



Three environmentally-minded destinations were shortlisted for this year's IMEX Green Exhibitor of the Year Award. Judges ultimately chose Estoril Congress Centre as the winner based on "a concerted effort to think outside the box."

Amy Spatrivano of the Green Meeting Industry Council congratulated all of this year's entrants and commented, "This year was the hardest yet to make a decision. It was really difficult to choose between the entrants as each exhibitor had their own unique plus points and each had thought through a number of the processes involved in exhibiting, not just their stand design."

The IMEX Green Exhibitor Award is designed to highlight the ease with which exhibitors can make their stands, marketing materials and the entire process of exhibiting at IMEX more environmentally-friendly and sustainable.

The award is intended to encourage all exhibitors to contribute to IMEX's waste reduction policies, aiding the IMEX organisers in making the show as environmentally friendly as possible.

In the opinion of the judging panel, Estoril Congress Centre was this year's worthy winner thanks to a combination of ingenuity and inventive thinking. Examples include the offsetting of freight costs in addition to corporate travel carbon offset, and a simple but unique new stand design that the Estoril team could erect themselves.

This year's shortlist also included Switzerland Convention & Incentive Bureau and Grimaldi Forum Monaco.

Mr Pedro Rocha dos Santos, Business Director, accepted the Green Exhibitor Award at the Gala Dinner on Wednesday night (27th May) from IMEX Chairman, Ray Bloom. He stated, "Our stand reflects our commitment and campaign to create awareness towards sustainable choices in the meeting industry. Applying for the Green Exhibitor Award is a way to obtain recognition for our campaign and share our example with others."

The Green Exhibitor Award was developed in partnership with the Green Meeting Industry Council and launched three years ago. Since then IMEX has extended its own knowledge and reputation as an environmentally-aware trade show.

Organisers, Regent Exhibitions, consistently aim to improve the environmental credentials of the show through a variety of initiatives.

This year, for example, stand constructors are being asked to make an environmental contribution, exhibitors are being offered the chance to use hydro-electric power for their stands and plant silk lanyards are being used for the first time. Bio-diesel is also being used in 90% of the hosted buyers' courtesy buses – up from 20% in 2008.

Nominations for the IMEX Green Awards are judged by a panel of industry experts and audited externally.

Image: [Estoril Congress Centre](#)

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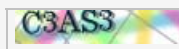
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I wish to add my sincere, personal congratulations to Pedro and his team for this well-deserved achievement. They not only 'talk the talk' but also 'walk the walk' in terms of their total commitment to green issues in venue design and management. On several occasions, I have had the pleasure of speaking at events hosted by the Estoril Congress Centre, and I can confirm that it is venue that really does deliver what it promises. Check it out!

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