

Natural Products EXPO EAST

Prepared by:



2019 SUSTAINABILITY REPORT

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NATURAL PRODUCTS EXPO EAST 2019 SUMMARY

attendees: 28,000+

exhibitors: 1,600

Dates of the Trade Show

- **Move In:** September 6th thru 11th
- **EVENT:** September 11th thru 14th
- **Move Out:** September 14th thru 16th

Location: Baltimore Convention Center, Baltimore, Maryland

Square Ft: 1.1 million sq ft event space

Room Nights: 21,600 room nights at over 31 hotels



Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people. The 35th Annual Natural Products Expo East hosted more than 1,600 brands including 537 new companies and more than 29,000 community members.

About New Hope Network: New Hope Network, by Informa Markets, is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission of growing healthy markets to bring more health to more people, New Hope Network helps businesses identify the people, products, partnerships and trends that create better opportunities and connections. For more information visit www.newhope.com.

About Informa Markets: Informa Markets is made up of the top events, education, data and content brands across the global health and wellness industry. This powerful alliance serves a world-wide network of CPG brands, manufacturers, suppliers, retailers, distributors, investors and service providers.



New Hope Network is proud to continue to build upon our sustainability program at Natural Products Expo East 2019. We recognize our trade show has an impact on the environment and our host community. Through our Sustainability Program we are striving to identify, understand, and address these impacts to achieve continual improvement year after year. Thank you to all our partners who help make this happen.

SCOPE

For 2019, working with Honeycomb Strategies, New Hope Network built upon the observations from 2018 and implemented a sustainability program aligned with the Event Industry Council APEX Event Organizer sustainability standard and the Informa Sustainable Event Management System Fundamentals.

These efforts include:

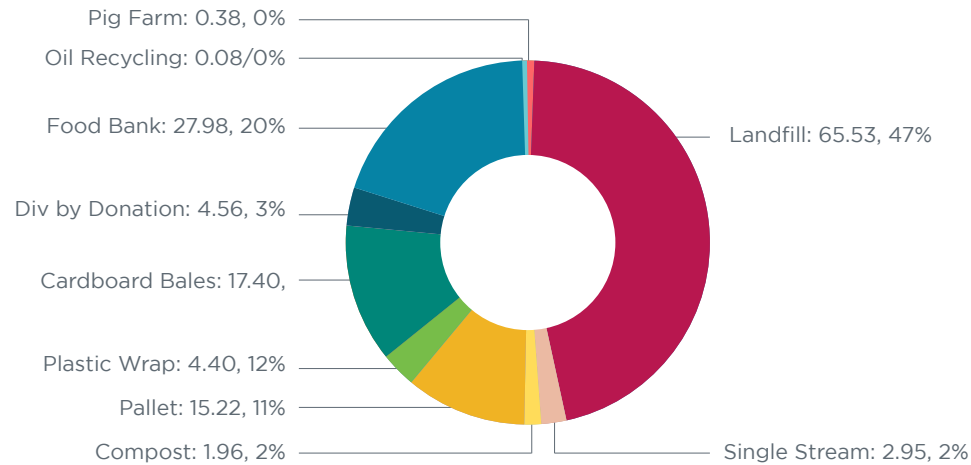
- Engaging stakeholders in trade show sustainability efforts and policies through various communication platforms, illustrating a commitment to waste reduction and diversion, energy and water conservation, responsible procurement, carbon management, and community.
- Increasing participation in programs amongst attendees, exhibitors and suppliers.
- Develop and implement sustainability initiatives to meet goals and objectives of Expo East trade show management.
- Develop event content to support the sustainable development of the industry.
- Incorporate event elements which enhance the wellbeing, equality, and accessibility.
- Continual tracking of trade show key performance metrics in Baltimore.
- Encourage event suppliers to implement more sustainable practices leaving a positive legacy from the event.
- Create meaningful partnerships with local non-profits through donations post event of food and materials.

