



Event Sustainability Report

IMEX America 2025



Prepared by
MeetGreen 
www.meetgreen.com

CEO Statement



For well over 20 years, sustainability has been central to our work, and IMEX America 2025 showed just how far informed, determined, collaborative action can take us.

For the seventh year running, we diverted 90% of the show's waste stream away from landfill or incineration, maintaining our designation as a zero-waste event.

Achieving this at our largest IMEX America to date required focus and a partnership mindset. Our exhibitors, partners, venue teams and suppliers all played a vital role in helping us reach this milestone. And we're grateful to each of them.

Building on what works

We also built on the successes of the previous edition: recovering more exhibitor materials (such as furniture and banners), expanding the number of composting and recycling bins, and increasing the amount of reusable serviceware. We also managed to further reduce our carpet use.

Each improvement reflects our commitment to steady, incremental progress—small steps that add up to meaningful change and shed light on where we need to focus our efforts next.

Looking ahead to the 2026 edition of IMEX America, we'll continue to champion exhibitor booth reuse, accelerate the rollout of evergreen signage, increase reusable serviceware, and make smarter choices around practical carpet cuts and colors. These improvements rely on close

collaboration, shared insights and, often, a touch of experimentation.

The business events sector doesn't operate in a vacuum—the choices we make in how we design and manage events have the power to shape our environment and the long-term sustainability of our planet.

How this report can help you

That's precisely why this report matters. By openly sharing our data, learnings and challenges, we hope to support you in your sustainability ambitions—whether you're refining your waste strategy, rethinking booth design or exploring lower-impact catering and transport options.

This report's also part of our wider sustainability strategy, where we're challenging ourselves, and others, to deliver as much positive social and economic impact as possible, for the high environmental cost of international travel to events.

Finally, a special thank you to our partners, including MeetGreen (our IMEX America sustainability consultants for 14 years!), who prepared this report. Their expertise helps us strengthen our influence year after year and live two of our core values: **achieve together** and **lead the way**.

Carina Bauer - IMEX Group CEO

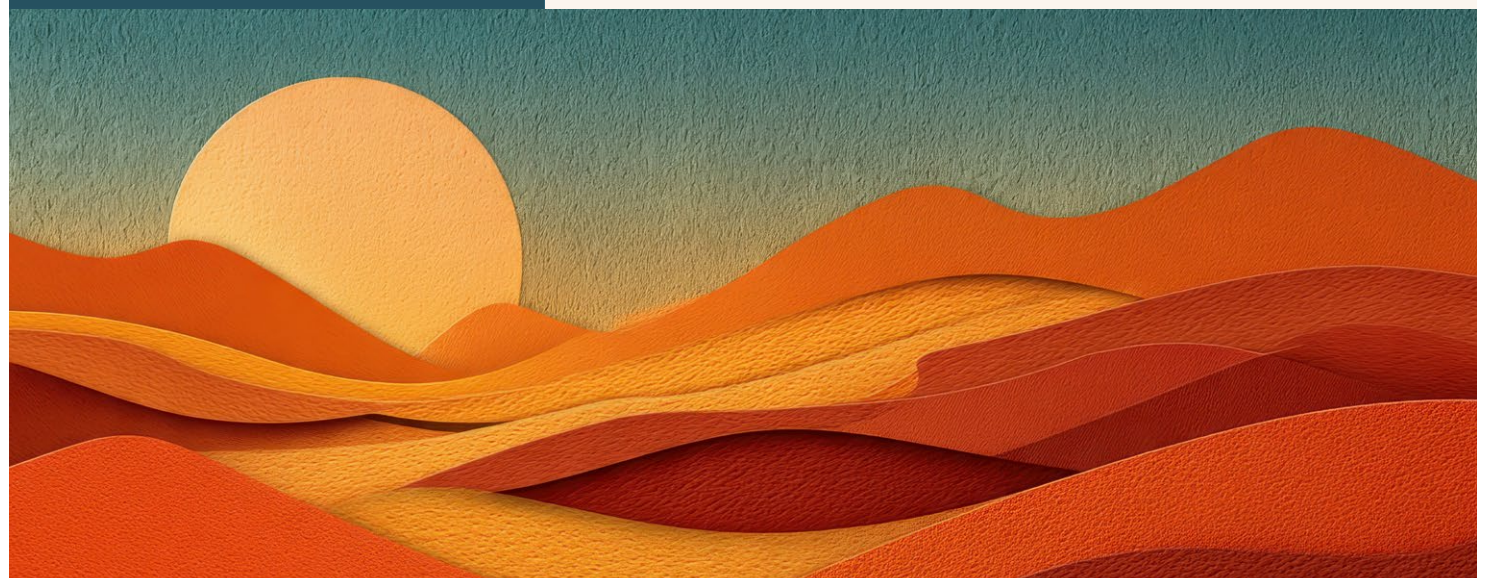
Executive Summary

With 14 years of detailed data and environmental metrics from IMEX America, we've seen firsthand the impact of our shows. As the show floor and attendance have grown, we've worked to balance that growth with our commitment to sustainability.

This report reflects our effort to measure and quantify our environmental impacts while sharing the successes, opportunities and learnings from our journey—so that together, we can lead the way as an industry.

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Show statistics

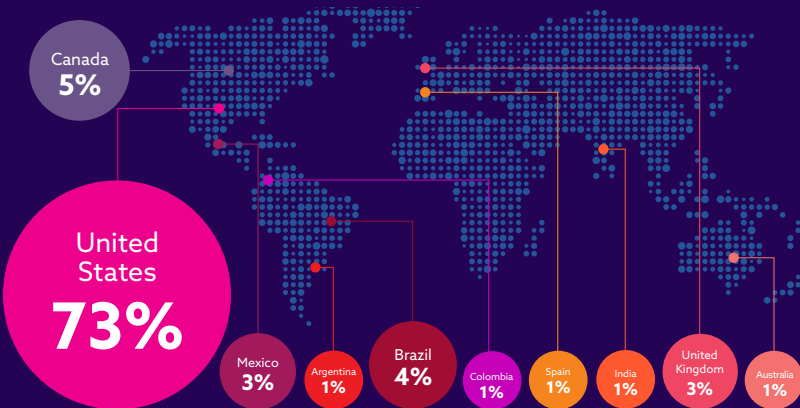
See news, stories and photos from IMEX America 2025 [here](#)

Total buyers at the show

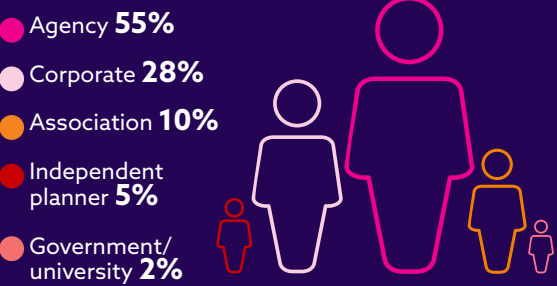
6,145

Buyers from **74 countries** 
Hosted buyers (4,729) + buyer attendees (1,416)

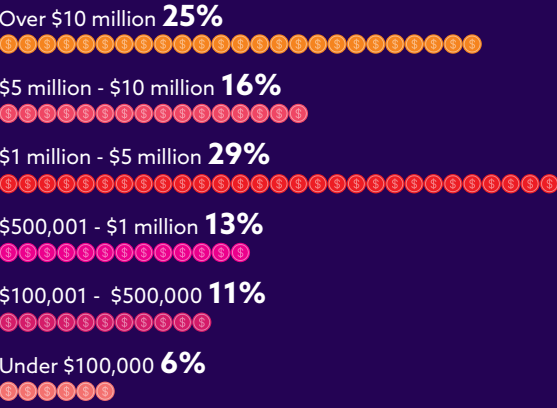
Total buyers by top 10 countries



Total buyers by nature of business



Total buying power



17,633

Total **participants** 
Including exhibitors

92,000

Total **meetings** 
One-to-one, group appointments and presentations

3,700

Exhibiting companies 

91

Press from 12 countries 

A snapshot of
our journey so far



More than 14 years of taking action

2011

IMEX America launches at the Venetian Expo, Las Vegas. The show's first sustainability report is published

2012

All partner hotels complete venue sustainable practice surveys. 40% of IMEX menu items meet sustainability criteria as outlined in the APEX/ASTM Sustainable Event Standard. First donation of event banners from the show

2015

The first #WaterWiseWednesday is championed, promoting water stewardship and foods that help reduce water use

2016

#GreenCaffeine campaign launches to encourage participants to bring reusable travel cups, reducing serviceware waste

2018

90% diversion rate from landfill is achieved for the first time. In collaboration with Venetian Expo Food & Beverage, we help drive sustainable sourcing and the use of fair-trade coffee

2019

IMEX America is powered by 100% renewable energy for the first time. Refill Movement launches offering exhibitors the opportunity to sponsor in-booth water stations, helping to reduce single-use plastic bottles

2021

IMEX America moves to the Mandalay Bay Convention Center, achieves EIC Sustainable Event Standard's highest Platinum accreditation, and pilots a QR code-enabled exhibitor donation process

2022

A badge holder return program is piloted

2023

Compostable cups and serviceware are introduced, aligning with venue compost site material restriction guidelines

2024

The Better Stands Assessment Framework is piloted across selected exhibitor booths

2025

The first large-scale recovery of exhibitor banners and polyester in the Mandalay Bay Convention Center halls

IMEX America event sustainability planning

Before the show

Identify opportunities and set goals to drive environmental best practices
Enroll suppliers and venue stakeholders in environmental initiatives
Embed sustainability best practices across the show

At show

Execute initiatives in collaboration with venue and suppliers
Audit and verify

After the show

Gather show, venue and supplier data
Report on accomplishments and opportunities

One of the key drivers of IMEX America's sustainability advancement and continuous improvement is its Green Stakeholder Team. This comprises key venue, supplier and IMEX representatives. The team has met regularly since the inaugural IMEX America in 2011.

