



# MAKING AN IMPACT:

Our focus on the Environment, Social, Safety, Community and Governance

FEBRUARY 2022

## Protecting plants, protecting life

The Lawn plant walls will be donated to ExCeL London as part of the 2021 Heineken® London E-Prix Formula E legacy project.



ExCeL London, July 2021



## A LETTER FROM THE CEO

### Making a Difference

Dear GES Team,

As the live event industry emerges from nearly two years of constant change and challenges, I hope this report serves as the company's turning point toward a brighter future. While we will never forget the difficulties of the past two years, as time passes, we believe we will look back and be amazed by how we have adapted and what we have accomplished. Amidst the change and challenges, however, a few constants have remained the same. The most notable is that our people continue to make a difference - creating extraordinary experiences for our clients, better lives for their families and loved ones, better communities where they live and work – and creating a better GES.

From London to Dubai, Las Vegas to Toronto, and Chicago to Atlanta, our people represent GES to our industry, clients, and partners. Every day, we demonstrate our company priorities through our actions, words, and behaviors.

In this report, we share a few of your stories, and we lay out the collective priorities that will guide the company forward. In the coming years, we will evaluate our performance against these priorities, which are focused on five key areas:

- **Diversity, Equity & Inclusion:** We are responsible for creating a welcoming and respectful culture and striving to become a better employer every day.
- **Safety:** We are committed to creating a safe work environment in our facilities and at our events.
- **Sustainability:** The goal in evaluating our environmental impact is to identify where we can reduce any negative impact and increase our positive impact.
- **Community:** We wholeheartedly support and encourage you to give back to the communities where you live and work.
- **Governance:** We endeavor to be a great corporate citizen because anything less would be inconsistent with our values and our Always Honest program.

I invite you to continue reading this report to learn more about our commitment to the community and industry. Making a difference is a team effort that calls for every employee to do their part. As we evaluate our performance, we will indeed identify gaps and needs and address them together.

I look forward to partnering with all of you on these critical priorities as we accelerate into the bright future ahead.

**Steve Moster**  
PRESIDENT & CEO

01

**DIVERSITY,  
EQUITY &  
INCLUSION**

02

**SAFETY**

03

**SUSTAINABILITY**

04

**COMMUNITY**

05

**GOVERNANCE**

# CREATING A DIVERSE & INCLUSIVE WORKPLACE

At GES, our goal is that every employee experiences fair and respectful treatment and that their potential is determined solely by factors related to job performance.

Diversity, equity, and inclusion are essential because a healthy variety of people from different backgrounds and cultures provides us with a balance of voices. With an inclusive and diverse environment, broader perspectives enhance brainstorming, problem-solving, and idea development – ultimately benefitting you and our clients. This helps each of us to feel comfortable and allows us to bring our best selves to every opportunity and challenge.

We are committed to establishing and maintaining a culture of belonging – one where you can be yourself and be recognized for the unique perspectives and contributions you bring forward. We continue to look for opportunities to reflect better the diverse demographics of the communities we serve.



Our priorities, driven by a continued commitment from leadership, are summarized here:



## Leading with inclusion

Regardless of your background, we want you to feel that you are an important and a valued member of our team with opportunities to contribute and grow.



## Diversity in hiring

We are committed to diversity in hiring and through a recruiting partnership have access to a network of more than 150,000 recruiting partners.



## Diversity in advancement

When it comes to career advancement, we evaluate performance and promotion opportunities without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, and veteran status.

While there is no finish line, we recognize that our most critical work lies ahead of us as we continue to build a culture where all employees feel they can bring their whole selves to work and where we work together to foster a sense of community and belonging.

# WORKPLACE DIVERSITY STATISTICS

Diversity includes gender, ethnicity, and a variety of thought and experience.

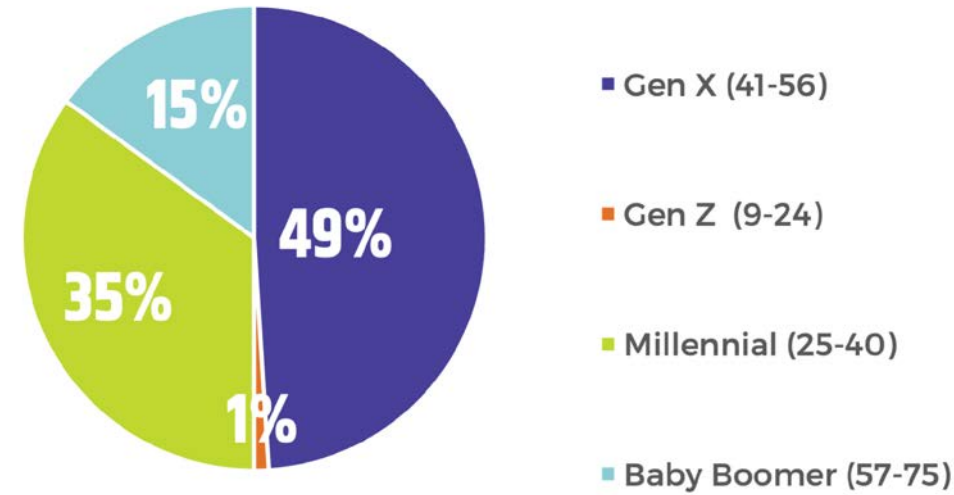
It comes in many forms bringing tremendous benefits, including increased creativity and productivity. Each of us benefits from working in a diverse and inclusive environment.

## Benefits of Diversity

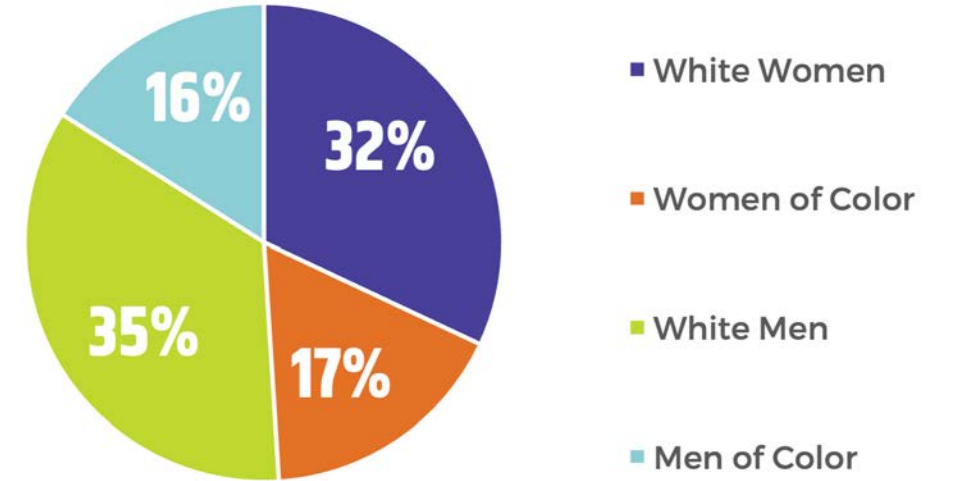
More Innovation
Different Perspectives
Better Decision Making
Higher Employee Engagement
Creates a Learning Mindset
Faster Problem Solving
Higher Productivity
Increased Creativity
Improved Market Share