By employing a “plan – do – check – act” process, as well as improved environmental performance and stakeholder engagement through best practices and benchmarks, the Natural Products Expo planning team was able to better assess and prioritize risks and opportunities for future trade shows, while building upon current best practices and successes. It is understood not all impacts are under the direct control of the New Hope Network and the Natural Products planning team but rather under their influence. The activity scope of this report is limited to the main trade show venue, the Baltimore Convention Center, and does not include ancillary events.

NPEE 2019 TRADE SHOW IMPACTS

WASTE TYPE	2019 (TONS)	2018 (TONS)	2017 (TONS)	2016 (TONS)
Landfill	65.53	62.94	67.68	67.71
Recycling	40.05	37.15	22.21	28.9
Compost	2.34	.72	1.08	.83
Donations	32.54	37.55	37.71	23.24
Total Waste	140.46	138.35	126.75	122.58
Diverted	74.93 = 53.35%	75.41 = 54.51%	59.07 = 47%	54.87 = 45%
Waste Per Attendee	9.69 lbs	9.88 lbs	8.7 lbs	8.75 lbs

NATURAL PRODUCTS DIVERSION:



CATEGORY	WEIGHT (TONS)	% CHANGE +/- VS. 2018
Landfill	65.53	4%
Single Stream Recycling	2.95	-1%
Compost	1.96	204%
Pallets	15.22	1%
Plastic Wrap Bales	4.40	120%
Cardboard Bales	17.40	3%
Diversion by Donation	4.56	-18%
Food Bank	27.98	-13%
Pig Farm	0.38	458%
Oil Recycling	0.08	0%
Total Diversion	74.93	-1%
Total Waste	140.46	2%

TOTAL DIVERSION PERCENTAGE: 53.35%

WASTE HIGHLIGHTS:

- Nearly 56,000 pounds of food were donated to the Maryland Food Bank. The USDA measures the average meal as 1.2 pounds, so this is equal to nearly 46,628 meals that were donated!
- Over 9,000 pounds of furniture and other items were donated to local non-profits Second Chance and the Loading Dock
- 2019 had an increase of 204% for our overall compost totals. This was mainly due to a robust onsite trash sorting program throughout the duration of the show.
- Nearly 750 pounds of food were donated to our local farm partner, Carriage House Farms.
- 2019 had an increase of 120% for the diversion of plastic wrap. We recycled a total of 11 plastic bales.
- 40 bales of cardboard and over 750 pallets were also captured and recycled.

NPEE 2019 TRADE SHOW IMPACTS

CARBON IMPACT CATEGORY	TC02E
Venue	453
Meals	-
Accommodation - Attendees	1,929
Accommodation - Exhibitors	817
Accommodation - Others	145
Travel - Attendees	23,811
<i>Air</i>	23,367
<i>Land</i>	444
Travel - Exhibitors	16,553
<i>Air</i>	16,354
<i>Land</i>	199
Travel - Others	711
<i>Air</i>	685
<i>Land</i>	26
Materials	24
Freight	10
Waste	111
Total	44,565

CARBON IMPACT CATEGORY	TC02E
General & Event Admission	598
Travel & Accommodation - Attendees	24,628
Travel & Accommodation - Exhibitors	18,483
Travel & Accommodation - Others	856
Total	44,565