Our IMEX America 2025 Sustainability Goals

1. Showcase

our impact across environmental action, attendee experience and advocacy to highlight the breadth of our sustainability commitments

2. Improve

environmental footprint measurement to enhance reporting and guide future reduction planning

3. Share

what we've learned to show transparency and support others on their sustainability journey

This report follows the progress we've made toward these goals and includes an emissions supplement.



Goal 1

Showcase our work across
**environment, attendee
experience and advocacy**

Environment

Measure our event's
environmental
footprint and
strengthen
reporting



Attendee experience

Support the
well-being and
engagement of
IMEX America
attendees



Advocacy

Leverage our
platform to help
drive industry-
level impact



TALKING POINT 2025 IMEX **IMPACT** 2.0

29

Impact track education sessions—more than four times our target

Talking Point: Impact

Our Talking Point for 2025— Impact—highlighted how events can bring people together to create real, lasting change.

Our Talking Point came to life across our 250-plus session education program with an international roster of experts from across our industry and beyond. Together, they unpacked ESG, CSR and net-zero, offering candid insights into what worked, what didn't—and why. We introduced participants to ordinary people who've achieved extraordinary things and shared the many ways to lead the way and make a positive impact.



Tahira Endean, Head of Programming, IMEX Group

People and Planet Theater

Located at the Inspiration Hub, our show floor education zone, the People and Planet Theater was a dedicated space for learning and inspiration on sustainability, diversity, equity and inclusion (DEI). It featured sessions and discussions showcasing best practices for creating a more responsible and inclusive event industry.

Content design

- ➔ 29 Impact track education sessions—more than four times our target
- ➔ 1,279 attendees joined these sessions





As well as caring for the health of our environment, we also prioritize initiatives that support the well-being of our attendees.



Circadian Cove

113 attendees visited Circadian Cove, a new well-being lounge designed to help attendees manage energy and stress by aligning activities with the body's natural rhythms.

Resilience Room

Powered by Hello! DMC, the Resilience Room offered a calm retreat to help attendees manage overwhelm and enjoy a moment of restorative calm.



IMEXrun

An estimated **250** runners took part in the 5km fun run along the Las Vegas Strip.

Clean the World

600 hygiene kits were assembled by attendees and donated to Shade Tree, Southern Nevada's domestic violence shelter and resource center. Two pictures were collaboratively painted by attendees and donated to the Foundation for Hospital Art.



Well-being Challenge

524 attendees participated in the Well-being Challenge—sponsored by Caesars Entertainment, powered by Heka Health, and in partnership with Prevue and PCMA Foundation



VENUE HIGHLIGHT

Did you know? Through the MGM Resorts Foundation, MGM employees and guests have donated more than \$116 million to more than 1,500 local non-profits.
(Source: MGM Resorts Las Vegas)



IMEX-MPI-MCI Future Leaders Forum

106 final-year university students studying events, tourism or hospitality, participated in the Future Leaders Forum. This program connects students with senior industry leaders for education, networking and career development.

People and Planet Pledge

149 attendees and **10 exhibitors** signed our pledge, committing to four social impact and environmental responsibility actions at the show.



Goal 2

Improve environmental footprint
measurement to **enhance**
reporting and guide future
reduction planning



Goals and targets

We define our measurement objectives to improve data quality and support meaningful action.

Targets include waste, water, energy and emissions related to the show's production.

See below for our progress against our 2025 goals:



OBJECTIVE

One of our goals was to ensure comprehensive recovery of exhibitor furniture and event material, with successful routing to local charity outlets.

ACHIEVED

With quick turnarounds needed so incoming events can take over the show floor, logistics have become more complex. We piloted a new strategy by arranging for a charity truck to arrive on Thursday evening, the final day of the show. Loading the truck took until 10pm, but all items left by exhibitors were recovered and routed to Zion's Safe Haven for Children, benefitting those in need in Clark County, Nevada.

OBJECTIVE

Las Vegas is home to one of only two plastic polymer recycling centers in the US, using technology and processes that are relatively new. The Green Stakeholder Team were interested in viewing the new facility, but the operator, Republic Services, doesn't offer public access for safety reasons.

PARTIALLY ACHIEVED

Republic Services suggested an in-person tour of its North Las Vegas Material Recycling Facility. This facility processes the highest volume of waste in North America, and the #1, #2 and #5 plastics recovered there are routed to the Polymer Center—making it a logical and valuable secondary site visit.

VENUE HIGHLIGHT

Did you know? As one of the world's largest resort operators, MGM Resorts' environmental performance in energy, water and waste is tracked and reported on annually.

MGM Resorts aligns with the United Nations Sustainable Development Goals, including Climate Action, Responsible Consumption and Clean Water and Sanitation.

Nearly 90% of MGM Resorts' portfolio, by square foot, is certified to one or more environmental standards, including: LEED (mostly LEED Gold); Green Globes, Green Key, ISO 140001 or ISO 50001.

(Source: MGM Resorts Las Vegas)

OBJECTIVE

We asked GES, IMEX America's general contractor for printing and graphics, to assess the feasibility of paper-based wall decals as the preferred environmentally responsible option for wall and window applications.

ACHIEVED

GES reviewed potential product specifications and contacted manufacturers regarding use at Mandalay Bay Convention Center. Given that IMEX's use case required the decal to remain in place for fewer than seven days, they concluded that the adhesive strength would be excessive for such a short deployment period. GES will continue to monitor as new product options emerge frequently.

OBJECTIVE

All show waste is hand-sorted on site, and we offer three-stream bins (compost, recycling, waste) where IMEX food and beverage (F&B) outlets are located. For 2025, our goal was to increase the number of these waste bins in key F&B areas—the Hall B Food Court and the Hosted Buyer Lounge.

ACHIEVED

After assessing space usage and floorplans, we increased the number of three-stream bins to 10, up from eight in 2024.





Emissions Supplement

IMEX America 2025

With sustainability reporting dating back to our first IMEX America in 2011, this is one of the longest running sets of metrics and reporting in the business events industry. Each cycle, we look for opportunities to advance and evolve our reporting.

In the following emission supplement, we'll share our results and insights across each production area.

Executive Summary

We're always working to raise the bar on sustainability while navigating the dual challenges of rapid growth and the limits of our direct control and influence.

Our team is balancing sustainability ambition alongside increased attendance—and the corresponding growth in meals, serviceware, waste generation, exhibitor booths and air travel. While this growth presents a challenge, it's one we're excited to embrace. At the same time, it highlights an important reality: event sustainability commitments and operations don't automatically become easier or more streamlined over time.

In addition, IMEX-operated spaces at Mandalay Bay Convention Center include pre-function corridors, the Hosted Buyer Lounge, Hall B Food Court and the Inspiration Hub. In approximate terms, we oversee branding and assets for about 25% of total front-of-house event space. One of our long-term sustainability challenges is influencing the remaining 75% of exhibitor spaces responsibly, even though they sit outside our direct control.

The following pages of environmental footprint metrics help ground this work with clear data and offer a comprehensive view of the show's impact.

Contents

16 Event emissions overview

17 Energy

19 Production materials

20 Catering

23 Waste

24 Material transportation

25 Staff travel

26 Participant travel

29 Exhibitor impact*

*Note: where we use the term 'exhibitors' in any dataset, we are generally referring to booth construction materials, transport and construction staff travel & accommodations

Some useful context for understanding the figures:



500 kgCO₂e

= 2,707 km by car, or 445 rideshares from Las Vegas Airport to the Strip

1 tCO₂e

= 9,851 km per person bus travel, or 12 return trips from Phoenix to Las Vegas

10 tCO₂e

= 69,263 km traveled by SUV, or 6 return trips from Boston to Las Vegas

10,000 tCO₂e

= 68 million km of plane travel, or 4,077 return flights from London to Las Vegas

Reading notes

Where data is available, we've included 2025 figures for comparison.