GLOBAL GENERATIONAL BREAKDOWN



U.S. ETHNICAL BREAKDOWN



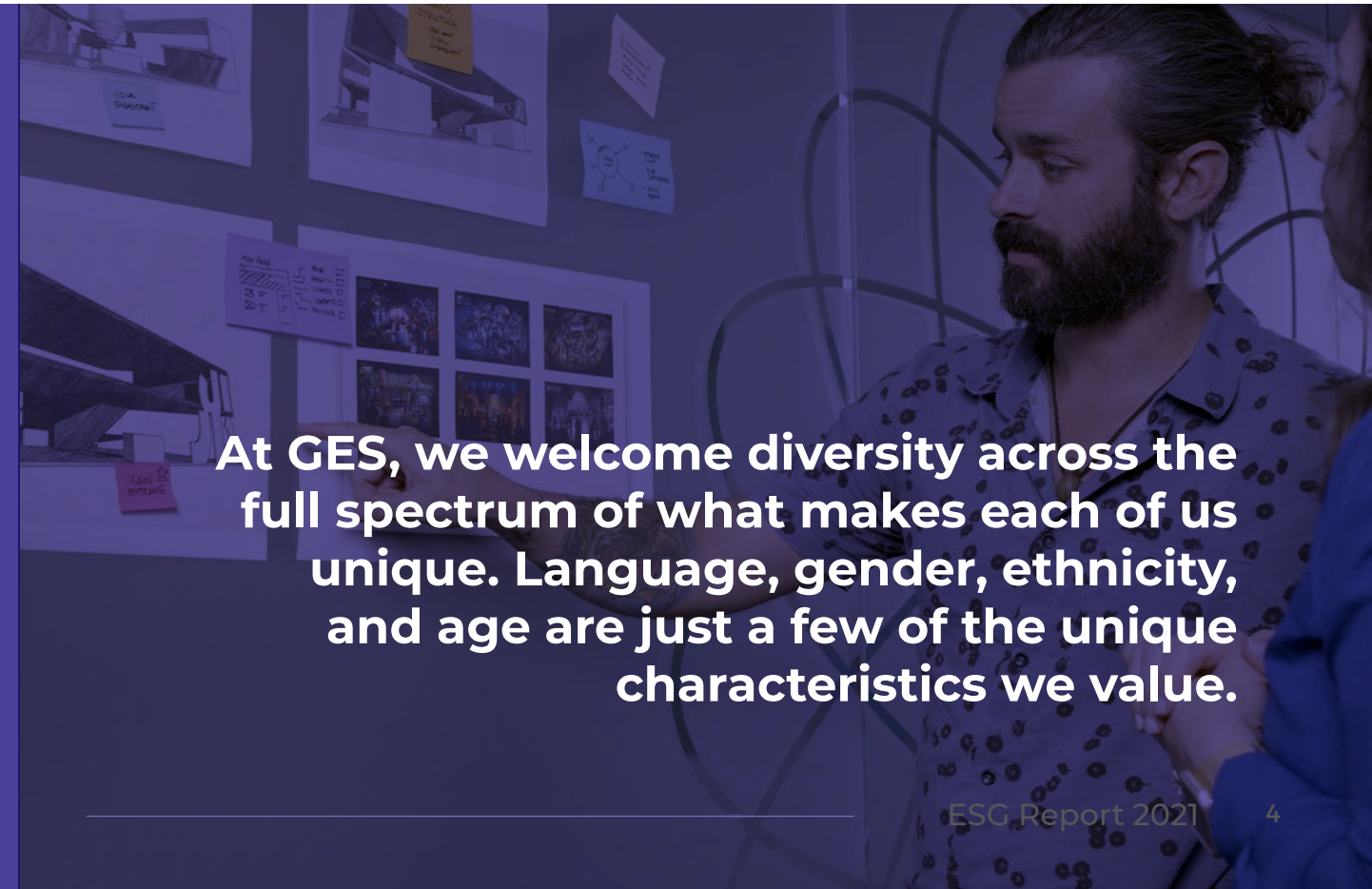
## Global Gender in Management



**42%**  
FEMALE



**58%**  
MALE



At GES, we welcome diversity across the full spectrum of what makes each of us unique. Language, gender, ethnicity, and age are just a few of the unique characteristics we value.

# FLEXIBILITY, ACCEPTANCE, & UPWARD MOBILITY

## EMPLOYEE HIGHLIGHT



Katie Howard has been with GES for over two years. She was hired right before COVID-19 temporarily slowed the events industry, but she still highly rates her time with GES. Katie and her wife, Bree, recently welcomed their first child, and Katie is thankful for the opportunities to spend more time with her newborn – Finley Bloom – thanks to our remote work policies. Because of Katie’s high energy and willingness to seize opportunities as they occur, she has already begun to move up despite only having worked at GES

**“I’m stoked. I just have to get that GES onesie!”**

for two years. “I love it here. It’s a great place to work. I mean, as big as GES is, it’s kind of neat because I feel like we still get to have an input on the overall direction. Our ideas are valued, you know?”

“Even with COVID, I have had the opportunity for growth. We all went through it, and the uncertainty of it was scary. But it helped me realize that I have a great support system between my supervisors, managers, and even my department director. Everyone was kind of like, ‘OK. We’ve got this.’”

Katie’s energy is contagious, which explains why, even though she’s now working on digital exhibitor kits, she still loves to get in a bit of phone time with clients.

“As a member of the LGBTQ+ community, inclusion means that it doesn’t matter where you’re from, doesn’t matter if you’re different from me – we are all in this together. So, coming into GES was nice because you can just see who we are as a company. We take in all walks of life. We don’t just tolerate; we like having different people who speak different languages. We like people to be themselves.”



“ At GES, it’s easy to communicate with management and they have provided me with so many opportunities. ”

**Katie Howard**  
 Technical Content Coordinator,  
 Las Vegas

# LEVERAGING MILITARY EXPERIENCE

## EMPLOYEE HIGHLIGHT

“ My experience in the military exposed me to fast-paced, hectic environments and to working with people from different fields. I remember my first big show here at GES. I was energized and comfortable. I quickly figured out how to navigate the environment and get things done – thanks in part to my military training.

