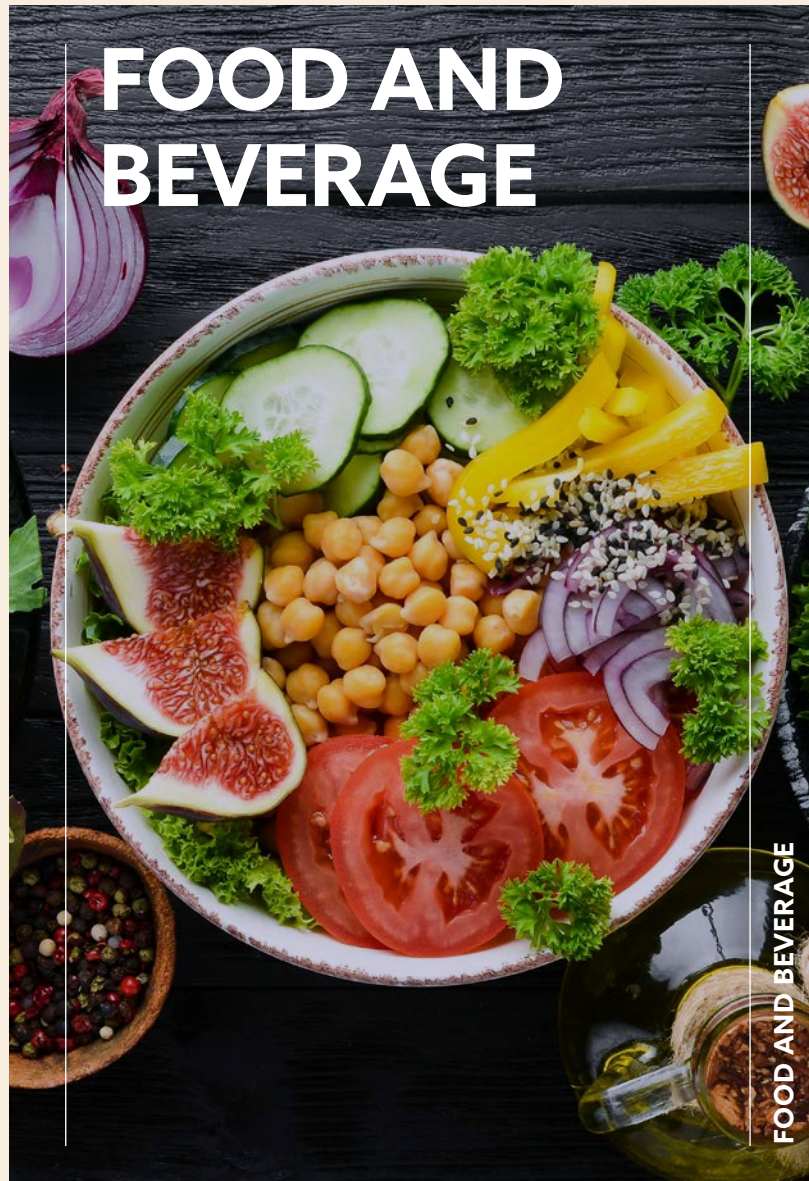
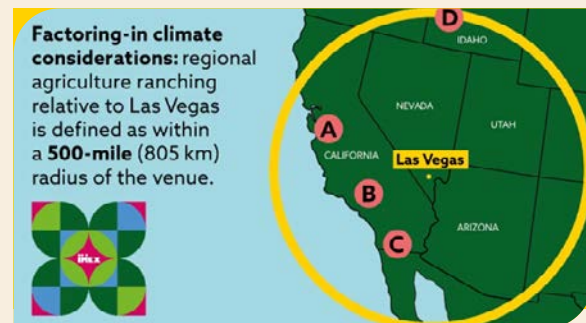
7. Estimated from pre and post event readings taken October 15 and October 20, 2023.