We've listed our measurement goals alongside the outcomes.

You can track progress using these symbols:



Achieved



Partially achieved



Not achieved

Event emissions overview



One of the core pillars of this supplement is to measure and disclose a robust estimate of our event's carbon emissions. Here's an overview of our total footprint, shown both with and without participant travel.

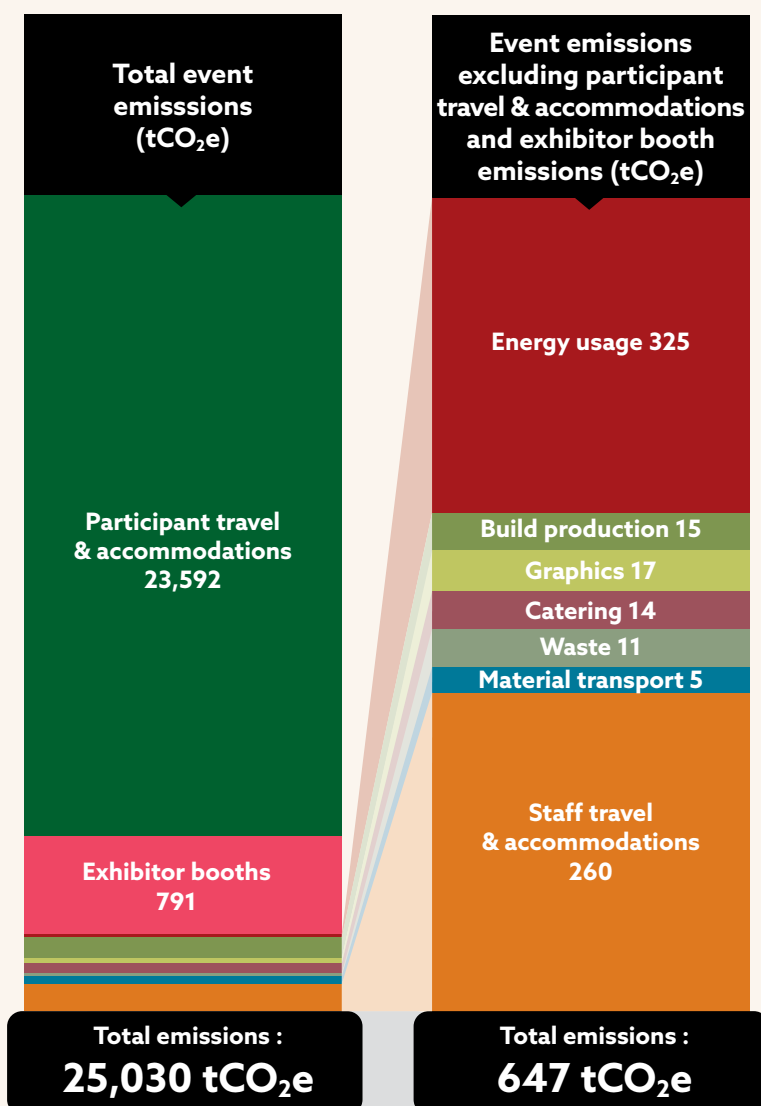
Destination highlight

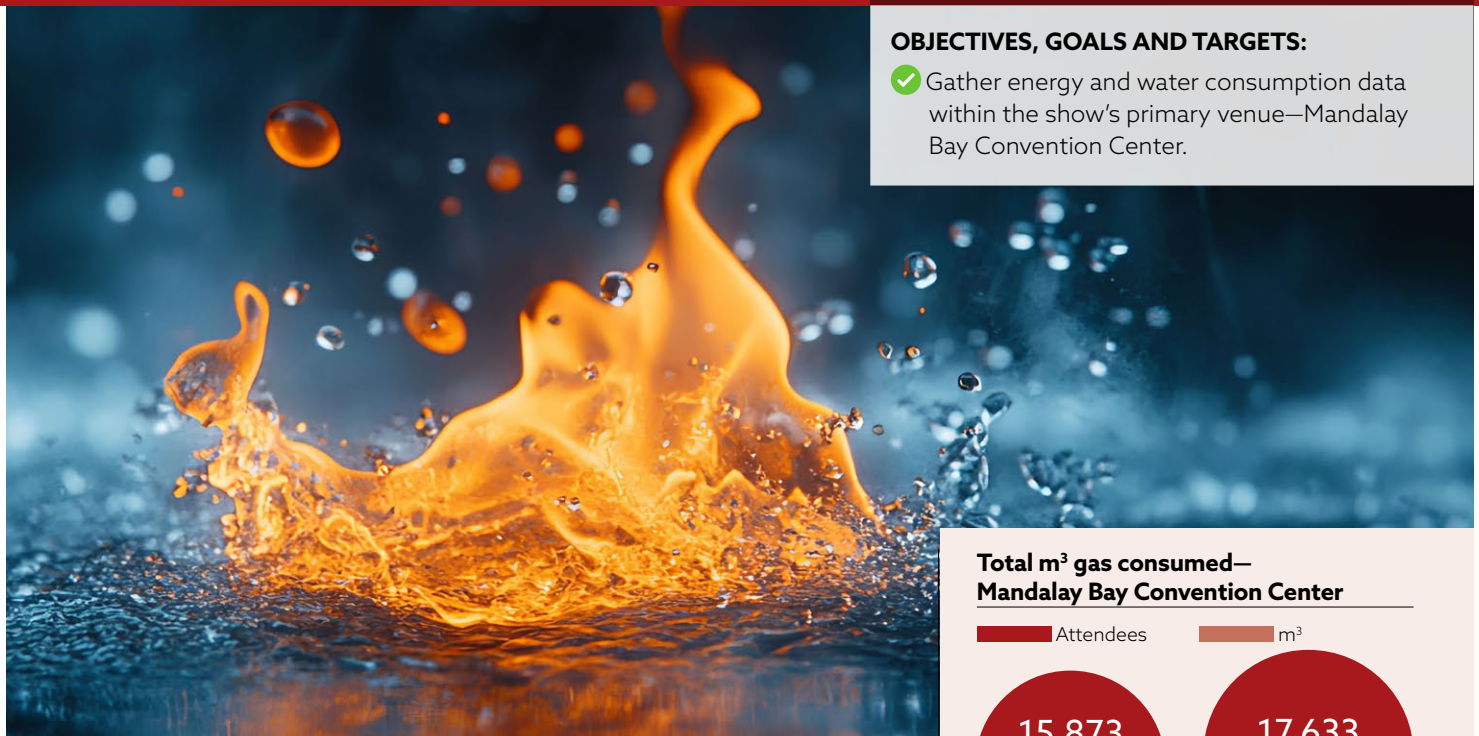
The city of Las Vegas is working toward a 50% reduction in greenhouse gas emissions by 2030 and net zero by 2050 through energy efficiency, clean energy transition and green transportation investments. (Source: MGM Resorts Las Vegas)



VENUE HIGHLIGHT

MGM Resorts has committed to reducing its emissions by 50% by 2030 and achieving net zero by 2050, validated by the Science Based Targets initiative (SBTi). (Source: MGM Resorts Las Vegas)





OBJECTIVES, GOALS AND TARGETS:

- Gather energy and water consumption data within the show's primary venue—Mandalay Bay Convention Center.

Venue highlight - energy

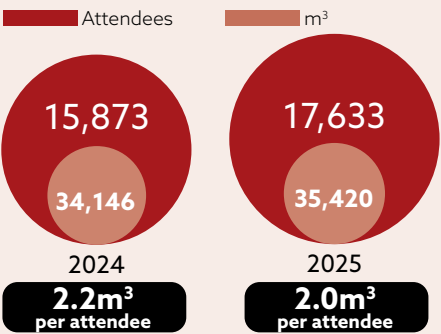
The MGM Resorts Mega Solar Array is the largest contiguous solar array in the US hospitality industry, **generating up to 90% of daytime power** for the company's 13 Las Vegas resorts. (Source: MGM Resorts Las Vegas)



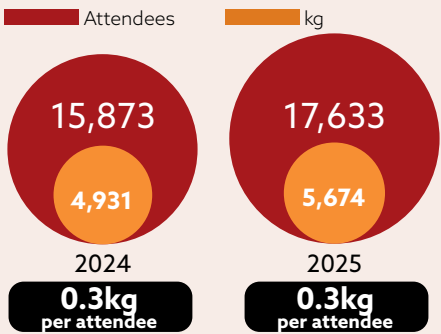
Good news! The recently completed Escape Solar and Storage Project will enable us to expand our renewable energy use at future shows.