”

**Joe Sunley**  
Manager, Las Vegas



### Joe's Advice for Veterans Entering the Workforce:

1. **Don't be timid about your skills. They do transfer.**
2. **Be likable. Be friendly and respectful, and you will be treated the same way.**
3. **Show interest. Ask questions, raise your hand, and you can make an outstanding contribution.**

Joe Sunley knows electrical operations like the back of his hand. After joining the Navy at nineteen, Joe honed his skills as a nuclear engineer and electrician off the coast of Virginia on the U.S.S. Enterprise. After his time in the military ended, his native California was calling him home and he wanted to transition into the civilian economy. Working with a recruiter specializing in veteran employment, he joined GES in 2011 as an electrical operations manager, and has since been promoted to senior operations manager.

Joe says that he felt instantly valued at GES because of his ability to stay calm and avoid being overwhelmed despite the occasionally hectic nature of the events industry. His ability to remain levelheaded in complex, fast-paced environments is something he attributed to his military experience.

# NO PLACE LIKE HOME

## EMPLOYEE HIGHLIGHT

Linda Chandler is a mother of three children ranging from 16 months to 16 years of age. She's been working for GES for 15 of those 16 years. She started with an entry-level phone position helping exhibitors with preshow coordination. When the department needed someone to help with escalated calls, she happily volunteered for the promotion. Linda loves GES' generous work-from-home policies because when you're home, "you're closer to the places and people you need to get to."

Over her 15 years with GES, Linda has risen from that "entry-level" position to become a manager with a team of 27 – all without sacrificing her ability to be there for her kids. She believes that the idea that one must pick between family and work is false. "I'm a firm believer that you can be the mother that you want to be while also growing your career because I've been able to do it. GES is the perfect place for working mothers who want friendship, career opportunities, and time with their kids."

### Linda's tips for working moms:

1.

**Be proactive.** Don't be afraid to raise your hand and accept new challenges.

2.

**Be present.** Your kids are only young once – savor the moments.

3.

**Be healthy.** Take care of yourself and take time for yourself.



**Linda Chandler**  
Senior Manager, Las Vegas

# SINGLE FATHERHOOD

“DO or DO NOT. THERE IS NO TRY.” –Yoda

## EMPLOYEE HIGHLIGHT

Being a single father is never easy – but GES employee Zak Roby has found the flexibility he needs to pursue his career and raise his two kids: Valentina Skywalker and Alfie. Zak is the director of client engagement and, as his daughter’s name demonstrates, a massive Star Wars fan. “I guess what I would want people to know... GES is very good at understanding. When I want to go to a nativity or a ballet recital, I tell my boss, and he goes, ‘yeah, do it.’” GES works hard to understand and accommodate the natural struggles of life for all our employees.”

“I have a beautiful family. This is who I am. It’s what I do. At GES, it’s never held me back. When I need flexibility, the response has always been ‘absolutely.’ I appreciate that.” Zak believes there is tangible value in working in a supportive environment where he doesn’t have to hold back any part of who he is. But, according to Zak, the support goes “above and beyond.”

“It’s not unheard of that I get a personal call from our HR partner reminding me of a new benefit, policy, or deadline. Or a call from my supervisor just to check-in. They know me. They know the scenario and how much my kids depend on me. They have so much empathy and truly help me.”

### Zak’s Advice for Working Parents:

- 1. Be completely open. Your colleagues are good at understanding.
- 2. Be flexible. You never know when the day will get turned upside down.
- 3. Be human. Bring your whole self to work.



“ I feel extremely supported in my role as a single father. It’s welcomed that I have children – and a life outside of work. My team and managers are beyond supportive. I am encouraged to attend my children’s school activities. The flexibility I have here enables me to be the best parent I can be. ”

**Zak Roby**  
Director, Coventry U.K.



# CELEBRATING DIVERSITY & INCLUSION AROUND THE GLOBE

## EMPLOYEE HIGHLIGHT

Here at GES, we have built an international team that values people from all backgrounds. We embrace our inclusive workforce regardless of gender, nationality, sexual orientation, and religion. It's our constant obsession to deliver an engaging experience to our global client base in a way that embraces each unique culture. Our EMEA offices are proud to play a significant role in championing inclusion and diversity.

Women in Leadership:

### Jo Webber Vice President, Dubai

Working as the vice president of client relations for our Middle East operations, Jo is passionate about helping clients achieve their goals through live events. She prides herself on working as an extension of our partners' marketing team and delivering excellent client service. When she's not developing brand experiences, Jo can be found outdoors hiking and enjoying nature. "I have explored some of the world's wonders, including Mount Kilimanjaro, the Grand Canyon, and Iguazu Falls. I even put my passion to good use trekking the Great Wall of China, raising almost £20,000 for charity."



Donna started with GES in March of 2001 and has been instrumental in setting up our Middle East finance operations and procedures. Donna prides herself on being part of a passionate team that rises to every challenge. When not thinking about the next step for GES Middle East, Donna can be found enjoying time with her two small dogs – Brie and Pugly. She enjoys exercising, traveling, and meeting new people. "I am happy about the move I made to the Middle East, not only on a professional level but also on a personal level. It has helped me grow as a person both in and outside of the work environment."



### Donna Hyland General Manager, Dubai



# ENSURING SAFE WORK PRACTICES

Safe, reliable delivery of events is one of our most significant responsibilities to our employees, clients, partners, and event attendees. At GES, our goal is that you come to work – either at a GES facility or a venue – and you go home safe. Safety is a vital component to live events and every employee's responsibility. After all, we all want to be safe when attending a GES show.

It's even more critical now – that's why we recently introduced the GES Always On Health and Safety program and badge. Our safety team designed this program to protect our employees, customers, partners, and event attendees. The badge serves as validation and a reminder that GES employees are committed to adhering to all local government and facility requirements and those established in conjunction with our partners and clients. As live events return, we have set the following priorities:

- Cultivate a safety culture that focuses on personal safety of our GES colleagues, clients and event attendees.
- Adopt a Global Approach to safety throughout all GES locations and venues to enhance efficiency, and ensure more consistent safety practices no matter where you are.
- Continuously improve safety performance and build a safer industry.

## Always On Health & Safety

When you see the GES Always On Health and Safety badge, you know that information is updated with the latest protocols and standards.



“GES employees have tremendous input and impact on the safety program. We encourage all GES employees to bring ideas, opportunities, and solutions to the Safety team's attention. The GES Always On Health and Safety Program does not belong to the safety team alone. We need every employee's involvement for it to be successful.”

**Michael Kaack**  
Director, Chicago



# BUILDING TOMORROW'S SAFETY LEADERS

## EMPLOYEE HIGHLIGHT

Natasha Muir started her career at GES working part-time in the Coventry, U.K. office but has since transitioned to full-time. Initially working in the service center helping exhibitors, she was attracted to GES because the company allowed her to work part-time and spend time raising her kids. As her boys got older, she found herself craving a bit more challenge and decided to explore her career options at GES, specifically within the safety and sustainability fields. When she first heard of the apprenticeship program, she thought, "I'll give it a go. I have nothing to lose." Now, she feels right at home working on keeping her GES teammates safe.