8. Data from MGM food cart sales. Pizza and pasta entrees were not tracked by protein and were not included in chart



IMEX America partners closely with the Mandalay Bay Convention Center to **source and procure menu items regionally**. 2023 highlights include:

- ④ **Baby mixed greens and field greens** from Babe Farms, Santa Maria Valley, California [B]
- ④ **Broccoli** from Coke Farm, San Juan Bautista, California [A]
- ④ **Raspberries, blackberries and blueberries** from J&G Berry Farms, Santa Maria, California [B]
- ④ **Wild arugula** from Kenter Canyon Farms, Sun Valley, California [B]
- ④ **Strawberries** from Tamai Family Farms, Oxnard, California [B]
- ④ **Heirloom tomatoes** from Valdivia Farms, Carlsbad, California [C]
- ④ **Brandt beef** raised in Brawley, California [C]
- ④ **Proud Source Water** bottled at source in Mackay, Idaho [D]



IMEX America's food and beverage is almost entirely cash concessions from Bayside Expo food outlets. To reduce waste, food is heated in stages based on consumption.

In 2023, IMEX America donated an estimated **91 kg of event food to the Three Square Food Bank**. That translates to 166 meals reaching those in need across Clark County, NV.



TOP TIP
Ask your venue to source from local suppliers and producers.

WASTE MANAGEMENT

WASTE MANAGEMENT

a zero-waste event!

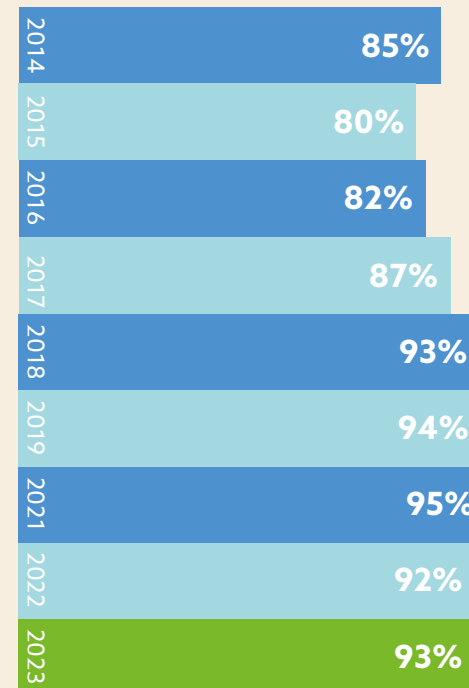
Sustainable event design requires us to carefully consider what inputs may ultimately feed into our waste stream. This informs signage strategies, material use, owned assets, food and beverage, and exhibitor engagement.

We work closely with Mandalay Bay Convention Center to **enhance waste management operations** through front-of-house recovery, and **elevated waste sorting** back of house.

IMEX America 2023 registered a **93% diversion rate from landfill**. By exceeding a 90% diversion threshold, the show met the industry criteria for a **zero waste event for the fifth time in a row**.



Event diversion rate % from landfill



IMEX America waste management hierarchy

Rethink

Reduce

Reuse/Repurpose

Recover/Donate

Recycle



TOP TIP

Consider date-free signage that's evergreen and can be used for your next event.

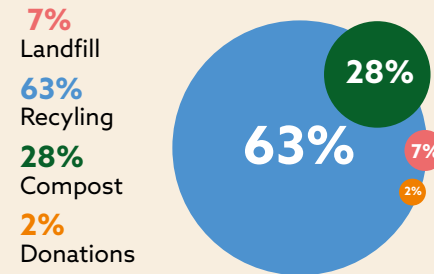


WASTE MANAGEMENT

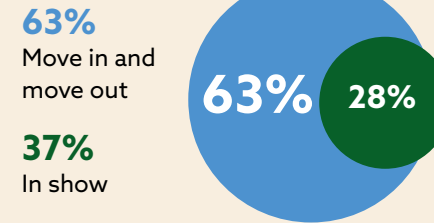
Mandalay Bay Convention Center data and hauler records help underscore:

- ⊕ The substantial role **recycling and compost programs** still play in IMEX America waste management, **accounting for 91% of all landfill diversion**, while working in conjunction with reduction and reuse strategies.
- ⊕ **63% of IMEX America event waste is produced during move in and move out**, emphasizing the need for ongoing focus on exhibitor engagement and enhanced waste operations during move out.
- ⊕ Given substantial growth in attendance and contracted exhibitor space in 2023, total waste output was the highest ever, however our ability to manage remained strong, **achieving IMEX America's third best diversion rate from landfill on record at 93%.**

IMEX America 2023 waste stream overview



IMEX America waste distribution



TOP TIP

Explore recycling options for event textiles, banners and silicone edge graphics.