The Project more than doubles MGM's access to clean solar electricity, covering 100% of daytime power for all the Las Vegas Strip properties. Battery storage also extends renewable power into late afternoon and early evening, supporting needs such as exterior lighting. (Source: MGM Resorts Las Vegas)

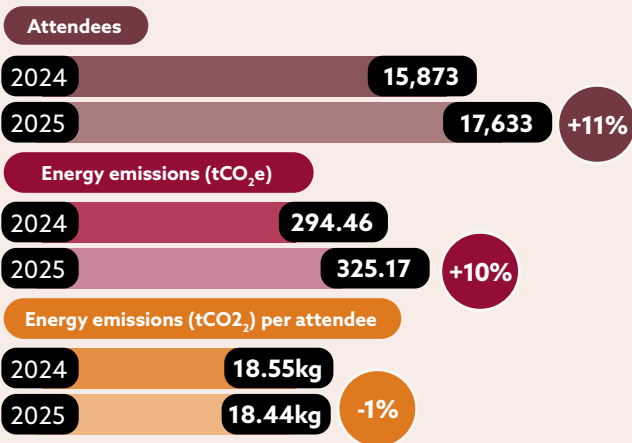
Total m³ gas consumed—Mandalay Bay Convention Center



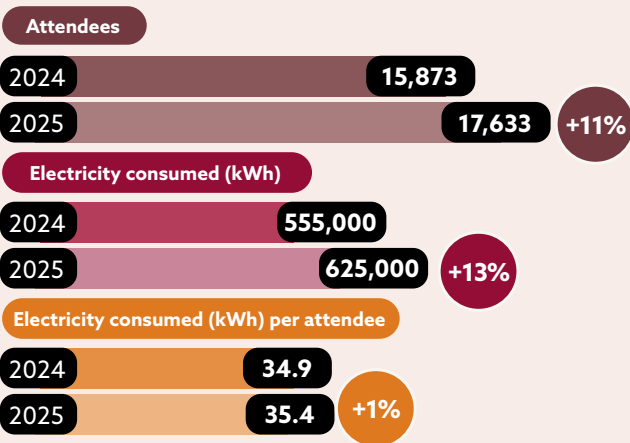
Total kg propane consumed for forklifts—GES

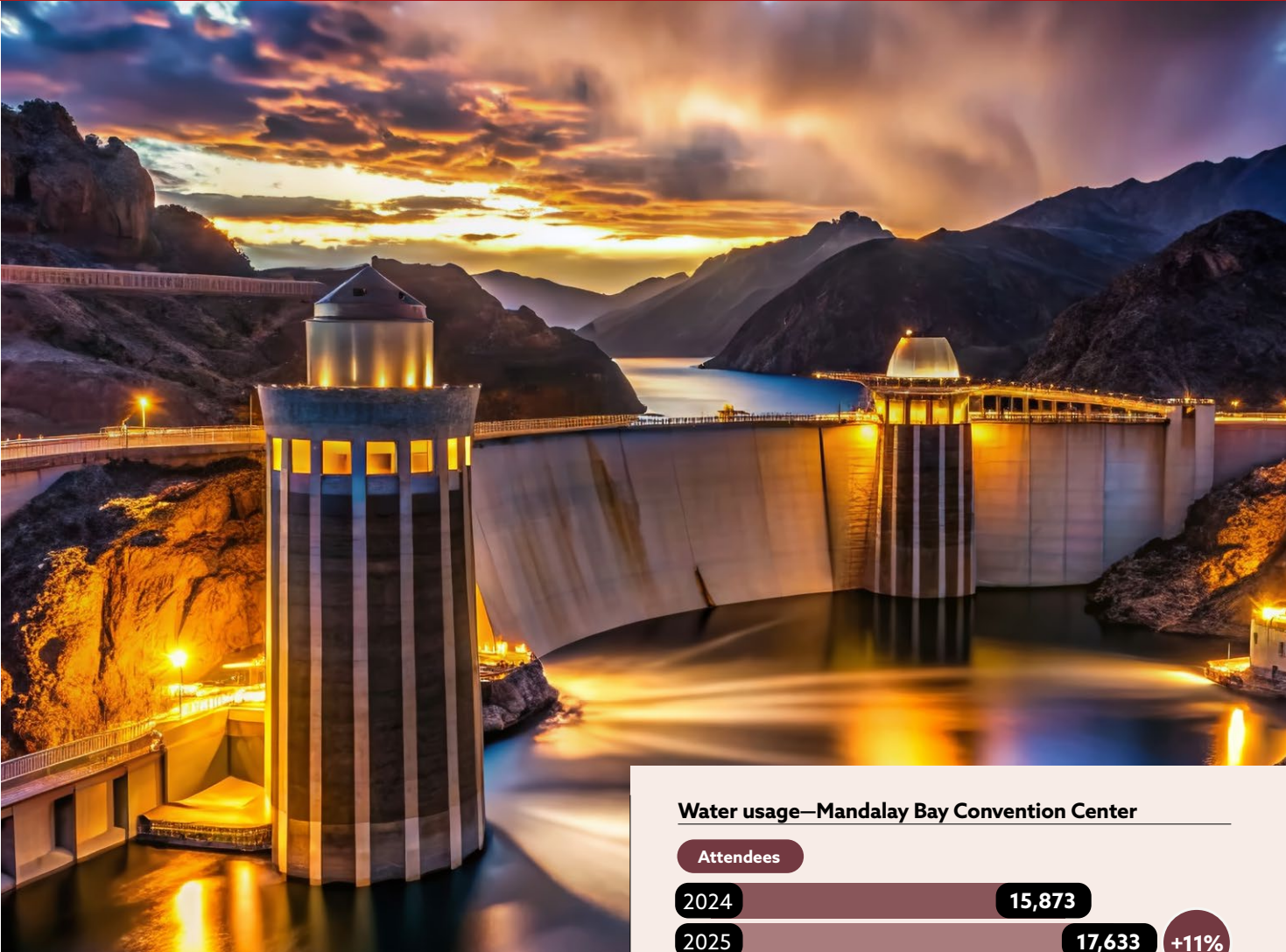


IMEX America Energy Emissions (tCO₂e) and total attendees



Total kWh electricity consumed





Venue highlight - water

In collaboration with the Southern Nevada Water Authority (SNWA), Mandalay Bay Convention Center's reclaimed water is returned to Lake Mead, achieving an indoor water recycling rate of almost 100%.

Since 2007, MGM Resorts has saved more than 18 billion gallons of water through a range of conservation measures.

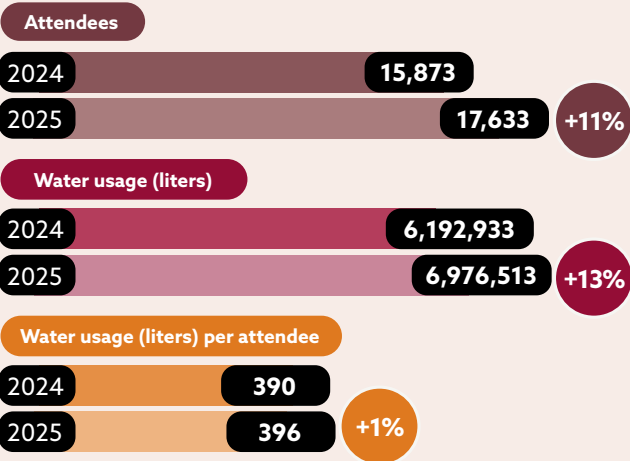
Its Las Vegas Strip properties are 100% grass-free, reducing water use for landscaping.

Projects like Bellagio's hybrid cooling tower retrofit and the atmospheric water generator at MGM Grand highlight innovative approaches to water conservation and reclamation.

Did you know?