The apprenticeship program was the brainchild of Paul Ormsby, "I believe that with the support of HR and leadership, we have created something very different within the realm of event safety, which I have never come across in my more than ten years as a safety professional. This program demonstrates that you can have an idea within GES, and with the support of others, you can create opportunities that make progress within the business."

The apprenticeship program lasts 24 months, and when Natasha is finished, she will have intensive qualifications and certifications within the safety field. The training provides health and safety training that Natasha can put to good use, helping us stay safe at GES events. For the program, Natasha takes classes, meets with her advisor, and even has homework, "All the work I do with GES applies to my courses. It's helpful to do the program while working." She has completed her Institution of Occupational Safety and Health (IOSH) training and is now working on her National Examination Board in Occupational Safety and Health (NEBOSH) certification.

"The safety training is what intrigued me the most about the program. People have an initial thought that safety is boring, but it's not at all!" Natasha is energized by being on-site at events and continually learning new things, "It's so busy, and there is so much manual labor that goes into it. I've been able to see both sides of it – working in the office and on-site. I need to see what's going on at shows to help prevent injuries from the safety side of things. You can't do it from 'Near miss reports.' It's a job where you are constantly learning. Things change every day."



“If everyone makes just small adjustments, it makes a big difference. Together we can make a massive difference.”

**Natasha Muir**  
Facilities/Sustainability Coordinator,  
Coventry

# MEET YOUR GLOBAL SAFETY LEADERS

Two veterans on a mission to keep you safe

## EMPLOYEE HIGHLIGHT



### Paul Ormsby, Head of Safety, Coventry

When asked when he got started in safety, veteran Paul Ormsby answers, “By mistake. We needed a safety representative within our regiment, so I completed the courses and have been hooked on the topic ever since.” That mistake has paid off in spades as, 12 years later, Paul enthusiastically enjoys leading the dynamic and critical field of health and safety for GES’ EMEA operations.

“No day is ever the same in safety. We get to work alongside a variety of disciplines. It keeps me on my toes. When I started in the events industry, all my questions started with ‘why’ and ‘how.’ That’s how I was able to quickly gain an understanding of GES.”

When Paul isn’t working, you can find him taking photographs, walking the dog, and spending time with his family. As far as career advice goes, Paul is a big advocate of the inquisitive mind, “Always ask questions. Always.”



### Michael Kaack, Director of Safety, Chicago

At home, Michael is known as the “Lego guy.” He estimates that there are at least one million Lego bricks in his house. When he isn’t working, he’s spending time with his kids, building either at home or at Lego community events in the Chicagoland area. He is proud of the complex Lego City his family has constructed in their home. When Michael is not talking about safety, he is usually talking about his newest Lego creation.

Before coming to GES, Michael served as a Military Police Officer with the U.S. Army. He has combined his passion for construction and logistics with his love of keeping people safe at GES, where he focuses on ensuring safety compliance at GES events. While this might seem like a primarily physical job, Michael says that his best advice for someone looking to get into the safety field is to “keep an open mind and be flexible” because most of his job involves reading the most updated regulations and ensuring they are implemented to fit the everchanging needs of GES employees.

## Guiding Principles for a Career in Safety

1. **Stay curious. There is always plenty to learn in the continually improving safety industry.**
2. **Collaborate. Safety isn’t a one-person game. It requires that everyone work together.**
3. **Embrace change. Safety standards are constantly evolving.**

# GES ALWAYS ON HEALTH AND SAFETY

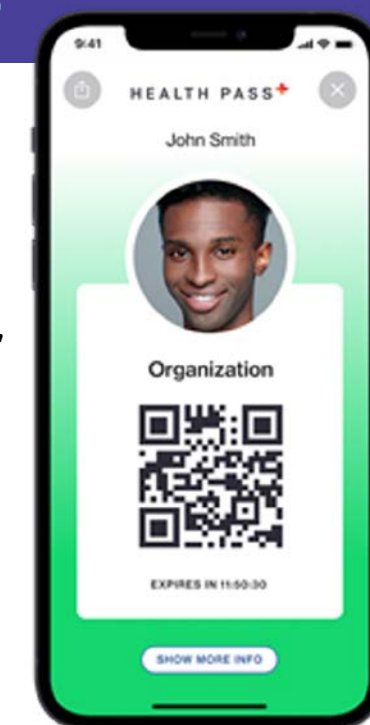
Planning for a safe live event during COVID 19 takes on many new considerations. Our team stays up to date on health and safety guidelines while keeping the attendee experience at the heart of the event. Thank you for doing your part in maintaining health and safety standards during events. As our industry picks up, it's essential to keep safety measures handy.

The Always On Health & Safety program means helping our clients create a clear expectation for exhibitor and attendee behavior – and adhering to those expectations ourselves. We ask that all GES employees adhere to all local government and facility requirements. We will also adhere to our global employee safety requirements for working at a GES-contracted event.

Working with our clients with a strong focus on health protocols, our team has reimagined the attendee journey from registration to a breakout room and the tradeshow floor. We are all in this together.

## Clear Pass Health App

The revitalization and success of our industry are dependent on a high vaccination rate. We all share the responsibility to ensure that GES will be an industry leader in our recovery efforts. While GES is not currently requiring vaccinations, all U.S. employees, including those who work exclusively at home, must download the CLEAR Health Pass mobile app, and provide vaccination status and records.



**All employees must perform a daily self-health check to evaluate if they have any COVID-19 symptoms. If you have symptoms or may have been exposed, immediately call your supervisor. Do not report for work. We specifically require the following screening:**



**Temperature Check:** Take your temperature three hours before reporting to the show-site. It must be below 100F or 37.8C.



**Covid Exposure:** If you have been exposed to COVID in the past 14 days, immediately report the exposure.

# VIRTUALLY OUT OF THIS WORLD

In February of 2020, most of the event's industry sat quietly by, unsure of how to host events in the new COVID-19 defined world. Not GES – our company-wide commitment to creating impactful events and to safety, sustainability, and innovation allowed us to find new, safe ways to produce high-quality events and experiences, even in an increasingly frightening world. GES and ON Services worked together to produce a virtual event for Boomi.