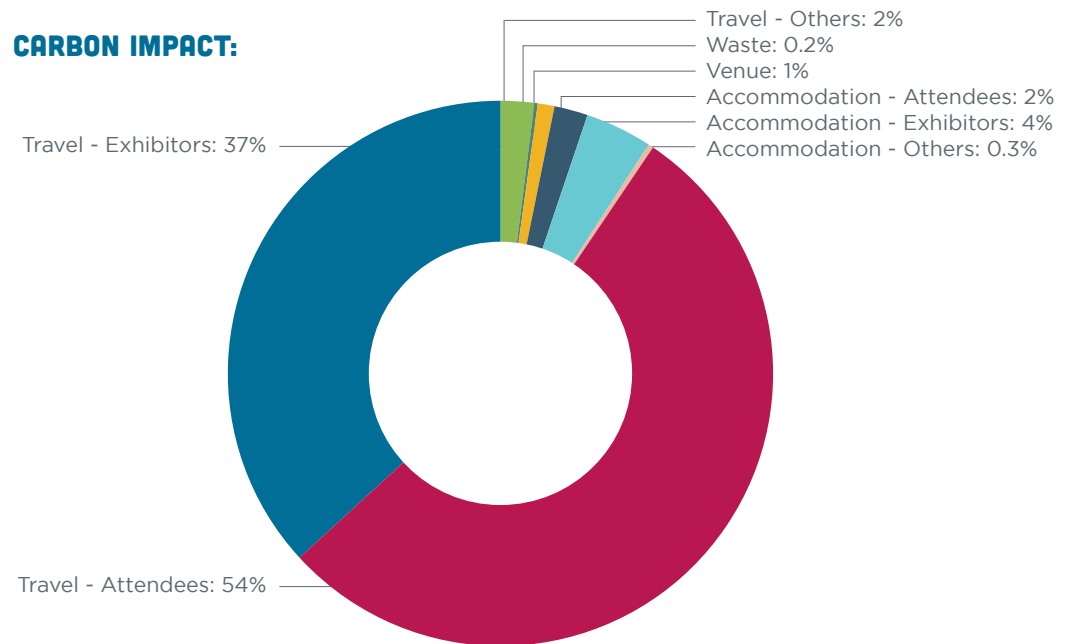
UTILITIES AT BALTIMORE CONVENTION CENTER:

Utility metrics were measured at the convention center for all contracted dates and space, move in through move out.

⚡ **ENERGY CONSUMPTION:** 842,001 kwh, 29.03 kWh per attendee

💧 **WATER CONSUMPTION:** Accurate consumption data was not able to be measured by the BCC at this time.

CARBON IMPACT:



NPEE 2019

GSC IMPACTS

The contracted GSC provides event management and exhibitors with a wide range of services, including but not limited to distributing the exhibitor service kit, shipping of booth materials, trade show installation and dismantle, creating and hanging signage and banners, laying carpet, material handling, and providing booth/stand furniture.

MATERIAL	USE / DESCRIPTION	GRAPHICS SAVED BY SHOW MGMT OR RECLAIMED BY DECORATOR OR DONATED (SQFT)	GRAPHICS RECYCLED (SQFT)	GRAPHICS TO LANDFILL (SQFT)	TOTAL AMOUNT PRODUCED (SQFT)
Total Graphics	Show Management	171	7,400	7,420	14,991
	% of Total	1%	49%	49%	

SUBSTRATE	USE	RECYCLABLE	NP EAST 2019 (SQFT)
Falcon Board - Cardboard Material	Signs, Structural Units, Hanging Signs, Directionals, Lightweight	Yes	5,721
Showcard	Card Stock	Yes	38
Easel Back - Cardboard Material	Tabletop Signs, Falconboard Material	Yes	
Floor Decals Anti-Skid	Indoor/Outdoor Floor Graphics	No	1,755
Gatorboard	Signs, Structural Units, Hanging Signs, Directionals, Overlay, Custom Cut Graphics	No	178
PSV	Pressure Sensitive Vinyl, Printable Graphics, Decals, Floor Graphics, Overlays, Permanent & Removable	No	2
Styme	Structural Units, Overlay, Insert to Structure, Substitute for Endcaps or Backlit Applications	Yes	242
Vinyl Banner	Vinyl	No	745
Window Cling, Light Adhesive, Light Adhesive Opaque	Static Charged Plastic that sticks to glass or mirrors	No	3,658
HDPE Banner, BIO Flex	Green alternative for banner and front lit signs	Yes	1,361
Cardboard Bases		Yes	50
ID Signs	Card Stock		159
PVC - Reusable	Structural Units, Overlay, Curved Panels	No	991
Plexi - Clear/Milk/Frosted - Reusable	Lightboxes, Structural Units, 2nd Surface Print Option	No	91
		Total	14,991