Since 2007, the Las Vegas Valley has **reduced per-capita water use by over 40%** despite rapid population growth.
(Source for all above: MGM Resorts Las Vegas)

Water usage—Mandalay Bay Convention Center



IMEX-operated build production and graphics



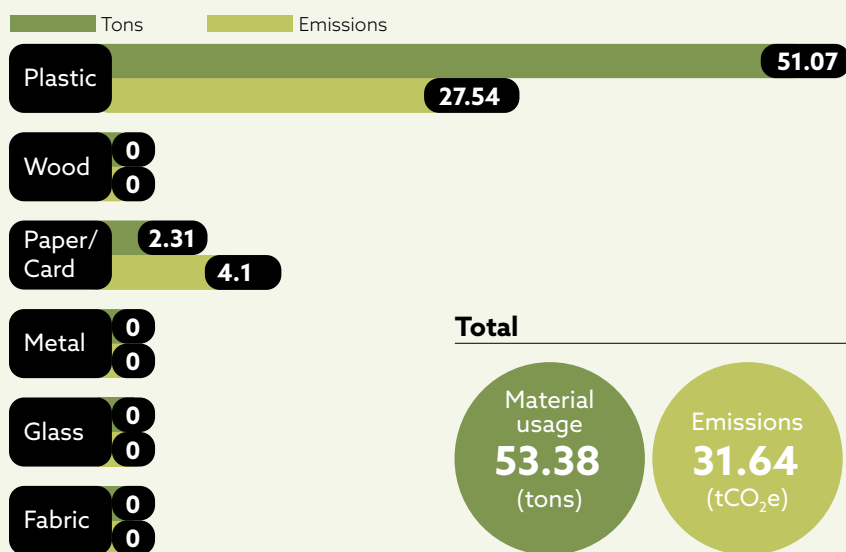
Total emissions: 31.64 tCO₂e
Per attendee: 1.79 kgCO₂e

OBJECTIVES, GOALS AND TARGETS:

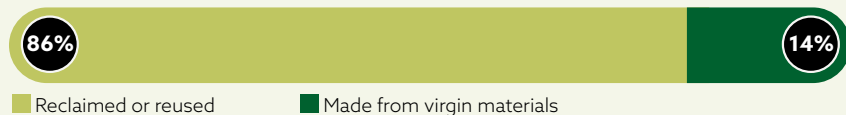
- ✓ Assess our production assets and graphics with a target of 80% reuse and look for opportunities for reduction.

These figures do not include build and graphics from exhibitors. Given that 92% of booths are space-only (so exhibitor-led), this impact is expected to be significant. See page 27 for information on how we're addressing this data gap.

Material usage (tons) compared to emissions (tCO₂e)



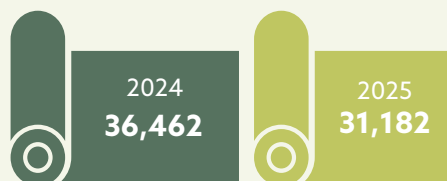
Source of materials:



Onward life of materials :



Carpet use at IMEX America (sqm)



Even with our largest IMEX America to date, reduction strategies helped **reduce carpet use by 5,280 square metres (14.5%)** compared to 2024—that's roughly the equivalent of two tennis courts!

According to GES production data, 87% of carpet was returned to inventory, stored just minutes away in the GES warehouse for future events:

- ➔ **87%** returned to inventory (2024: 87%)
- ➔ **9.5%** recycled (2024: 8%)
- ➔ **3.5%** landfilled (2024: 5%)

Did you know?

To reduce carpet waste, we worked closely with GES to align aisle layouts with standard roll widths from Emerald Carpets. This meant carpet could be installed without cutting, making re-rolling and reuse more efficient after the show.

Before each show, our Green Stakeholder Team walks through the interior and exterior spaces at Mandalay Bay Convention Center to spot opportunities to reduce or reuse materials in the next production cycle.



OBJECTIVES, GOALS AND TARGETS:

- ✓ To measure 100% of on-site meals, including meal type, primary protein, serveware and drinks across all venues.

Protein distribution

Menu choices can have a significant emissions impact due to the raising, processing and transportation of foods before they even reach the consumer. Menu emissions matter because they're directly under our control.

- ➔ 100% beef-free menu at IMEX-operated F&B outlets
- ➔ 100% of IMEX entrées were in low to mid-tier emissions categories

Entrée-level protein distribution by consumption

- ➔ 0% beef (highest emissions from production)
- ➔ 67% chicken, pork, fish (middle-tier emissions)
- ➔ 33% vegetarian/vegan (lowest emissions)

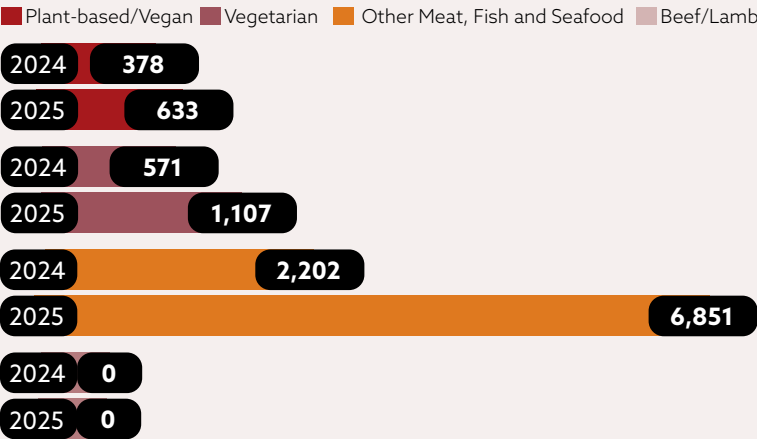
In addition to carbon emissions, we focus on reducing single-use plastic, sourcing locally, and recovering leftover food for donation to the Las Vegas community.

Single-use plastic reduction

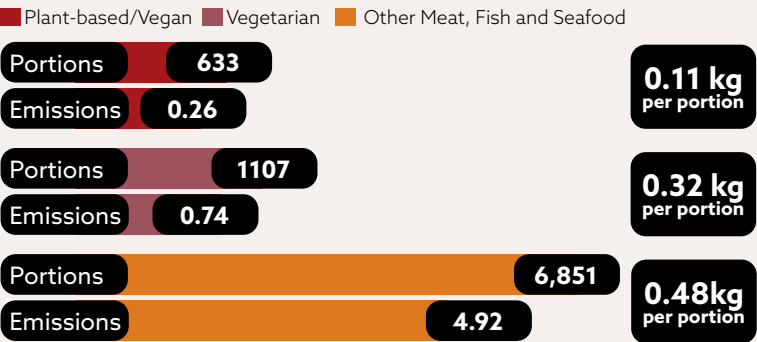
- ➔ 12,094 liters of water consumed at plumbed Bluewater stations saving the equivalent of 34,080 standard 12-ounce PET plastic bottles
- ➔ 195 five-gallon water coolers used, saving the equivalent of 10,400 PET bottles
- ➔ 6,135 PET bottles were eliminated through the five built-in venue water stations in IMEX America contracted event spaces

Total equivalent plastic bottles eliminated: 50,615—an average of 2.8 bottles per attendee.

Portions by food type



IMEX America food emissions (tCO₂e) per food type





Food donation

Food served at IMEX-operated outlets is heated in small batches based on demand, meaning the amount of leftover food that meets the venue's donation criteria is relatively low. Nevertheless, we achieved:

- ➞ **90 kg** of food recovered for donation to Three Square Food Bank in Las Vegas
- ➞ Since 2012, **6,784 kg** of recovered IMEX America F&B has been donated across Clark County. Using Feeding America's weight-to-meal averages, this equates to approximately 12,465 meals



Local items

While most menu emissions come from raising and producing food rather than transportation, we source menu items within an 804 km (500 mile) radius of Las Vegas wherever possible. In addition to reducing fossil-fuel use, locally produced items help support the local economy.

Examples below:

1.San Joaquin Valley, CA

- ➞ Baby arugula ➞ Green frisée

2.Salinas, CA

- ➞ Broccolini

3.Santa Maria, CA

- ➞ Baby red and green romaine lettuces
- ➞ Baby carrots

4.San Marcos, CA

- ➞ Mushrooms

5.San Diego, CA

- ➞ Micro herbs ➞ Leafy greens

6.Fresno, CA

- ➞ Sour cream ➞ Cottage cheese

7.Enterprise, UT

- ➞ Dairy milk

8.Mackay, ID

- ➞ Bottled water

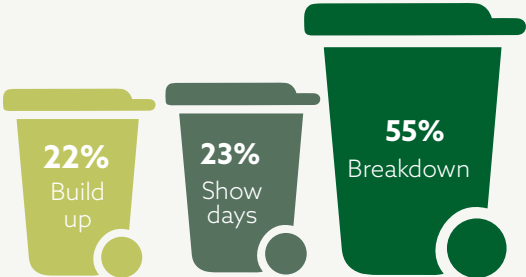




OBJECTIVES, GOALS AND TARGETS:

- ✓ To measure and report event waste with a target diversion rate from landfill of 90% or higher. We'll focus on reducing waste upstream and work with venues to maximize recovery.