Rather than having an entirely in-person event, GES, ON Services, and Boomi opted for a high-quality, studio-based virtual event in ON Services' brand-new studio space, located in Norcross, Georgia. Safety was the number one priority for this event, as vaccines had yet to be rolled out to the public, and concern about COVID-19 was still high. GES developed a comprehensive health and safety protocol for the event production space based on local health and CDC recommendations, which succeeded in keeping the event healthy and safe. Safety protocols included:

- Extra cleaning and sanitation of the Norcross studio
- Use of the Always On digital health checks
- Use of face masks and face shields for the crew for the entire production timeline, and even for the on-camera talent during rehearsals
- Personal workspaces for staff, client representatives, and talent

Virtual events – when not produced well – can easily fail to capture the energy and intangible benefits that come with an in-person event. However, GES and ON Services put the same energy they put into safety procedures into presentation and planning, resulting in a successful event that was equal parts safe and engaging.

GES Event Intelligence is helping clients return to live events safely. The Arab Health show in the Middle East brought together 20,000 health care professionals, and GES was critical in deploying a suite of tools for over 1500 exhibitors, including contactless entry and registration. The recently launched Visit GO! by GES<sup>SM</sup> allows organizers and venues to confidently welcome individuals to their premises, with the knowledge that they have received either a negative COVID-19 test or have been vaccinated.

“ One main benefit of our team working from home was that it allowed us to look at our office space differently and to create a state-of-the-art sound stage that can produce broadcast-quality events, but with turnkey set up. With an eye on sustainability and safety, we repurposed our studio, allowing us to safely produce a virtual event based around a live broadcast. ”

**Brent Milner**  
Executive Vice President,  
Atlanta



# FOCUSING ON THE ENVIRONMENT

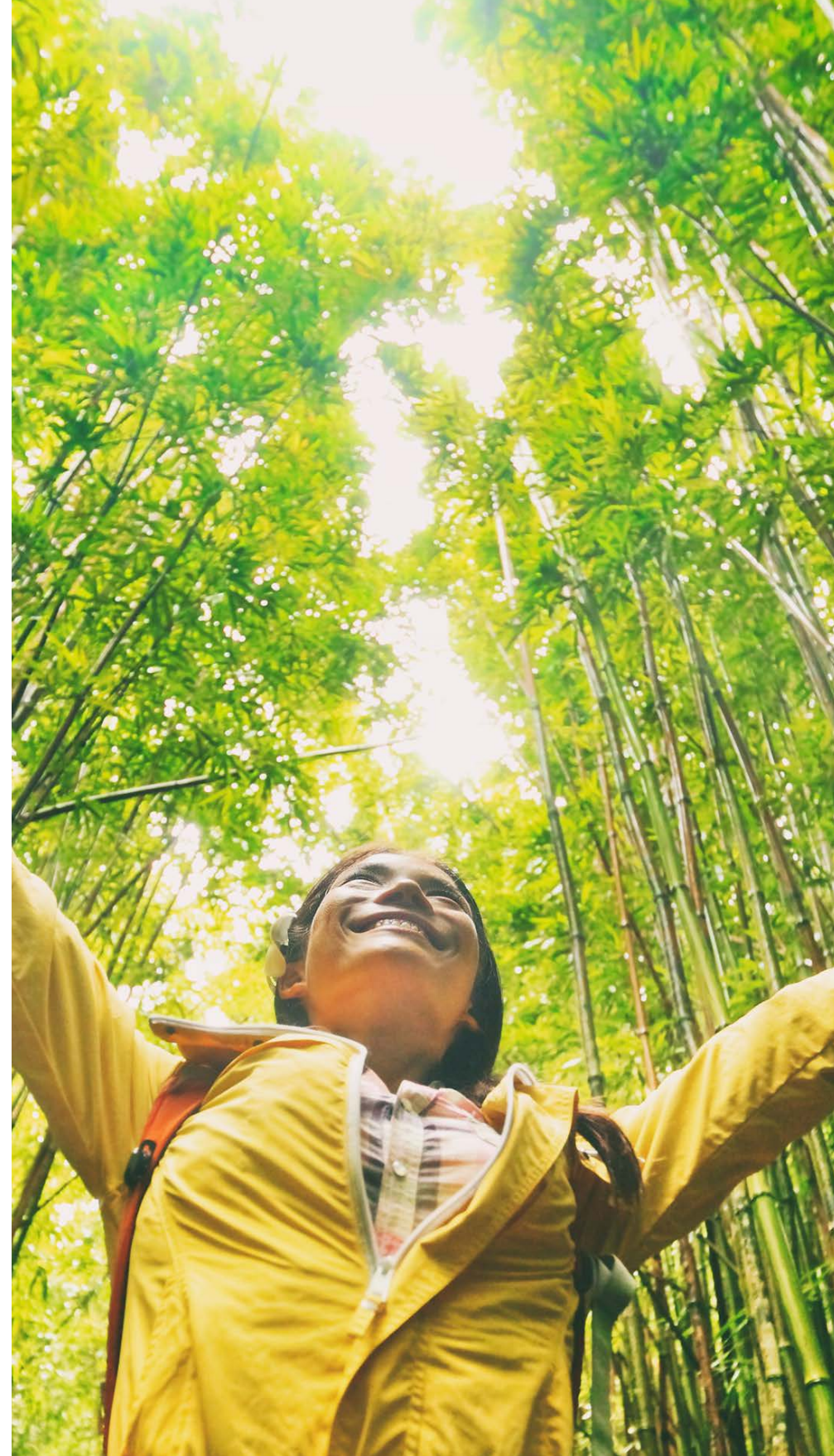
At GES, we aim to contribute zero waste to landfills. That is no small feat and takes effort from every employee. It may mean reusing stands and exhibits from one show to another, repurposing graphics, donating items such as lumber to local non-profits, or mindfully considering sustainability before you print. Whether you are at a show site, gathering in an office, or working remotely, you can make a difference. We are aligned on these fronts and have reduced, reused, and recycled our waste for many years.

Our efforts go well beyond the way we work each day. As faithful stewards, many of us support our local communities' environmental efforts on our own time by minimizing waste, recycling, and repurposing items to continue their life cycle. From sourcing materials to choosing partners, volunteering time to personal choices, our commitment to sustainability is engrained in all we do and does not waiver.

We have recently created a sustainability policy that helps ensure that we are a responsible and proactive partner. Working together towards ending unnecessary waste, we are focused on the following priorities:

- **Aim for zero waste to landfill.** We will continue to focus on reducing waste to contribute zero waste to landfills.
- **Work together globally.** Our North America and EMEA teams work together sharing new ways to reduce waste.
- **Educate each other** and our clients on what actions they can take for a sustainable event.

To this end, we will be launching global sustainability training in 2022.