Did you know?

WASTE MANAGEMENT



WASTE MANAGEMENT

In 2023, MGM Resorts began the comprehensive installation of **reusable amenity dispensers across its Las Vegas properties**. This action has far-reaching benefits toward single-use plastic reduction. If even half of IMEX America's 2023 participants stayed in an MGM property, we estimate **more than 15,000 single-use plastic amenities containers would be eliminated** in just four event days.⁹

While **2023 print signage increased by 2,710 square meters**, due to the new IMEX logo and color palette, an estimated **90% of all signage and banners were saved to use again over the next three plus years**.



IMEX America's waste management stakeholders **visited the Republic Services Material Recycling Facility** in Las Vegas to **stay current with changes in technology, operations and nuances of the regional community markets**. This enables us to continue refining material choices event wide that will work logistically within Southern Nevada's waste management infrastructure.



While not conducted specifically for IMEX America, MGM Resorts Las Vegas **performed its own corporate waste audit** during our show at Main Dock, responsible for gaming floor food outlets, as well as Mandalay Bay and Delano towers. Learnings here will benefit operations across all events in 2024 and beyond.



88% of event carpet, 34,467 square meters, was returned directly to inventory ready for reuse in 2024



An estimated **1,550 badges were recovered for recycling** through the **TerraCycle Zero Waste program**.¹⁰

TOP TIP:

Consider doing your own waste audit to see where you can make reductions. For example, do you need multiple printed copies of an event guide or can you make it available online?

Since our measurement began in 2012, here's what we've achieved to date:

721,015kg
of event materials recycled

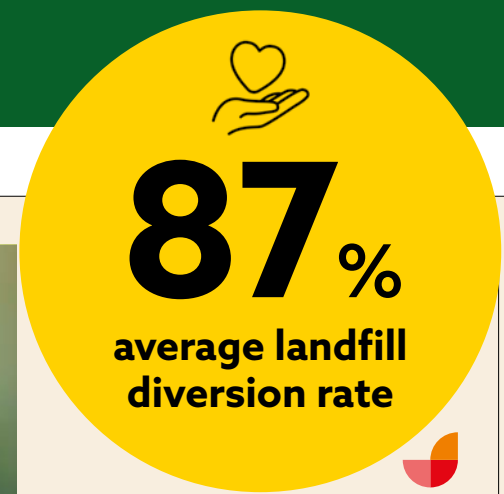
180,665kg
of organics composted

61,610kg
of event materials donated



LEGACY IMPACTS

LEGACY IMPACTS



6,694kg
of food donated

Representing an estimated **12,298 meals** reaching those in need.¹¹

969,984kg
of total event materials diverted from landfill

Roughly equivalent to the weight of five large passenger buses.¹²



COMMUNITY IMPACT

COMMUNITY IMPACT

TOP TIP
 Work with your host venue to find local charities who can use surplus materials be it food, furniture or plants.

Positively impacting the Las Vegas community through **recovery and donation of event materials and charitable support** is one of the key pillars of our sustainability strategy.

Material donations

4,535_{kg}

of event furniture (more than 50 desks and 135 chairs) donated to Zion's Safe Haven Las Vegas.

That's the equivalent weight of 36 slot machines from the Mandalay Bay casino floor.



