



# GREEN EXHIBITOR AWARD 2012



## Mission

The Green Exhibitor Award recognises the best efforts of IMEX exhibitors who are successfully minimising the negative environmental effects of exhibiting. The award criteria are designed to establish a baseline for accepted environmentally responsible exhibit practices.

## Who can apply?

We welcome nominations from **any IMEX in Frankfurt 2012 exhibitor** who has demonstrated innovative efforts to prevent and reduce the environmental impacts of their exhibition stand at IMEX in Frankfurt. Previous award recipients will not be considered in the year following their award. Please only complete the sections that relate to your stand.

## What is considered?

Each participating exhibitor will earn points based on the amount of environmentally responsible practices and products incorporated into their stand. This rating system was specifically designed so that every company has the opportunity to attain the highest recognition level regardless of stand size. *\*Proof of these practices will be requested onsite so be prepared to provide documentation of environmental specifications of products, shipping and materials used. Exhibitors who are unable to provide proof onsite will not be considered.*

## What is awarded?

The winner of the Green Exhibitor Award will be recognised in the following formats:

- IMEX Gala Dinner Awards Ceremony
- IMEX Daily Paper
- IMEX Briefing Newsletter
- IMEX Corporate Responsibility Centre
- GMIC Annual Conference
- GMIC website
- IMEX in Frankfurt website banner (with a value of approx. €3000.00)

## What do I need to submit?

To be evaluated nominations must include:

1. Signed and completed nomination form.
2. Completed award criteria form. Supporting information may be requested during the verification process.
3. Attachments (optional). Please attach any documentation that supports your nomination including any associated tables, photos and charts. To minimise paper consumption nominees are encouraged to provide only those attachments that are essential to support their nomination.
4. Bonus initiatives (optional). Please submit no more than two double-sided pages on extra sustainability initiatives for the bonus section.

## 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 in Frankfurt show, before the exhibition opens to buyers.
3. The winner will be announced at the IMEX Gala Dinner.

Founded by:





# AWARD 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](http://www.conventionindustry.org/projects/green_meetings_report.pdf)).

<b>Materials &amp; Resources (maximum points available = 5)</b>		
<b>Exhibit Construction</b>		
• Booth constructed utilising materials made of a 20-50% post-consumer content	1	
• Booth constructed utilising materials made of a 51-100% post-consumer content	2	
• Re-use display - at least 75% will be utilised for future exhibiting	2	
<b>Exhibit Booth Flooring</b>		
• Consisting of: recycled content carpet/padding, low emitting materials such as composite wood, agri-fiber products, and certified wood based materials, or organic content. Should not contain high emitting adhesives, paints, coatings or sealants.	1	
<b>Energy Efficiency (maximum points available = 7)</b>		
<b>Exhibit/Display Material Shipping and Transportation</b>		
• Do not ship any booth materials, <b>or</b>	5	
o Ship materials utilising low emitting and fuel efficient means	2	
o Ship in bulk to decrease multiple deliveries	1	
o Re-use shipping materials	0.5	
o Use recyclable and/or biodegradable packaging materials	0.5	
<b>Exhibit Display Lighting</b>		
• Exhibit does not use lighting/uses show hall lighting, <b>or</b>	2	
o Uses green energy option from show manual (see show manual to order)	1	
o Uses LED/or LED equivalent lighting	0.5	
<b>Waste Minimization (maximum points available = 7)</b>		
<b>In-Booth Recycling Programme</b>		
• In-booth recycling receptacles to facilitate an individual in-booth recycling program	0.5	
<b>Environmentally Responsible Giveaways</b>		
• No giveaways used, <b>or</b>	2	
o Samples or giveaways made of recycled, non-toxic and biodegradable content	1	
<b>Printed Marketing Materials</b>		
• No printed collateral provided (collateral supplied on USB disk or similar), <b>or</b>	2	
o Print materials with soy/vegetable-based ink on minimum 50% post-consumer recycled paper	0.5	
o Minimal quantities of printed collateral material, no dated collateral	0.5	
<b>Show Donation/Recycling Programme</b>		
• Donation of show useable items to local charities (to be organised individually)	0.5	
<b>Bonus sustainable initiatives (maximum points available = 5)</b>		
Up to 5 bonus points are available for creative and innovative sustainability initiatives. These may include design and efficiency initiatives of your product as well as social commitments and legacies. Please include a description of these in a text narrative format attached to your nomination. <i>This should be answered separately and attached to this nomination form.</i>		



# GREEN EXHIBITOR NOMINATION FORM



<b>Nominee:</b>	
<b>Business Name:</b>	
<b>Address:</b>	
<b>City:</b>	<b>Postal/ZIP Code:</b>
<b>Country:</b>	
<b>Phone:</b>	<b>Fax:</b>
<b>Email:</b>	
<b>Website:</b>	
<b>Stand being nominated (name and number):</b>	

<b>Date:</b>	
<b>Nominator:</b>	<b>Phone:</b>
<b>Email:</b>	
<b>How the name on the award should read:</b>	

Is your business willing to undergo an interview or on-site verification by IMEX prior to the presentation of the award?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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In support of my nomination I have attached the following required information:

- Signed Nomination Submission Information Form
- Completed award criteria form
- Attachments (optional)

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

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Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

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

**Dale Hudson**  
**IMEX Group**  
**The Agora, 1<sup>st</sup> Floor**  
**Ellen Street**  
**Hove**  
**East Sussex**  
**BN3 3LN**  
**United Kingdom**

**Tel:** +44 (0) 1273 227311  
**Fax:** +44 (0) 1273 227312  
**Email:** dale.hudson@imexexhibitions.com  
**Web:** www.imex-frankfurt.com

To be received **before 9 March 2012**.  
Electronically submitted nominations are encouraged.

*Founded by:*