**In our ever-changing industry, we plan to go beyond what is expected. We want to set and exemplify the highest sustainability standards in the industry. This ongoing process is only attainable if we all work together to minimize environmental impact.**

# OUR GREEN HISTORY

Before coming to GES, Sheila LeMaster had already caught the sustainability bug while working at the Mandalay Bay Convention Resort in Las Vegas. It was no surprise to her when – in 2007 – she was asked to start our U.S. Sustainability Council to further our green mission and assist our clients in adopting more earth-friendly practices during events. Fast forward 14 years, and Sheila, along with Paul Ormsby in EMEA, lead all things green at GES.

For the past three years, Sheila and Paul have been working together to lead our global sustainability effort, shortly after Paul took charge of it for GES EMEA.

“This is the moment for us – all of us – to come together to create more efficient, sustainable operations for ourselves, our partners, and our clients,” says Paul. “By working together, we can make real change.”

With the help of our clients, our team has earned APEX/ASTM Level 2 certification 2015 and has maintained it since. In EMEA, GES gained ISO 20121 certifications, which require four site audits each year and recertification every two years.

“Employees and clients are the true catalysts in our sustainability efforts,” says Sheila, “Every day, we have employees thinking about new ways to reuse and repurpose. Our shows are created and produced with sustainability measures in mind every step of the way, minimizing the event’s impact on the environment.”



**Sheila LeMaster**  
Vice President,  
Las Vegas



**Paul Ormsby**  
Head of Safety,  
Coventry

“ We do our part to leave the world a better place than we found it. Working together with GES to implement best practices in event sustainability is a big part of that. We challenge each other at every show to reach new heights of sustainability practices that benefit the industry and our planet. ”

**Nalan Emre**  
Director, IMEX Group



# GLOBAL LANDFILL DIVERSION

Our goal is to contribute ZERO waste to landfills

Landfill diversion is the practice of redirecting waste away from landfills by reusing or sending it to more sustainable channels, such as recycling or composting facilities. We track our landfill diversion progress by calculating landfill diversion rates on a year-over-year basis.

Why is landfill diversion important? For starters, landfill methane emissions are 23 times more potent than carbon dioxide. Plus, it turns waste into valuable resources. We are proud to say that 5830 tons of our total waste are diverted from landfills.

# 5830 TONS

**Total Tons of Carpet, Graphics & General Waste Diverted from Landfills**



## Principles Guiding Sustainable Actions

Working together with our clients and partners, we focus on four principles that guide our daily actions. Every action counts, and even small ones add up to big changes. Here are just a few examples of how we are making a difference every day.



### WASTE REDUCTION

- Waste diversion of 65% or higher
- Recycling & repurposing of signage, furniture, graphics & carpet

**Green Actions:**

We work with many clients to store, and then update their graphics (on recycled material, of course) to reflect their brand.



### COMMUNITY INVOLVEMENT

- Donate to community organizations
- Provide labor & in-kind services to those in need
- Serve our local communities

**Green Actions:**

Rather than discarding 47 bespoke stools, we donated them to a school to use as seating in its computer lab. This freed up funds allowing the school to purchase additional books.



### PROCUREMENT

- Establish & follow criteria for purchasing environmentally-preferred products
- Encourage local sourcing of materials

**Green Actions:**

We source corn-based wastebaskets made from 100% recycled material and biodegradable trash can liners.



### ENERGY CONSERVATION

- Measure energy consumptions
- 100% LED technology for custom builds
- Use energy-efficient fixtures

**Green Actions:**

We have installed more than 1,000 energy-efficient fixtures in the GES Las Vegas warehouse alone.

# OUR WASTE TURNS UP IN THE MOST INTERESTING PLACES



Construction Materials



Infill for Dashboard within Vehicles



Climafuel Malpass Farm, Rugby



Donated to Local Charities



Woodchips for Walkways and Playgrounds



Garden Furniture



Clothing



Liner for Mattresses



Paper Products



## From Show Floor to Classroom

Our team donated 47 custom-built stools to Abbots Farm Junior School located in Rugby, Warwickshire, UK. The donation freed up more than £2,115 of the school's budget, allowing them to purchase new books for the library.

# EASY WAYS YOU CAN MAKE A DIFFERENCE

Every big change starts with a series of tiny acts, and the most impactful change begins with you.



Go paperless. Use digital tools rather than printing. See if you can go a month without printing anything!



Reduce by reusing. Choose reusable beverage containers and bags.



Consider sustainable transportation. Walk, bike, carpool, or use public transit. Walking and biking will help keep you and the planet healthy.



Recycle as much as possible. Start by turning half of the waste bins into recycling bins.



Turn off the lights and electronic equipment when not in use. Save energy, while you save money!



Buy a plant. According to NASA indoor plants reduce 87% of indoor air pollutants within 24 hours.



Plant a tree. Trees provide food and oxygen. See if you can plant one tree each fall.



Use long-lasting light bulbs. Energy-efficient light bulbs minimize greenhouse gas emissions. Swap out one incandescent bulb with an energy-saving bulb each year.



Use eco-friendly products and efficient heating and cooling sources at home to help preserve our planet.



Work from home whenever possible to help with lower greenhouse gas emissions, less use of fossil fuels, and lower carbon footprint.

# INTERNATIONAL DAIRY DELI BAKERY ASSOCIATION WINS TSNN GREEN AWARD

Year after year, IDDBA raises the bar for sustainability. During its 2019 show in Orlando, they accomplished amazing feats, with GES by their side.

“It’s rewarding to partner with the IDDBA on creative sustainability initiatives. Together, through innovative planning, the show diverted more than 300 tons of CO<sub>2</sub>. I am proud of our employees on this show and look forward to achieving even greater results in the future.”

**Jeff Quade**  
Executive Vice President,  
Las Vegas



**Carbon Offsets:** In prior years, IDDBA ran approximately 50-60 trailers, which consumed around 35-50 gallons of diesel fuel every day, each day for the two-week time frame of the show set up, show dates, and tear down. In 2019, IDDBA ran refrigerated and frozen trailers off 208-volt, 60-amp, 3 phase electricity. This created a diversion of approximately 326 tons of CO<sub>2</sub>.



**Food Donations:** Every year, IDDBA encourages exhibitors to donate products to help those in need. As IDDBA 2019 was hosted in Orlando, FL, the association collaborated with the city’s Second Harvest Food Bank of Central Florida to give back to the community. The result? 176,315 pounds of food was donated, which translates to 146,870 meals. The food bank distributed these donations to more than 550 feeding partners throughout Central Florida. Congratulations to IDDBA on winning the TSNN Sustainability Award and the GES team who helped them make it happen!

# THE CHALLENGE OF GREEN GRAPHICS

Events require a lot of materials—signs, booths, lights, displays, and much, much more. At GES, we work tirelessly to mitigate the impact of all that material on the environment. One of the largest sources of environmental waste common to the events industry is rigid board products (i.e., signs, booths, posters, etc.). Over the past four years, the GES EMEA graphics team has worked to identify ways to mitigate the waste through a combination of using recycled materials, recycling materials, and by moving toward foam-board rigid board products.