Charitable donations

\$1,000_{to}

**Shade Tree Las Vegas
 Noah's Animal House Foundation**

Opportunity Village Foundation



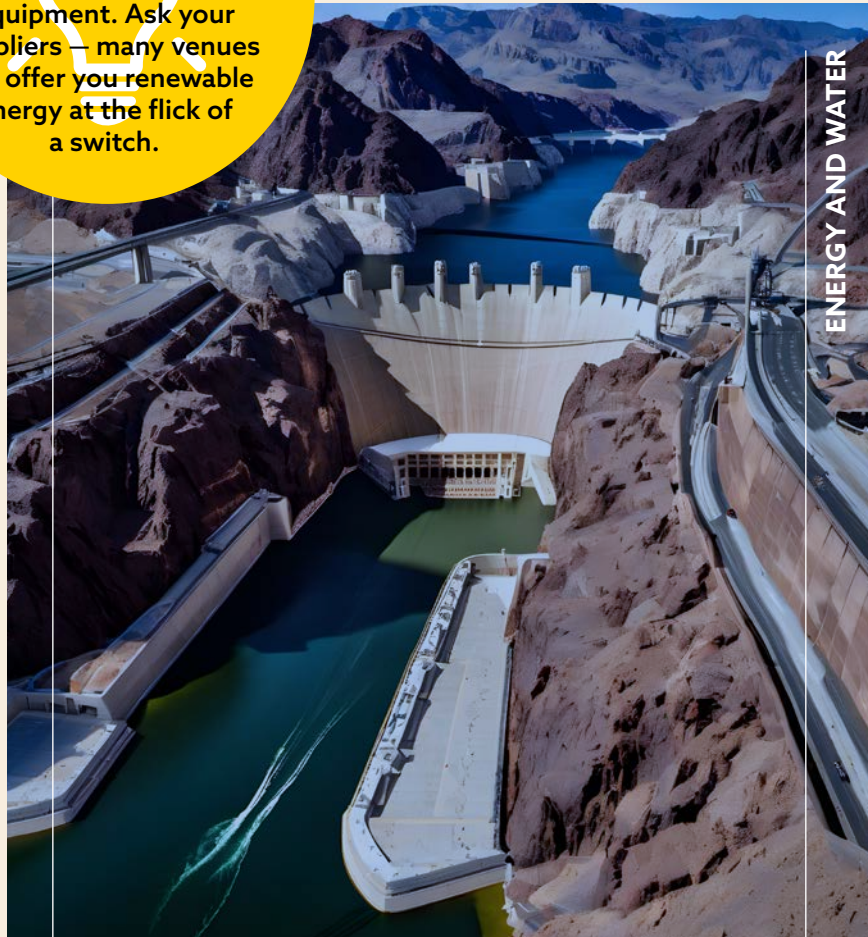
\$500_{to}

Spread the Word Nevada



TOP TIP

Opt for LED lights, solar energy and energy-efficient equipment. Ask your suppliers — many venues can offer you renewable energy at the flick of a switch.



ENERGY AND WATER

We're unable to directly reduce at-show consumption of **electricity and water**, given the high volumes of both used for heating ventilation and air conditioning (HVAC), building automation, washrooms and food and beverage prep. However, **we're committed to measuring consumption and partnering with Mandalay Bay** to explore ways to reduce it such as adjusted temperature and lighting setpoints during move in and move out.

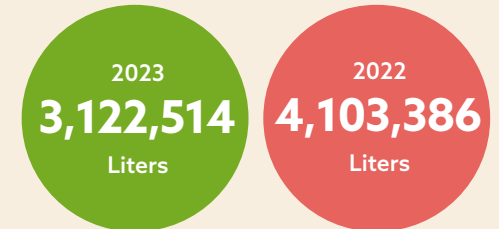
- ⊕ Event operations were powered by an estimated **132,000 kWh of MGM generated renewable solar electricity** (see example of venue rooftop panels below). When augmented by the 100-megawatt MGM Mega Solar Array located 48 km north of Las Vegas, this yields **significant emissions savings**.
- ⊕ These saving represented 132,000 kWh of fossil fuel electricity. **That's equivalent to reducing the emissions from driving a standard car from IMEX HQ in Brighton and Hove, UK to Las Vegas, NV 45 times.**¹²



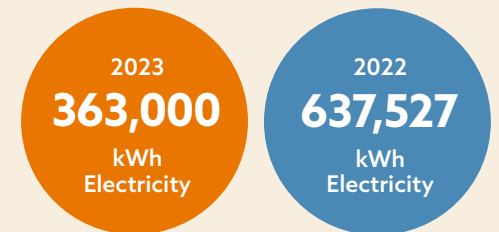
Did you know?

Despite a 25% increase in 2023 attendance, venue electricity use **decreased by 43% compared to our 2022 consumption baseline.**

Mandalay Bay water consumption (L)



Mandalay Bay electricity consumption (kWh)





NET ZERO PATHWAY

NET ZERO PATHWAY

As an early signatory of the **Joint Meetings Industry Council (JMIC) Net Zero Carbon Events Pledge**, we closely collaborate with our partners and suppliers to measure and track event emissions as well as work toward net zero greenhouse gas (GHG) emissions by 2050.



