



SHAPING

Through a trusted commitment to inclusivity,
community, safety, and sustainability.

Release March 2023

OUR FUTURE



INTRODUCTION

Onward

Greetings.

This past year we have continued to push forward with amazing results. Progress is an important component of our continued success within our global culture. It's a thoughtful balance of what captures our dedicated commitment to our clients, our partners, and more notably, our people. We're thrilled to introduce the GES Collective. Our resolve to remain a valued leader is what keeps our entire focus in check. Our enduring success is only achieved through the communities we partner with and the people we appoint to help guide us forward; to truly help us make a difference internally and globally.



This report is designed to share how we measure success in five key areas; a range of thoughtful goals we believe enhance the industry we celebrate, the people we partner with, and the GES Collective we have built.

- **Diversity, Inclusion & Belonging:** We are responsible for creating a welcoming and respectful culture by striving to become a better employer every moment of every day
- **Safety:** The GES Collective is committed to creating safe, secure work environments wherever we “set up shop”
- **Sustainability:** The goal in evaluating our environmental impact is to identify where we can commit to reducing, reusing, and recycling while making a positive global impact
- **Community:** A sense of purpose is why we encourage our collective to give back and contribute to their local communities
- **Governance:** We endeavor to be a great corporate citizen because anything less would be inconsistent with our values and our Always Honest program

We're honored to share this report with you. You'll learn more about our steadfast, continued promise to stay proactive when it comes to our performance and our dedication to every community we connect with; allowing the GES Collective to thrive and move forward. Onward!

— **Steve Moster**, President & CEO



Diversity, Inclusion & Belonging

Stay (You)nique



DIVERSITY, INCLUSION & BELONGING

Our Story Starts with Diversity

At the GES Collective, we take pride in our diverse community. It's inspiring to see so many cultures unite and work closely together. We celebrate programs that advocate diversity and seek out partners who are of the same mindset. The proactive approach that drives "diversity, inclusion, and belonging" is more than just an organizational effort, it's an illustrious call to action that promises to better our commitment to our communities and our future.





DIVERSITY, INCLUSION & BELONGING

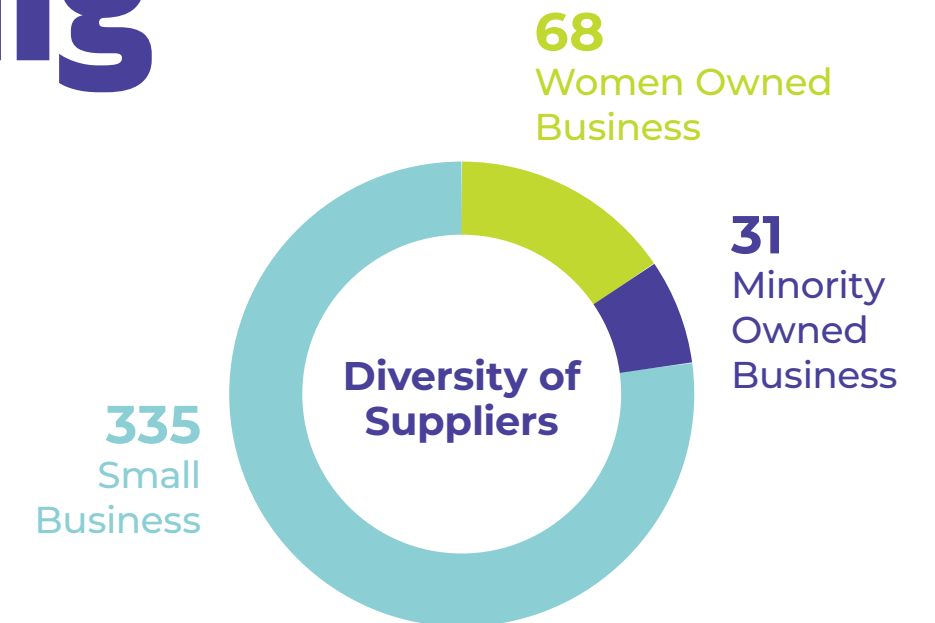
Business is Better When All-embracing

As a global leader in exhibitions and events, the GES Collective recognizes the value in engaging a supply base that represents the diverse communities in which we operate. We continue to diligently promote a culture of inclusion both internally and externally within our vendor base.

Valuing Our Employee's Voice

Annual engagement survey results to show inclusion and belonging.

- Survey results indicate a strong culture of trust, transparency, and respect, across the enterprise.
- Results reveal that we're open to feedback, demonstrate a willingness to explore input, and create new actions to improve culture.
- Employees report experiencing consistent and timely communications from our leaders.