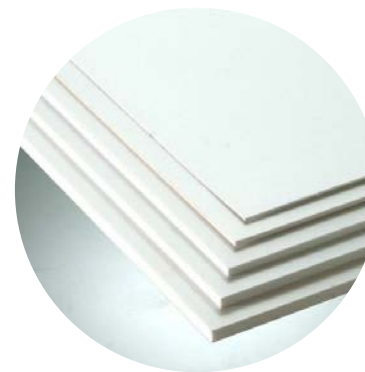
GES sees materials as the primary section of the events industry wherein large-scale environmental improvement can be made and has spent the past four years spacing nearly all our graphics work onto increasingly environmentally-friendly materials. Coventry UK-based head of graphics, Paul Gibson, says that they no longer even look at materials if they cannot be proven to be recyclable. “The first question we ask whenever we look at new materials for graphics is... is it recyclable? If it doesn't have a second life, we don't bother using it.” Paul states that not only does his team think about this but that all teams at GES prioritize sustainability and that this prioritization grows stronger by the day. “The only thing that stays constant is change,” says Paul, “and that's the key thing I look for in anyone who wants to join GES, is a willingness to embrace the need to change.”

Data analysis plays a significant role in increasing efficiency. The team now uses Clarity software which provides detailed visibility into product mix, materials, and

the production processes, which is used for better decision making. For example, through better data analysis, we identified that 80% of the graphics produced could fit on a 2.52m wide roll, making that size more efficient than 3.2m wide rolls we had been purchasing.

GES graphics materials are recycled in many ways, from simple reuse to being repurposed and burned for clean energy production. GES continuously strives to find more efficient ways to do business in the events industry. While change might be constant, sustainability will always be at the core of GES' mission to create the world's most meaningful and memorable experiences.

## The Making of Sustainable Graphics



2018

All Foamex



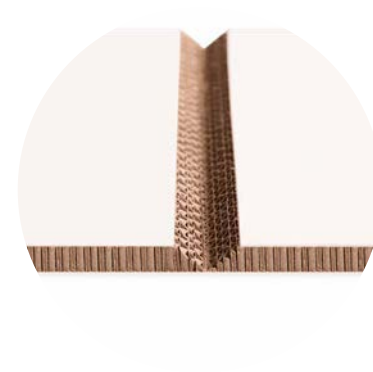
2019

Introduction of Dispa as a replacement



2021

Development of new material to replace all graphics Foamex



2022

Foamex replaced with Swedboard



**Paul Gibson**  
Graphics Director,  
Coventry

# ON THE ROAD TO SUSTAINABLE ACCOMMODATIONS

As part of its commitment to sustainable events, Informa continually evaluates the sustainability practices of hotel accommodations for its Greenbuild conference. Greenbuild has worked hand-in-hand with onPeak for event accommodations since 2013.

The evaluation includes a review of each hotel's sustainability certifications, energy usage, carbon offsets and water conservation programs, among others.

“ Working with the hotels to determine their green profile has given me and the onPeak hotel contracting team a better sense of what hotels in their target markets are doing from a sustainability perspective. It allows us to have more relevant conversations about sustainability with the broader hotel community as well.

”

**Nancy Cowie**  
Senior Account Executive,  
New York



Greenbuild International Conference Facebook Page, @Greenbuild

# IMPACTING OUR COMMUNITY

At GES, we believe the events we create and the jobs we provide are an essential part of supporting our local communities. Beyond the great work you do every day, we encourage you to be a vital part of your community and team up with our industry to give back.

For years, GES employees have given their time and resources to help those in need. When crises hit, we come together time and time again to help our teammates and our communities recover and rebuild with a straightforward philosophy in mind: Do the right thing. We are proud of the charitable efforts of our employees who, year after year, support causes close to their hearts.

Together, we are focused on the following priorities:

- **Give to the communities where we live and work.** We will continue to focus on the immediate needs of our local communities. This connects us to the community by improving it and making it a better place for all of us to live.
- **Work together with industry associations.** In North America and EMEA, we support industry associations and look forward to working hand-in-hand with our partners, business associates, and clients.
- **Volunteer as a team.** Working together as a team is one of the biggest assets you can have in the workplace. Volunteering as a team takes teamwork to a whole new level.

The importance of community service lies in the fact that it connects us to the community by improving it and making it a better place for all of us. We encourage you to lend your time and talent toward volunteer activities that are close to your heart. On the following pages, we highlight examples of how our teams and our people engage in volunteer activities around the globe.



# CANADIAN ASSOCIATION OF EXPOSITION MANAGEMENT: HOLIDAY FOOD DRIVE

CAEM is the national association for Canadian event producers, venues, and suppliers. For more than 20 years, CAEM has organized a holiday food drive with a total of 260,000 pounds of food donated since the program's inception. GES has participated in CAEM's holiday food drive since 1997.

Each year, hundreds of event industry professionals attend the festive holiday lunch where they celebrate their hard work and anxiously await the announcement of who donated the most food to Daily Bread Food Bank. Daily Bread was founded in 1983 and has grown to become one of Canada's largest food banks. With food bank visits having increased over 50% over the past year, it is a blessing to many Canadian families.

“ Each year we look forward to the annual CAEM food drive and the comradery it creates. It is a special way for our industry to work together and contribute to those in need. At GES, we divide ourselves into five or six teams and compete for the highest weight of food items to contribute. When all our contributions are in, it really is amazing to see what we all create together. GES is always driven to finish 1st place each year, and in the very rare instance that we have not, we can still celebrate knowing our industry colleagues worked so hard to surpass our team's contribution. It's a win-win for all.

”