NPEE 2019

GSC IMPACTS

FREIGHT & FUEL

MATERIAL	USE/DESCRIPTION	# OF 53 FT TRAILERS OR OTHER TRUCKS	WEIGHT (LBS) ¹	FUEL TYPE	FUEL USED (GALS)	MILES TRAVELED
Decoration Equipment Trucks	Consists of general contractor support equipment: GEM equipment, sign stands, furniture, carpet, chairs, any and all decorator equipment needed to make this show happen. This includes the carpet trailers and total number of trucks used to produce this custom, high design show.	47	352,500	Diesel	251	1,380
Advance Freight - Trucks Local	Exhibitor items shipped DIRECT to Warehouse receiving. Shipments arrive beginning 30 days before the move in from many carriers. Labor tracks the freight by booth numbers and delivers it according to the target move in plan and puts in booth ("drayage").	200	2,071,067	Diesel	602	3,312
All Other Trucks		21		Diesel	57	315
	Freight & Fuel Totals	268	2,423,567		910	5,007

CARPET, PADDING AND VISQUEEN

TYPE	USE/DESCRIPTION	RETURNED TO INVENTORY (SQFT)	CARPET RECYCLED (SQFT)	CARPET TO LANDFILL (SQFT)	TOTAL AMOUNT USED (SQFT)
GES 130	Aisle, mgmt areas, mgmt booth, exhibitor booth	25,060	18,080	0	43,140
Matrix / ECHO	Aisle, mgmt areas, mgmt booth, exhibitor booth	174,018	22,018	0	196,036
Plush	Mgmt booth, exhibitor booth	0	9,665	0	9,665
Ultra Plus	Mgmt booth, exhibitor booth	0	3,040	0	3,040
Carpet Padding	Mgmt booth, exhibitor booth	40,138	10,740	0	50,878
Visqueen		0	0	10,300	10,300
	Carpet, Padding, and Visqueen Totals	239,216	63,543	10,300	313,059
	% of Total	76%	20%	3%	

NPEE 2019

GSC IMPACTS

MISCELLANEOUS

MATERIAL	USE / DESCRIPTION	QTY RETURNED TO INVENTORY	QTY RECYCLED	QTY TO LANDFILL	TOTAL QTY USED
Corn Starch Tops (sqft)		0	7,440	0	7,440
Corn Starch 29" (# of rolls)		10.00	20.00	0.00	30.00
Corn Starch 54" (# of rolls)		0.00	0.00	0.00	0.00
Plastic Wastebasket		973	0	107	1,080
Tape - 2"x36yd d/f (# of rolls)		517	0	90	607
Tape - 3"x36yd d/f (# of rolls)		555	0	74	629
Cardboard Railroad Base		0	138	0	138
Miscellaneous Totals		2,055	7,598	271	9,924
% of Total		21%	77%	3%	



EXPO WEST SUPPORTS THE UN SUSTAINABLE DEVELOPMENT GOALS (SDG'S) WITH THE FOLLOWING PRACTICES:

SDG 1 and 2: No Poverty and Zero Hunger

- 65,080 lbs of food and product donated to local food pantries post event.
- Community Benefit concert resulted in 500 backpacks with healthy snacks being donated to local kids.

SDG 3: Good Health and Well-Being

- Vegan and vegetarian options are made available at all food functions.
- Yoga and fitness classes offered daily to attendees.

SDG 4: Quality Education

- Session topics from diverse speakers on issues in the natural food and products industry.

SDG 5: Gender Equality

- Diversity in Naturals networking opportunities.