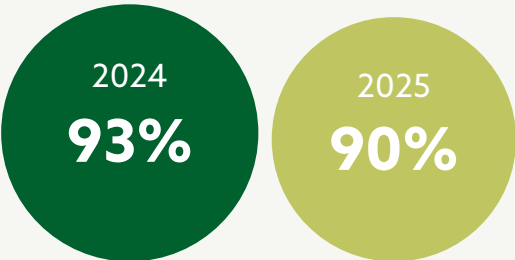
Waste by show phase



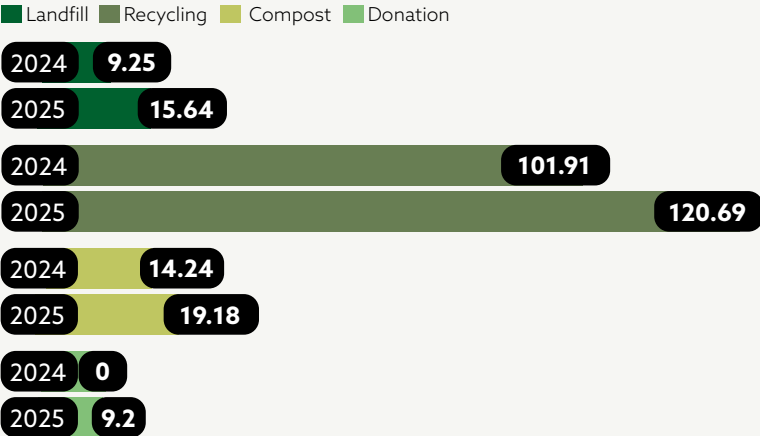
Diversion rate percentage from landfill

For the seventh consecutive year, we have successfully diverted 90% or more of IMEX America’s waste stream, by weight, from landfill or incineration, earning recognition as a zero-waste event.

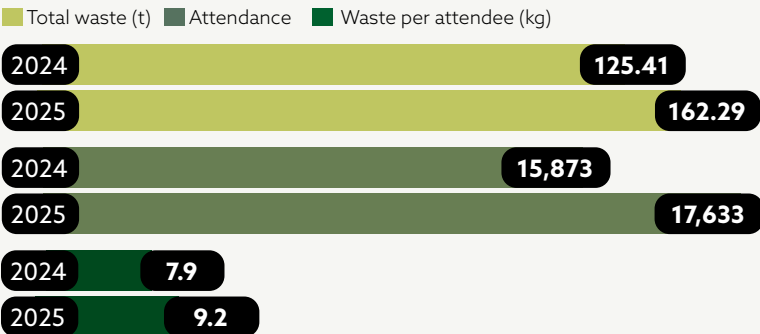
Diversion rate %

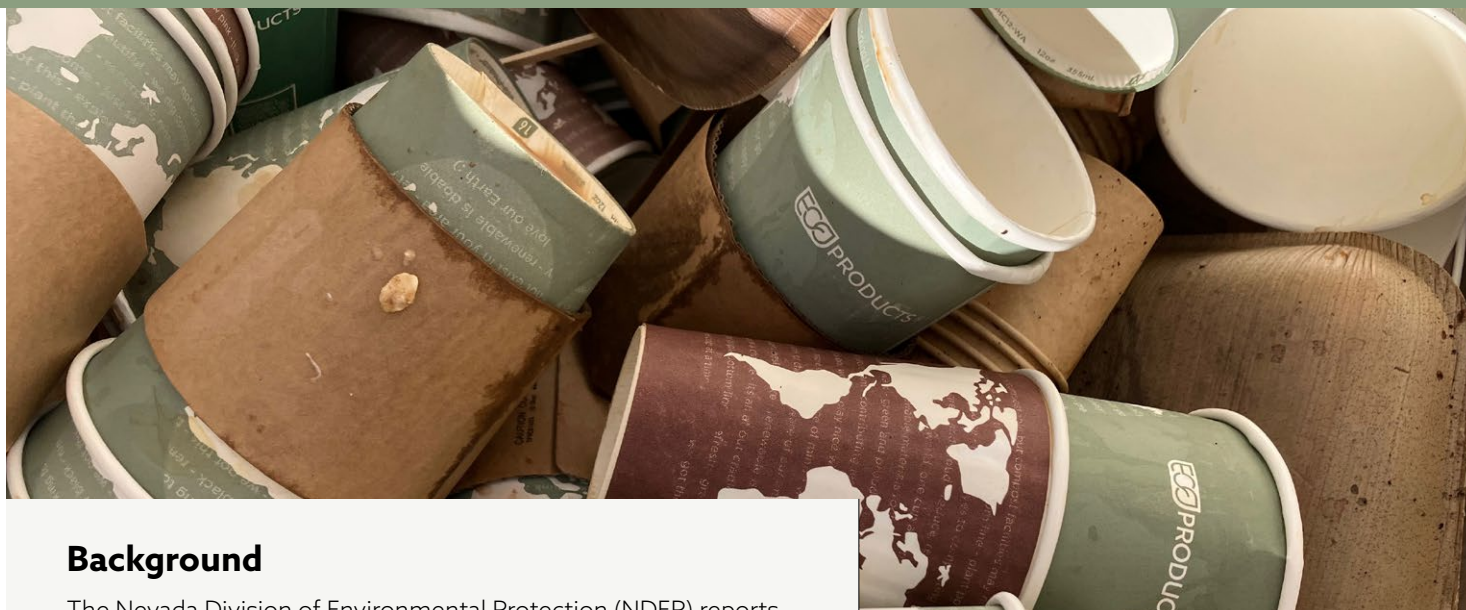


Waste stream distribution (t)



Total waste and waste per person





Background

The Nevada Division of Environmental Protection (NDEP) reports the state's latest diversion rate at 21%. Nevada set a statewide recycling goal of 25% in 1991, but recent rates have fallen short. According to the 2025 City Master Plan, Las Vegas averaged a 23% diversion rate during the same reporting period.

Given local and state recycling challenges, we focus our own waste management efforts on reduction and reuse upstream. We also work closely with Mandalay Bay Convention Center to strengthen on-site operations by sourcing separate commodities directly during the show.

This holistic upstream-and-downstream approach to waste management enabled IMEX America 2025 to achieve a diversion rate 3.9 times higher—and 67 percentage points above—the regional and city average.

Did you know?

We piloted our first recovery program for polyester banners and structural materials from exhibitor booths. Six bins were placed across Bayside Hall C-F, and all recovered materials were donated to Mandalay Bay community channels. The fabric is repurposed for livestock shade, bedding and cleaning applications. Our teams recovered an estimated 1,133 kg of polyester during post-show breakdown.

VENUE HIGHLIGHT:

MGM Resorts **diverts more than 30 materials from landfill** through recycling, composting and material recovery programs. This includes common materials such as glass, metal and plastics, as well as items such as clothes hangers and towels.

(Source MGM Resorts Las Vegas)

Recycling center tour

One of our Green Stakeholder Team's priorities is building connections with the network of haulers and waste management facilities serving Mandalay Bay Convention Center. Recovery processes, technology and commodity markets can shift significantly between show cycles, which makes it essential to stay current with downstream operations.

Green Stakeholder Team members visited the Republic Services Material Recovery Facility in North Las Vegas. This facility currently processes the largest volume of waste in North America, about 997,903 kg per day (roughly 2.2 million pounds per day).

A key area of progress is the improved ability to recover #1, #2 and #5 plastics. According to Republic Services, the facility now achieves recovery rates of approximately 90% for PET (#1), 80% for HDPE (#2) and 50% for PP (#5) plastics.

These rates represent a notable improvement on previous years.



Material transportation

Total emissions: **4.48 tCO₂e**
Distance: **7,278 km**

OBJECTIVES, GOALS AND TARGETS:

- ✓ To capture 25% of production transportation data



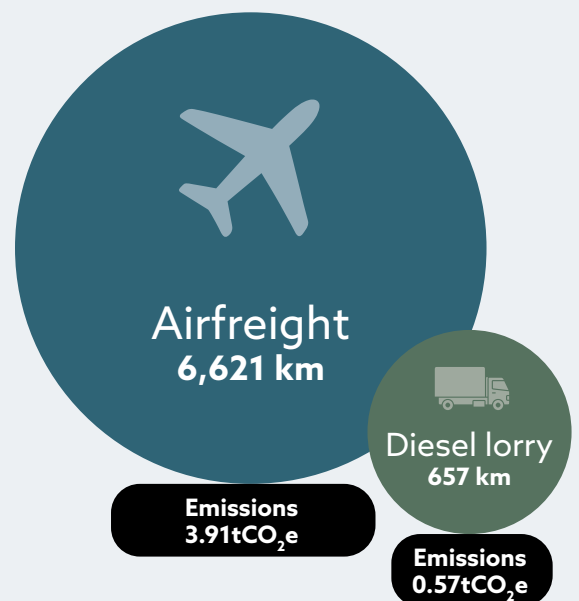
Expanding the tracking of freight shipping across our suppliers and supply chains will be a key area of growth. As data collection improves and measurement boundaries expand, reported transportation emissions are expected to increase.

