



FOR IMMEDIATE RELEASE

## **Events Industry Council Recognizes IMEX AMERICA '21 for Achievement of Sustainable Event Standards Certification**

**Trade show reaches Platinum Level of global standards for environmental and social responsibility**

**Las Vegas, NV October 12, 2022** – The Events Industry Council (EIC) is pleased to announce that IMEX AMERICA '21, the largest trade show in the U.S. for the global meetings, events and incentive travel industry, has achieved Platinum Level certification to the EIC Sustainable Event Standards.

The EIC Sustainable Event Standards are specific standards for environmental and social responsibility within the events industry. Created by the EIC Sustainability Committee in partnership with industry professionals and leading sustainability practitioners, the requirements provide event planners and suppliers with prescriptive actions for producing and delivering sustainable events. The standard specifies performance criteria in the areas of organizational management, marketing, communications and engagement, climate action, water management, materials and circularity, supply chain management, diversity, equity and inclusion, accessibility and social impact. The Event Organizer standard is one of seven comprehensive standards for environmentally sustainable meetings.

“We are proud and excited to achieve the EIC Sustainable Event Standards Event Organizer certification to the Platinum Level,” said Carina Bauer, IMEX Group CEO. “Certification to the event industry’s highest global standards gives us not only recognition for all sustainability efforts, but also a roadmap for measuring and improving our sustainable event programs in the future. We’re also committed to the Net Zero Carbon Events initiative and are on track to publish our pathway to net zero by the end of 2023. All of these milestones rely on a collective effort. Without engagement from our partners, exhibitors, suppliers and more we would not be able to make such a positive impact.”

Amy Calvert, EIC CEO added, "The Events Industry Council congratulates IMEX AMERICA '21 on their Platinum Level certification. This demonstrates a strong commitment to the environmentally and socially responsible practices that are needed to support long-term sustainability in our industry."

BPA iCompli Sustainability, a division of BPA Worldwide, a nonprofit international auditing organization headquartered in Shelton, CT USA, developed the certification protocols for EIC Sustainable Event Standards and performed the independent third-party certification of IMEX AMERICA '21's compliance with the Event Organizer standard. "Our certification to the event sustainability standards created by EIC, and now adopted by IMEX AMERICA '21, continues our long-standing commitment to promote transparency in the events industry," noted Richard Murphy, President and CEO of BPA Worldwide.

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**ABOUT EVENTS INDUSTRY COUNCIL.** The Events Industry Council's more than 30 member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. The Events Industry Council's vision is to be the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. The four signature programmes – Sustainability and Social Impact, Accepted Practices Exchange (APEX), Knowledge and Leadership – represent the key initiatives, assets, services and products for the Events Industry Council. Learn more at [www.eventscouncil.org](http://www.eventscouncil.org).

**ABOUT BPA ICOMPLI SUSTAINABILITY.** BPA iCompli Sustainability, a division of BPA Worldwide, is a not-for-profit auditing organization established in 1931 to audit audience metrics for publishers, advertisers and their agencies. Today, BPA's audit services have expanded to include external assurance of government and industry standards and independent verification of technology and service claims. BPA iCompli Sustainability provides third-party certification to Events Industry Council's (EIC) Sustainable Events Standards (SES), sustainability framework services, and verification of sustainability data including GHG emissions, waste diversion, water withdrawal, safety performance and more. Learn more at [www.bpaww.com](http://www.bpaww.com).

**ABOUT IMEX AMERICA**

IMEX America is the largest and leading trade show in North America for the global meetings, events and incentive travel industry. It is where buyers, suppliers and partners have been meeting to do business, learn and make connections since 2011. [www.imexamerica.com](http://www.imexamerica.com)