SDG 6 and 14: Clean Water and Sanitation and Life Below Water

- Art installation utilizing 10,000 used plastic water bottles featured in the Hilton Skywalk connecting the Baltimore Convention Center to Expo East education, press, registration, the hosted buyers lounge and more. This installation raised awareness on the issue of ocean plastics.
- New Hope Network donated to The Ocean Cleanup on behalf of Natural Products Expo East to support efforts to remove plastic waste from our oceans.

SDG 7: Affordable and Clean Energy

- Partnership with Southpole to offset carbon footprint at Convention Center and New Hope staff travel for a total of 150 tCO2.
- Option to offset attendee travel and/or hotels resulted in 66 participants
- A/V partner, Symbiotic offset all travel to the event and utilized a solar powered generator for the stage.

SDG 8: Decent Work and Economic Growth

- Marketplace to showcase new products and create connections in the natural products industry.

SDG 11: Sustainable Cities and Communities

- 9,120 LBS of booth materials donated to Habitat for Humanity.
- Friday Community Concert bag stuffing event with 500 backpacks filled with product donated by sponsors which benefitted Living Classrooms in Baltimore. Special thanks to sponsors: Larabar, KeHE snacks, General Mills, Carlson Vitamins, Presence Marketing and Zevia.



SDG 12: Responsible Consumption and Production

- Recycling and compost bins placed throughout the convention center.
- Recycling and compost porter service available to all exhibitors.
- Elimination of foamcore signage and styrofoam from the show floor.
- Back of house waste sort conducted at the convention center to direct materials to the correct waste stream.
- Pilot program with Vessel at the Harvest Festival to replace disposable sample cups with a reusable option.
- Plastic water bottles were removed from all concession stands in the BCC.
- A conference smartphone mobile application provides all conference information including schedule, maps, speaker details, attendee contacts and more.

SDG 13: Climate Action

- Hosts Climate Day workshop in partnership with the Climate Collaborative to encourage climate commitments to their operation and other companies in the natural industry.

SDG 17: Partnership for the Goals

- Exhibitor Sustainability Pledge completed by 17 exhibiting companies.
- Partnership with all vendors to implement sustainable practices through procurement guidelines, RFP's and contract language.
- A sustainability page exists on the website identifying sustainability efforts of the conference, sustainability partners, and key suppliers. This section also offers attendee tips on how to behave more sustainable while at the conference.
- Assessed the trade show to the EIC Event Organizer sustainability standard as a pilot event.



SUSTAINABLE EXHIBITOR SURVEY RESULTS

The [Green Exhibitor Survey](#) is a voluntary program focused on the areas: staff management, waste management, energy and water conservation, communication, and procurement. Thank you to the following exhibitors who participated in the 2019 Green Exhibitor Survey and committed to exhibit sustainably while at Expo East:

NATURE BIO FOODS	709
SUN GOD MEDICINALS	2631
W.S. BADGER COMPANY, INC	2617
KIBO FOODS LLC	2214
AMERI-CANNA BRANDS	5204
RE:THINK ICE CREAM	1186
NEILLY'S FOOD LLC	4302
RULE BREAKER SNACKS	8710
UPTON'S NATURALS	1716
UNITED BY BLUE	8143
FOODS ALIVE	8049

MOON MOTHER HEMP COMPANY	5105
INTELLIGENT BRANDS	6532
NATURE CAPITAL INTERNATIONAL LLC	2129
HEIDI'S REAL FOOD	8825
BH COFFEE CO., LLC	240
PARAGON LABORATORIES	3735





THANK YOUS & ACKNOWLEDGEMENTS

Thank you to the NPEE 2019 trade show suppliers for contribution to the content of this report including: Baltimore Convention Center, GES, and SouthPole.

A special thank you to the City of Baltimore for hosting our event over the years and supporting the sustainability goals of the show as we evolved together.

FEEDBACK:

Natural Products Expo is committed to sustainability of our operations and continually improving upon our practices. We welcome comments and feedback from all stakeholders. Please contact New Hope Network Sustainability: sustainability@newhope.com to provide feedback in relation to the Natural Products Sustainability Program.

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