One significant dimension of event freight we've optimized is storing all assets, structures, banners and most print signage in the GES warehouse, located just 8 km (about 10-minutes drive) from Mandalay Bay Convention Center.

Given that **90% of IMEX signage** and **100% of our owned structures are used for at least three event cycles**, this approach has helped to keep IMEX-owned direct shipping to a minimum.



Distance (km) by freight type

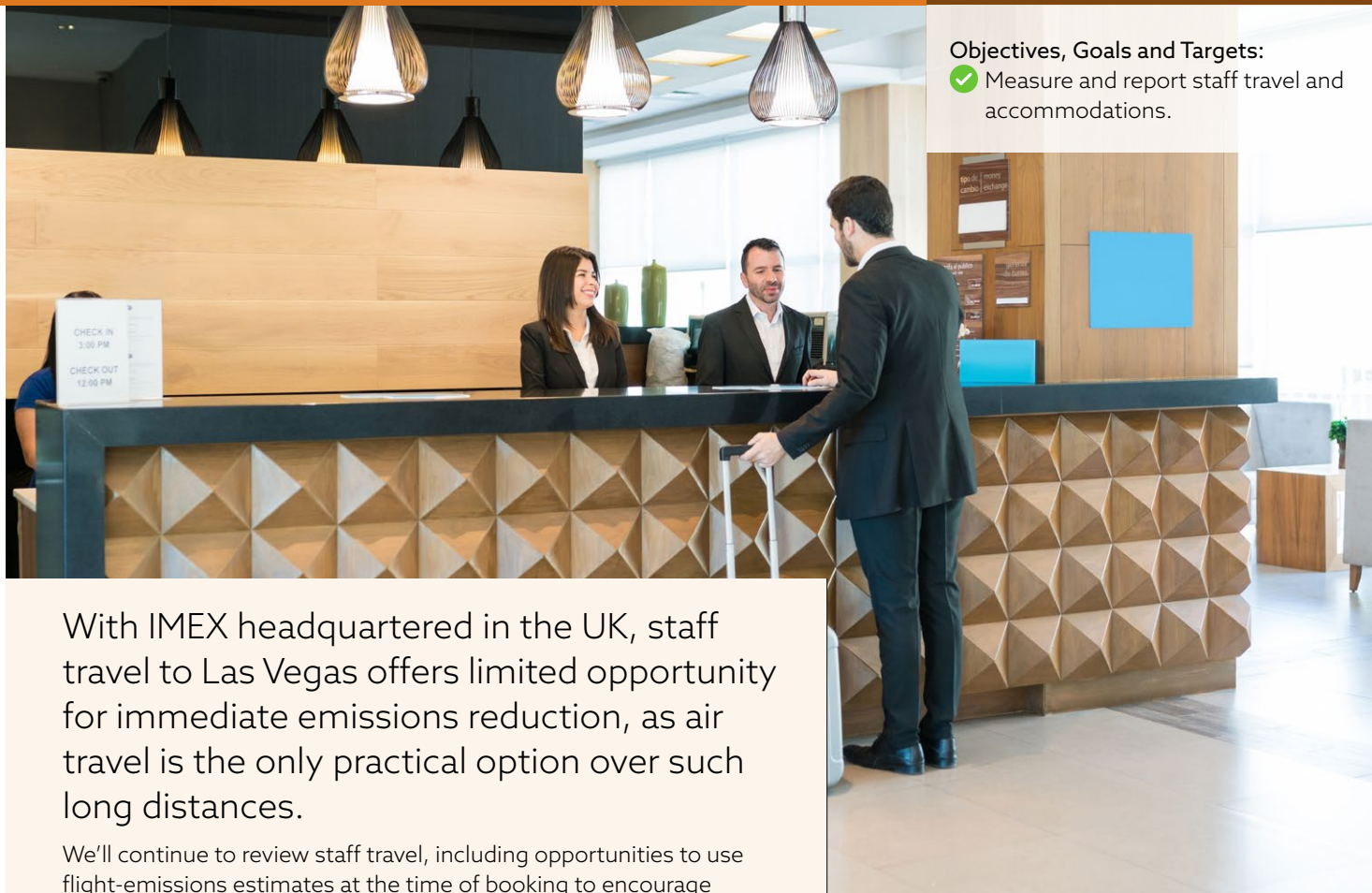


Staff travel & accommodations

Total emissions:
259.77 tCO₂e

Objectives, Goals and Targets:

- ✓ Measure and report staff travel and accommodations.



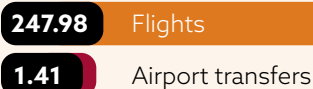
With IMEX headquartered in the UK, staff travel to Las Vegas offers limited opportunity for immediate emissions reduction, as air travel is the only practical option over such long distances.

We'll continue to review staff travel, including opportunities to use flight-emissions estimates at the time of booking to encourage teams to choose lower-emission options. These emissions figures can also guide strategies aimed at reducing the total number of staff on site.

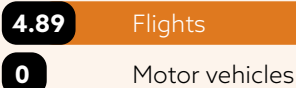
IMEX team travel

Total emissions: 249.39 tCO₂e

IMEX team travel emissions (tCO₂e) by transport type



Supplier travel emissions (tCO₂e) by transport type



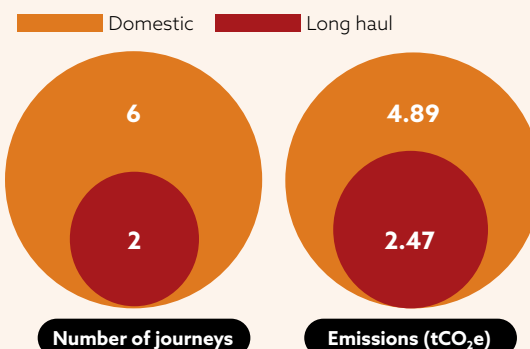
Staff accommodations

5.49 tCO₂e

484 total nights

2% of total staff travel & accommodation emissions

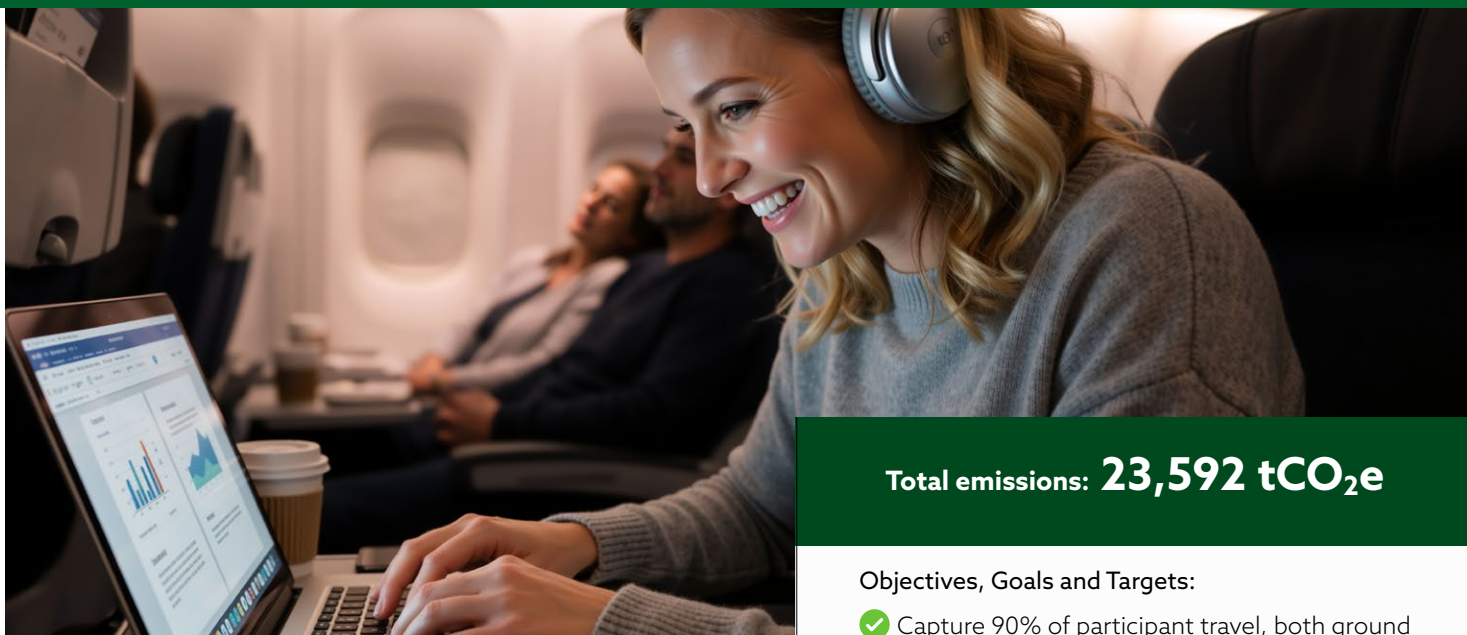
Supplier flights by distance



Supplier travel highlight:

IMEX America's general service contractor, GES, needed only one staff flight as all other GES labor and leadership are based in Las Vegas.