DIVERSITY, INCLUSION & BELONGING

Inspired by Inclusion

With more than 2,000 employees around the world, we are committed to making an intentional effort to promote a positive and inclusive work environment. As part of our culture, we welcome a variety of backgrounds while promoting psychological safety and transparent communication. At the GES Collective, we understand that to build a world-class organization, we must appreciate and recognize every team member and the unique thought process each brings to the organization.

Let's Meet Jocelyn De La Cruz

Started as an operations coordinator in Oct 2017

After gaining her law degree and passing the bar, Jocelyn was eager to put her newly acquired skills to use. At the GES Collective, we are always looking for highly qualified talent. We created a new position for her given that she was a high-performing team player and she was promoted to Labor Relations Manager. Congratulations, Jocelyn.

“The support I received from my GES team members while going to law school was invaluable. From wishing me good days at school, asking me how I was doing throughout the process, and allowing me to grow within my role and the company, GES has helped me flourish in my career path and provided me with amazing opportunities. I am so thankful that I get to work for this amazing company.”





DIVERSITY, INCLUSION & BELONGING

Inspired by Women

Prosperity is thriving as cultural institutions across the globe are leaning in toward empowering minorities and women in the workplace. This includes traditionally more restrictive cultures like those that have legal systems based on Sharia Law.

This isn't stopping women in Saudi Arabia, where their empowerment has made significant strides.



Women's empowerment is central to the Kingdom's Vision 2030 reform program, which has far-reaching social and economic objectives with increased economic participation by women."

— The GeoPolitics 3/22

Let's Meet Donna Hyland

Supporting Saudi 2030 Vision



GES Middle East is committed to recruiting the Kingdom of Saudi Arabia (KSA) female citizens into the region as part of the Saudi 2030 vision. We are already reaching out for Government assistance when connecting with universities to help us through educational campaigns or providing resumes for potential candidates. KSA has high growth potential for GES, having now contracted twelve shows since starting up at the beginning of 2022, which promises to increase in the future.



I have worked for GES since March 2001. Until 2018, I spent most of my time in EMEA as a Director of Financial Planning. I am grateful for the opportunity that GES has given me to lead GES Middle East as General Manager; as a female in the region, I hope this is inspirational for other like-minded females who want to develop into a more senior role in the future."



Safety

Everyone's Responsibility



SAFETY

Always Play it Safe

Our safety team made big advances to increase the safety and smooth running of our fleet of vehicles. All of this happened in 2022:

- Redeployment of the GES US DOT Safety Program*
- Hiring of DOT Compliance Manager, Dane Holleron
- Fleet was updated with new and improved electric logging devices (ELDs) that include GPS and front facing video cameras.
- Adopted online Driver Qualification/Onboarding processes
- New maintenance program established

We've been busy this year. The entire regulated fleet in the US has been updated with GPS tracking and ELDs. Now that we know "exactly" where our fleet is, we're able to dispatch and reroute in real time to save time and money.

Online onboarding process simplifies and automates the new driver process. Instead of hours of manual input by driver managers, we have onboarded new drivers in under 10 minutes (minus the required medical testing).

Our world-class maintenance program puts all our vehicle maintenance information in one online location and ensures our vehicles are in tip-top condition. Inspection Reports are now electronic and are shared with the maintenance team instantly. With our Gate Check Program, our management team is in the lot before our trucks roll out. The manager and driver work together to confirm the truck is ready for the road.

*DOT safety rating indicates a number of safety management controls to meet Federal safety fitness standards.

Since April 2022, we had

250+
gate checks

performed on our
vehicles, ensuring
safety on the road.





SAFETY

Global Safety Principles

1.43**Global reportable incident rate**

US industry standard:
Below 3.0: LOW
Between 3-8: MODERATE
Above 8: HIGH

GES Collective has four global safety principles that guide our global safety program:



**Leadership
Engagement and
Team Responsibility**



**Continuous Safety
Improvement**



**Cultivating an
Effective Safety
Culture**



**Building Industry
Partnerships**

Our safety team ensures leadership and all levels of employees are engaged and responsible for safety in their area of concern. We make sure the culture that is created has safety included in every facet. We're always improving the "Always On Health and Safety Program." We work with companies across many industries to ensure that when on a job site, safety protocols are in line and agreed upon to establish safe and productive show sites.

We drive down injuries by working closely with our operational teams to ensure the Safety Tailgate Talk program is administered before starting work on our show and event sites. We have a show site safety signage program where all safety signage is deployed as soon as the building is occupied. We also conduct audits of our facilities and show sites to ensure compliance and to gather data to help guide our fluid safety program in the direction that will best protect our employees.

Though each country has different regulatory bodies that guide our respective safety programs, the safety team shares information and lessons learned frequently across the globe.