**Tony Gallagher**  
Sales Executive, Toronto



## CAEM Food Facts

**260,000**  
Total pounds donated



**19,000**  
Pounds donated in 2018



**2** First place finishes earned in the past 4 years

**7,617**  
Pounds donated by GES in 2019 earning us second place



**24**  
Years GES has participated

**2017 & 2018**  
GES wins first place



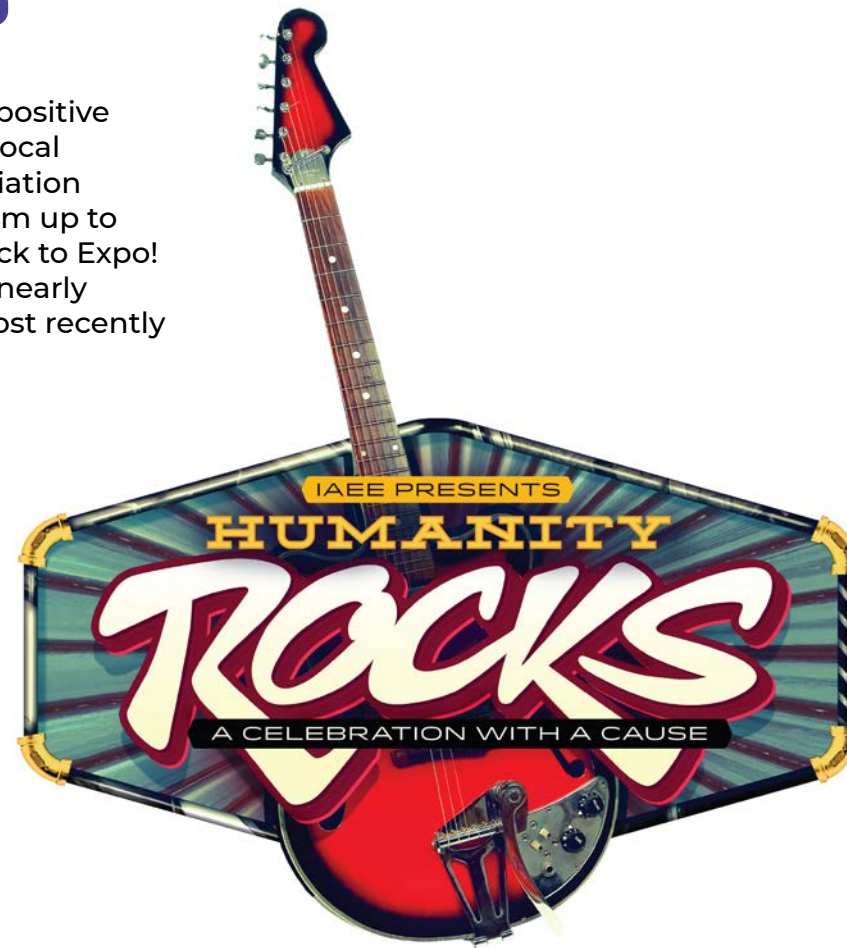


# INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS: HUMANITY ROCKS

Humanity Rocks is a perfect example of the positive impact that exhibitions and events have on local communities. Each year, International Association of Exhibitions and Events (IAEE) and GES team up to offer our industry the opportunity to give back to Expo! Expo!'s host city. Since 2009, we have raised nearly \$180,000 for local charities in many cities, most recently New Orleans, Las Vegas, and San Antonio.

#### Donation recipients include:

- OneBaltimore, Baltimore
- Orange County Family Justice Center Foundation, Anaheim
- Boysville, Inc., San Antonio
- Kingsley House, New Orleans
- Three Square, Las Vegas



“Each year, IAEE and GES team up to offer our industry the opportunity to give back to Expo! Expo!'s host city. Corporate social responsibility programs such as Humanity Rocks are a perfect example of the positive impact that exhibitions and events have on local communities.”

– David DuBois, IAEE President & CEO

“Humanity Rocks has become a ‘must do’ activity at Expo! Expo! not just because it is a great networking opportunity and a lot of fun, but also because it allows the professionals in our industry to rally around a great cause. GES is proud to sponsor this spectacular event each year.”



**Julie Smith**  
Senior Vice President,  
Los Angeles



# PCMA CONVENING LEADERS: PARTY WITH A PURPOSE

GES was a founding sponsor of Party With a Purpose. Since the first event, held in 1994, Party With a Purpose has raised more than \$1.8 million in charitable donations. A healthy mix of fun and philanthropy converges for PCMA's ever-popular Party With a Purpose. The annual event offers Convening Leaders attendees an energetic and lively networking experience while supporting the PCMA Education Foundation and giving back to PCMA's host destination.

In addition to Party With a Purpose, GES participates in Hospitality Helping Hands, PCMA's pre-conference social responsibility opportunity. During this community service day, event professionals work together to serve local communities.

#### Donations Benefitted Local Charities:

- Health Alliance for Austin Musicians
- W.O. Smith Community School of Music
- BC Hospitality Foundation
- Network for the Needy
- Living in Liberty; World Affairs Council of Pittsburgh
- World Affairs Council of Pittsburgh

"Social impact has a prominent role at Convening Leaders through the annual Party With a Purpose fundraiser. We strongly believe business events bring people and communities together, serving as a catalyst for social progress. Connecting individuals through social impact projects transforms lives and creates a legacy extending beyond the gathering itself." – Meredith Rollins, Chief Community Officer, PCMA & Exec. Director, PCMA Foundation



“ Proceeds from each event fuel industry advancement through the work of the PCMA Education Foundation and help the local community. It's also a great party and opportunity to catch up with friends in the industry.”



**Chuck Grouzard**  
Executive Vice President,  
Chicago

# DIRECTING RESPONSIBLE GOVERNANCE

GES is a wholly-owned subsidiary of Viad, which is an S&P SmallCap 600 company with operations worldwide. Integrity is the cornerstone of Viad's businesses and a fundamental part of our success. We define integrity as leading by example, meeting our commitments, and doing the right thing for our customers and fellow employees.

The values of integrity, ethical behavior, and legal compliance are reinforced every day in our businesses through our Always Honest Compliance and Ethics Program implemented in 1994. Every employee, officer, and director of Viad and its operating companies is responsible for knowing, understanding, and upholding these values.

Our management team supports our culture of integrity by leading by example and ensuring compliance with our values and standards. We believe that maintaining a culture of high ethical and legal standards provides us with a distinct advantage in recruiting and retaining top talent, driving the best value for our customers, and attracting high-quality investors.

## Board of Directors

Viad is governed by a Board of Directors that acts independent from GES leadership, except for Viad CEO and president of GES, Steve Moster. Representing broad areas of expertise, there currently are eight board members. The Board meets at least four times each year.

## Always Honest Ethics and Compliance Program

The Always Honest Compliance and Ethics Program supports Viad's commitment to comply with applicable laws and promote an ethical culture and incorporate the Code of Ethics adopted by our Board of Directors. It is our policy that all employees and directors conduct business ethically and comply with all laws.

The Always Honest Compliance and Ethics Program Manual guides ethical business conduct and contains specific standards and procedures. We are committed to promoting a culture where ethical behavior is expected. To support that, we provide Always Honest training and resources. Additionally, we maintain a toll-free Always Honest hotline, which is available 24 hours a day, seven days a week, for employees to report actual or suspected misconduct. For more information on the Always Honest program, visit the [Always Honest page on the Viad website](#).





The background image shows an outdoor event space with wicker furniture, string lights, and floral decorations. The text 'LONDON & EMOTION' is displayed on the wall, with 'LONDON' in large red and blue letters and '& EMOTION' in blue script. The GES logo is centered over the text.

# LONDON & EMOTION



February 2022 | [ges.com](https://ges.com)

BOSS | EMOTION CLUB

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