



GREEN EXHIBITOR AWARD

Who can apply? Nominations are welcome from **any IMEX 2009 exhibitor** who has demonstrated innovative efforts to prevent and reduce the environmental impacts of their exhibition stand at IMEX. Please only complete the sections that relate to your stand. It is not necessary to have achieved all the criteria listed.

What is considered? Eligible nominees are asked to describe how their stand meets some or all of the following five criteria (described in more detail below): minimising environmental impacts, economic indicators, commitment to change, commitment to community, and commitment to conservation.

What is awarded? The winner of the Green Exhibitor Award will be recognised at the IMEX Gala Dinner Awards Ceremony, as well as in the IMEX Daily Paper and IMEX Briefing.

What do I need to submit? To be evaluated nominations must include:

1. Signed and completed nomination form.
2. Summary narrative of ***how your stand meets one or all of the five criteria listed below. Please only complete the criteria section that relates to your stand, the completion of all sections is not a requirement for entry.*** The criteria can be completed on this form or if you require extra space it can be completed on no more than four double-sided pages, including any associated tables, photos and charts. Each of the five criteria must be addressed and labelled accordingly in the submission.
3. Attachments (optional). To minimise paper consumption nominees are encouraged to provide only those attachments that are essential to support their narrative. Supporting information may be requested during the verification process.

How will the award be judged?

1. The judging panel will shortlist two or three exhibitor stands (dependent on the quality of applications), making the decision based on the information supplied in the application form.
2. The judges will conduct a 20 minute interview with the shortlisted exhibitors on the first morning of the IMEX show, before the hall doors are open to buyers.
3. The winner will be announced at the IMEX Gala Dinner.

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Award Criteria

Your narrative must provide examples of how your stand specifically meets the following criteria. Applicants are encouraged to review the Convention Industry Council's Green Meetings Report, particularly the section on Exhibition Production, for specific practices that may contribute to meeting the Award criteria (http://www.conventionindustry.org/projects/green_meetings_report.pdf). It is NOT essential to complete all the criteria, please only complete the sections that relate to your stand.

Minimising Environmental Impacts

Applicants should demonstrate innovative efforts to significantly minimise the environmental impacts of their stand. Efforts will be evaluated in the following areas:

- Will you be doing any activities to enhance the **energy efficiency** on your stand? –
i.e. use of energy efficient or natural lighting and technologies (computers, printers, fax machines, energy efficient light bulbs, etc)

- Will you be doing any activities to help with **air & water quality?** – i.e. use of non-toxic stand construction materials, provision of organic food and beverages, participating in a carbon offset programme to offset stand staff travel emissions

- Will you be doing any activities to help with **water conservation?** – i.e. using water pitchers rather than bottled water, integrating natural, non-toxic stand materials that do not contribute to water pollution (i.e. vegetable-based inks and low VOC paints)

- Will you be doing any activities to help minimise **waste?** – i.e. minimising on-site paper use, printing any collateral materials on double-sided post-consumer content recycled and recyclable paper, avoiding the use of disposables, providing the option to distribute materials via PDF downloads, communicating to clients electronically rather than through paper methods, using re-useable decorations and/or signage, participation in onsite recycling, donation of leftover stand materials to charity

- Will you be undertaking any **environmental purchasing** for the exhibition? – i.e. giving preference to buying recycled/recyclable, non-toxic and non-hazardous materials (cleaners, stand supplies and materials, printing inks, etc.)

Were there any economic indicators linked to your stand?

In this section applicants should demonstrate the economic impact and/or cost savings associated with their green stand, in addition to the environmental benefits.

Does your stand, in any way, help towards commitment to change and the community?

In this section applicants should demonstrate any management and staff commitment to environmental programmes or practices. This can be shown through development of environmental policies, task forces, or teams, training and communication of green practices to staff/clients/public. Please also include any other environmental awards or recognition received.

Applicants should demonstrate willingness and/or efforts to integrate green programmes or practices with other businesses (i.e. meeting planners and other suppliers) and the local community (i.e. through buying locally). This may include providing a donation to conservation/community organisations, support of local suppliers by purchasing gifts or giveaways locally, or participation in an environmental or community project as part of the stand.

Does your company have any policies in general towards commitment to conservation?

In addition to minimising environmental impacts of the stand, the applicant should demonstrate a positive impact to conservation in general. This may include providing a positive contribution to natural areas in their own community or the host destination Frankfurt.

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GREEN EXHIBITOR AWARD NOMINATION FORM:

Nominee

Business Name

Address

City

Postal Code

Country

Phone

Fax

Email

Website

Stand being nominated (name and number)

Date

Nominator

Phone Number

Email

How the name on the award should read

Is your business willing to undergo an interview or on-site verification by IMEX prior to the presentation of the Award? Yes No

In support of my nomination I have attached the following required information:

- Signed Nomination Submission Information Form
- Nomination Submission Narrative, including information on a specific meeting
- Attachments (optional)

If selected as a recipient of the Green Exhibitor Award my company or organisation agrees to be highlighted in promotional materials including web sites and be willing to share the programme with others in the industry with due acknowledgement provided in copyright.

Signature

Title

Date

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Please submit the completed Nomination Form and Nomination Submission Information to:

Dale Hudson
IMEX
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The Agora
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Hove
BN3 3LN
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UNITED KINGDOM

Tel: +44 (0) 1273 227311

Fax: +44 (0) 1273 227312

Email: dale@imex-frankfurt.com

To be received **before the 6 March 2009**.
Electronically submitted nominations are encouraged.