Sustainability

Be-LEAF in a Greener Tomorrow



SUSTAINABILITY

You Can't Spell Sustainable Without US

Our vision is to improve sustainable operations at events by becoming a leader in the circular economy model. We aim to reduce resource consumption and emissions at each event by providing a range of sustainable equipment including rentals that lower the demand to extract, produce and ship raw materials. The GES Collective reuses materials, provides a wide range of rental equipment, repurposes items wherever possible, and uses recycled/upcycled materials to facilitate our event services with the least amount of virgin materials possible.

The time has come to take a stand and put an end to unnecessary waste generated by events. This is why the GES Collective continues to work hard to create a legacy of sustainability for the entire events industry through our processes, practices, materials, and more importantly, educating stakeholders within our industry.



Photo: Natural Products Expo West 2022
Anaheim Convention Center, CA



SUSTAINABILITY

Beyond Going Green

The second we think of brand activations we think of earth first. At the GES Collective, sustainability inspires us – so we actively seek partnerships that will actively hop on the eco-friendly track with us. Less impact on the environment makes a huge impact on us. We want to create experiences and activations that steer clear of unnecessary waste while promoting environmentally sustainable global aspirations.



Photo: The Cycle Show 2022
Alexandra Palace, London

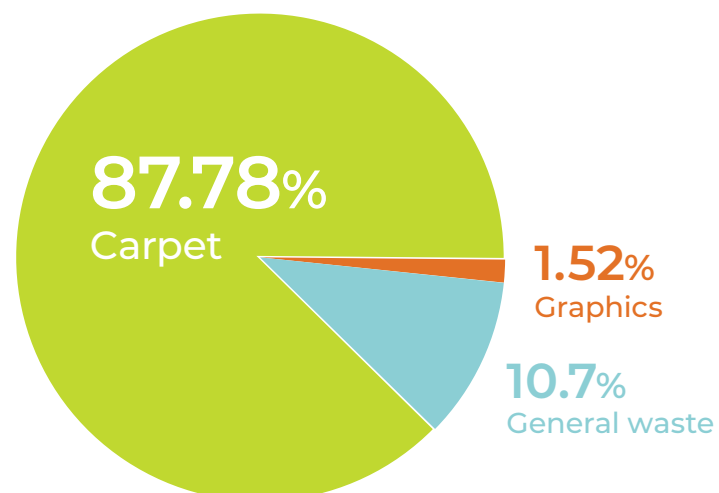


SUSTAINABILITY

Conservation Through Carpet? Yes.

The GES Collective and Emerald Carpets have shared a relationship that spans over 32 years, and it's their commitment to sustainable flooring products within the tradeshow industry that makes us proud to call them partners in combatting pollutants and reducing energy.

Total Carpet, Graphics & General Waste Diverted from Landfill:
12M lbs. (6,000 tons)



Emerald Carpet

Multiple-use carpets are the most environmentally sustainable flooring available to the tradeshow, special event, and corporate events industry. Carpet acts as a thermal barrier between the concrete subfloor and event attendees, keeping the event site warmer in cool months and cooler in warm months.

Emerald's process of sanitizing and cleaning does more than just launder the carpet...



- When rented through Emerald, carpet is returned and reclaimed into new roll sizes minimizing the waste from show site.



- A foam, containing Premier Shield Antimicrobial solutions, is used to clean the face fiber of the carpet and eliminates 99% of the water consumption previously used to clean carpets.



- Though this process, the life cycle of the roll of aisle carpet can be repurposed up to 5-10 different times before it is then repurposed into many things such as rugs, cars, and houses.
- Aisle carpet that is used a minimum of 5 times, can save over 80% of energy consumption over the life cycle of the carpet.
- If the aisle carpet is not repurposed, it can be converted back to its original raw material state to create more aisle carpet.



SUSTAINABILITY

Green Across the Globe

In 2022, some US venues banned the use of foam-based materials. To ensure the GES Collective could meet the demand of our customers and comply with these new environmental restrictions, we partnered with our national distributors to ensure we had these specific materials available. Our global team purchased in bulk to reduce our carbon footprint while minimizing shipping and freight costs.



GES graphic depot in UK





SUSTAINABILITY

A Sustainable UK? OK!

GES EMEA Exhibitions relocated its offices and warehouses from its old site in Coventry to be located on-site at the UK's two major exhibition venues - The NEC, Birmingham and ExCeL London. As a result, several sustainable initiatives have been achieved with lasting, eco-positive outcomes.

Our new locations also allow us to be far more flexible in delivering our services and products. We can respond on-site, with no need for additional transportation to service later orders; leading to a forecasted 50% reduction in road haulage and associated CO2 emissions.