Participant travel & accommodations



Air travel factors have changed significantly this year. These factors were last updated by the UK Government in 2023, using data from 2021. However, the 2021 data was still being affected by the impact of COVID-19, and load factors were unusually low.

This year, in the 2025 dataset, load factors (number of passengers) have gone back up to roughly pre-pandemic levels, thus reducing emissions per passenger.km.

Therefore the same distance flight will have lower emissions in 2025 to 2024. This doesn't relate to any improvements in fuel efficiency / airplane technology and there's still a significant carbon impact due to any flight.

As with nearly all major trade shows serving an international audience, emissions from air travel are significant.

While the infrastructure at MGM Resorts and the wider Las Vegas region strongly supports IMEX America through waste management, water recovery, renewable energy and community impact, participant travel remains a challenge due to limited rail infrastructure and a corresponding high dependence on air travel to and from Las Vegas.

Participant transportation highlight

Attendee shuttles, operated by PRA, included five e-buses in service across the three show days. These e-buses are still relatively rare in large-scale operations in Las Vegas and represent an important step toward a high-volume transportation system less reliant on fossil fuels.

VENUE HIGHLIGHT:

The Las Vegas Monorail offers low emissions transit along the resort corridor, **moving up to 5 million passengers annually.** (Source: MGM Resorts Las Vegas)

Total emissions: **23,592 tCO₂e**

Objectives, Goals and Targets:

- ✓ Capture 90% of participant travel, both ground and air, in TRACE. Capture 90% of hotel stays. (We then extrapolate to report on 100% of journeys.)

Distribution of participant travel and accommodations emissions (tCO₂e)

22,904	Participant travel
627	Participant accommodations
61	Ground transportation

Number of journeys by transport type

Flights	
2024	12,962
2025	15,070
Other Vehicles	
2024	1,926
2025	2,343



Estimated impact of exhibitor booths



At present, data from exhibitors is limited. We're exploring ways for exhibitors to share data while also striking a balance in terms of material guidelines.

Of the booths evaluated in our **Better Stands** assessment, the majority were categorized as fully or mostly reusable. Another area we're closely monitoring is exhibitor booth disposal. At the show, only two exhibitor booths directly disposed of most of their booth construction through Mandalay Bay Convention Center's construction and demolition channels. This relatively low disposal figure reflects systemic incentives such as cost savings through reuse and venue transportation regulations that discourage large format disposal on site.



Total estimated exhibitor emissions exceed
791.11 tCO₂e

Objectives, Goals and Targets:

- ✓ To gather initial insights into exhibitor booth emissions.

Estimated impact of exhibitor booths compared with the wider show:

55%
Exhibitor booths
791 tCO₂e

45%
Other event emissions
(excluding participant travel)
647 tCO₂e

Total: 1,438 tCO₂e

Estimated emissions per stand type (kgCO₂e per sqm)

36.8

Space Only

4.81

Shell scheme



Goal 3

To **share** what we've learned,
model transparency, and **support**
others on their journey

Auditing and verification



Alongside on-site verification and informal auditing, we also use the MeetGreen® Calculator 2.0 as an additional indicator to help quantify and assess performance.

This tool allows organizations to benchmark their progress against their own efforts across the following categories:

- ➞ Destination ➞ Accommodations
- ➞ Venue ➞ Catering
- ➞ Transportation ➞ Exhibits
- ➞ AV ➞ On site
- ➞ Marketing and communications

For the sixth consecutive year, IMEX America received the top tier: Sustainable Event Visionary.

A Sustainable Event Visionary leads within their own industry, prioritizes measurement, and works to move the sustainability dial.

They research and develop new initiatives to improve environmental performance and use the organization's buying power to drive change with venues and vendors.



Looking ahead

We're proud of the results achieved at IMEX America 2025 and remain committed to finding new ways to innovate and elevate our shows. Below are opportunities for IMEX America 2026.



➞ **Champion exhibitor booth reuse**

Many exhibitors already reuse and repurpose elements of their booths. We'd like to encourage even more adoption by highlighting and celebrating these existing efforts

➞ **Highlight cost savings from reduction strategies**

Although our sustainability efforts are not driven by economic priorities, demonstrating the operational efficiencies and cost savings achieved through reduction strategies can help communicate the practical value of these initiatives

➞ **Reusable Wi-Fi signage**

Consider removing the event year from Wi-Fi access signage to create evergreen collateral that can be reused year after year

➞ **Alternative carpet options at the Inspiration Hub**

The white carpet used at our Inspiration Hub education zone showed marks due to its color and was difficult to reuse. Exploring more practical options would improve longevity and reduce waste

➞ **Reduce custom carpet cuts in key spaces**

We'll explore alternative carpet designs to minimize custom cuts and further support waste reduction

➞ **Adhesive decal reduction**

There are opportunities to reduce adhesive decals at exterior entrances near the buses and the Shark Reef Aquarium. Key considerations include balancing reduction efforts with our own signage needs

➞ **Expand reusable serviceware**

Following the increase in reusable serviceware options at the Hosted Buyer Lounge and Future Leaders Forum, this year's focus should be ensuring reusable options make up the majority of serviceware

➞ **Rethinking use of the East Dock**

Mandalay Bay's East Dock serves as a temporary pop-up waste dock during the show due to high activity in Halls E and F. We'll explore whether transferring this waste to the South 1 Dock serving Hall D could improve efficiency and boost recovery

➞ **Republic Services Polymer Center**

The Green Stakeholder Team remains interested in touring the Republic Services Polymer Center. As the first polymer center in the US (and one of only two in operation), a visit would offer valuable insights into accepted plastics and help guide future alignment with recycling best practices

Thank you



We'd like to thank our long-time venue and supplier partners who helped make our 2025 sustainability impacts and initiatives possible:

- ➞ **Events Industry Council (EIC)**
- ➞ **GES**
- ➞ **HADCO Staffing**
- ➞ **isla**
- ➞ **Mandalay Bay Resort**
- ➞ **MGM Resorts**
- ➞ **PRA**
- ➞ **Show Gear Productions**
- ➞ **Spring Valley Floral**

Prepared by

MeetGreen 

www.meetgreen.com

Appendix

HISTORIC DATA

Energy

Year	kWh	Attendance	kWh / Per person
2012	377,207	8,803	42.8
2013	225,108	10,049	22.4
2014	191,013	10,697	17.9
2015	177,110	11,660	15.2
2016	170,933	12,744	13.4
2017	186,383	12,389	15.0
2018	184,434	13,588	13.6
2019	174,996	13,500	13.0
2021	373,903	8,605	43.5
2022	637,527	12,068	52.8
2023	363,000	15,029	24.2

Water

Year	Liters	Attendance	Liters/ Per person
2012	1,597,693	8,803	181
2013	1,244,268	10,049	124
2014	1,575,526	10,697	147
2015	1,126,610	11,660	97
2016	1,672,251	12,744	131
2017	1,802,457	12,389	145
2018	1,712,100	13,588	126
2019	2,267,064	13,500	168
2021	3,982,529	8,605	463
2022	3,122,514	12,068	259
2023	4,103,386	15,029	273

Waste

Year	Diversion rate %
2012	72
2013	80
2014	85
2015	80
2016	82
2017	87
2018	93
2019	94
2021	95
2022	92
2023	93

Waste stream distribution

Year	Landfill kg	Recycling kg	Compost kg	Donation kg
2012	7,136	45,164	4,586	1,861
2013	8,916	54,500	28,699	3,896
2014	11,030	48,639	13,594	7,257
2015	13,904	46,999	8,378	1,983
2016	21,210	73,555	11,675	1,667
2017	8,237	39,290	3,547	2,124
2018	6,441	70,007	2,740	13,744
2019	7,766	94,202	8,709	13,531
2021	4,920	64,763	26,680	10,299
2022	8,178	69,712	21,446	7,315
2023	12,687	114,183	50,612	4,627

Total waste and waste per person

Year	Total waste kg	Attendance	Waste kg per person
2012	58,747	8,803	6.7
2013	96,011	10,049	9.6
2014	80,520	10,697	7.5
2015	71,264	11,660	6.1
2016	108,107	12,744	8.5
2017	53,199	12,389	4.3
2018	92,932	13,588	6.8
2019	124,207	13,500	9.2
2021	106,662	8,605	12.4
2022	106,651	12,068	8.8
2023	182,108	15,029	12.1