As part of this, we have sought to highlight direct ways we are working to reduce our event footprint such as our **three year-plus asset reuse strategy, leveraging destination access to abundant renewable energy, and working with local labor, storage and event services.**



Given our growing event attendance, emissions from air, travel remains a key area of focus. We're looking at ways to address this through enhanced measurement, highlighting or incentivizing less carbon intensive routes, and options for attendees to balance their own carbon footprint.



Inclusive language guide & code of conduct



407

attendees joined the IMEXrun.



EQUITY, ENGAGEMENT AND WELL-BEING



TOP TIP

Events become catalysts for change when attendees roll up their sleeves. Whether it's a beach cleanup or a tree-planting drive, these moments forge connections.

EQUITY ENGAGEMENT AND WELL-BEING

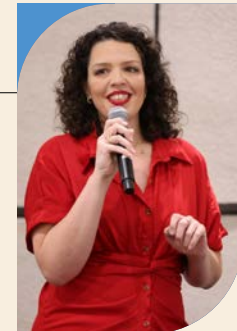
300

sets of Clean the World hygiene kits were assembled, comprised of recovered and repurposed room amenities, to support those in need.



333

attendees attended She Means Business sessions.



MEASUREMENT

Paired closely with **at-show auditing and verification**, IMEX America is also quantitatively assessed by the **MeetGreen® Calculator 2.0**. For the fourth time in a row, IMEX America scored the **highest tier** of its rating system.

The **MeetGreen® Calculator** helps organizations benchmark their progress against their own efforts and other events of similar size and type. Categories include **Destination, Accommodations, Venues, Catering, Transport, Exhibits, AV, Marcoms, CSR, and Measurement/Reporting**. IMEX America 2023 has been awarded the highest level of achievement: **Sustainable Event Visionary**.



Pictured below are daily waste dock audits, featuring commodity source separation by material type.



TOP TIP

Measurement is key— it helps to identify the areas where you can make the biggest impact.



A SUSTAINABLE EVENT VISIONARY:

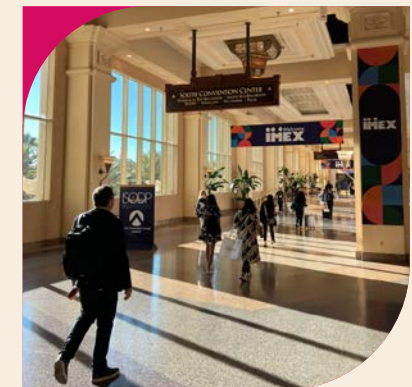
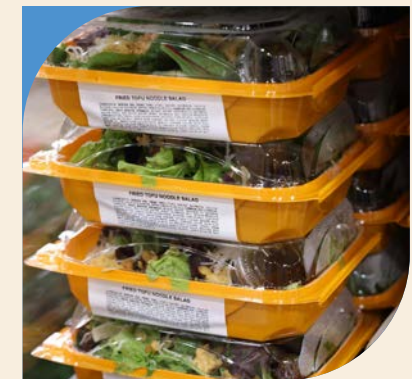
“ Leads within their industry, prioritizes measurement and works to move the sustainability dial.

A Visionary researches and develops new initiatives to improve environmental performance and uses their buying power to drive change with venues and vendors.”





- ➔ **Enhanced attention to move in and move out waste**, both at the show and through exhibitor messaging.
- ➔ **Increased logistical attention to selected dock waste operations**, with better bin signage and potentially covering bins when not in use to decrease contamination.
- ➔ **Improved placement and staging of exhibit hall waste stations** immediately before opening, working with United Services and MGM Banquet Staff to streamline logistics and tighten coordination
- ➔ **Investigate how to replace large-format adhesive decals (stickers) with paper substrates**
- ➔ **Working with Mandalay Bay food and beverage teams** to enable IMEX America cash outlets to use bulk creamers and condiments while meeting state code requirements.





We would like to thank our valued long-time **venue and supplier** partners who have helped make our 2023 **sustainability impacts and initiatives** possible:

- [MeetGreen](#)
- [MGM Resorts International](#)
- [GES](#)
- [Show Gear Productions](#)
- [HADCO Staffing Solutions](#)
- [Spring Valley Floral](#)
- [PRA](#)

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