All offices were designed and built using up-cycled, or previously owned, office furniture. This means over 300 chairs and desks were used and sourced from preexisting offices.

#UpcycleProud



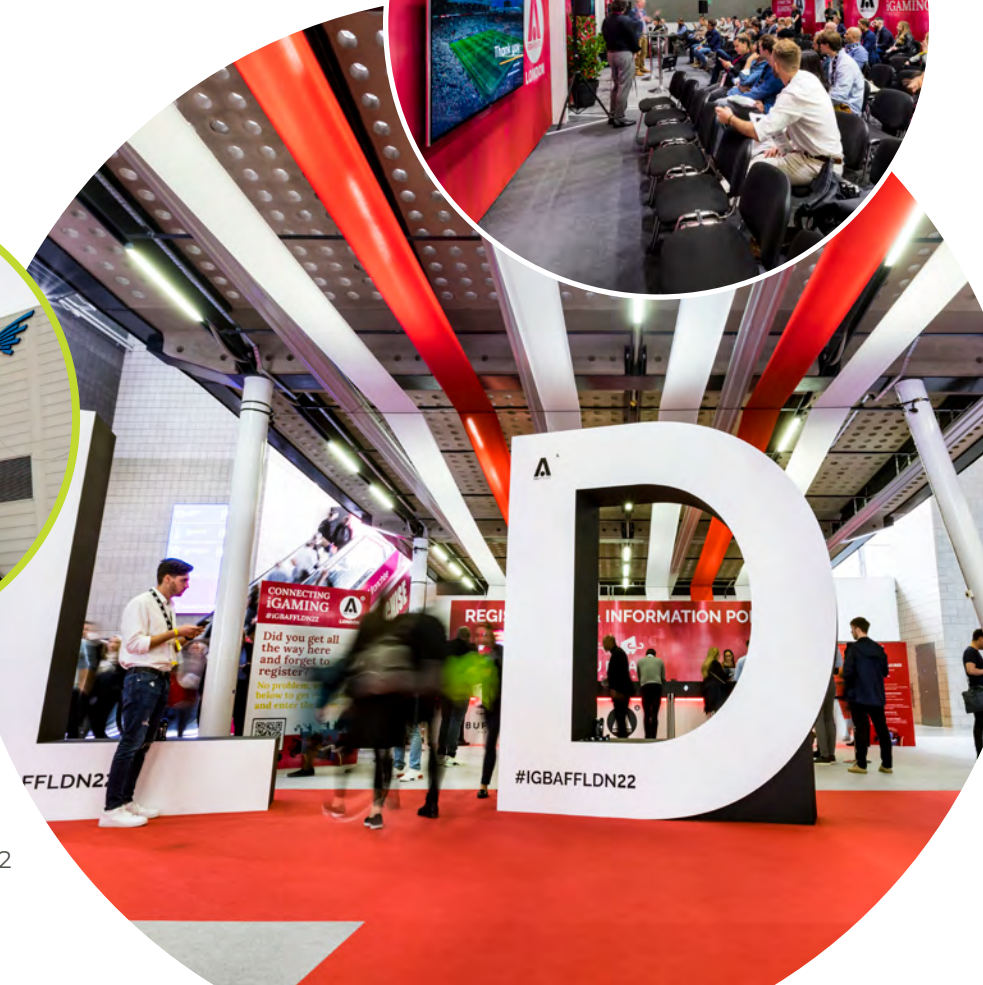
Commercial Vehicle Show 2022



The NEC, Birmingham



ExCeL London



iGB Affiliate London 2022



SUSTAINABILITY

Serving Community Through Sustainability



The Natural Products Expo West Show in Anaheim is a perfect example of how smart sustainability can give back to local communities. Through Informa and the Anaheim Convention Center, the GES Collective secured generous amounts of food and furniture donations for benevolent charities.

Community Donations



217,122 lbs.

of food donated to the Second Harvest Food Bank



Six 18ft Trucks

full of furniture and other items donated to Habitat for Humanity

Recycling and Composting



Recycle/Compost bins

were strategically placed throughout the show floor. 44 exhibitors acquired bins to utilize in their booths



Over 90% (or 135,000 lbs.)

of waste was diverted from landfills

#GoGreenOrGoHome



Community

Stronger together





COMMUNITY

Making a Difference



At GES Collective, we believe we're all in this together! We can feel this when we work to create events and experiences for our clients and their attendees, as well as when we support our neighbors and communities.

We are proud of the charitable efforts of our GES Collective employees. Year after year, they continue to engage and make a positive difference. And, when crises hit, we have come together time and time again to help our teammates and our communities recover and rebuild.

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.**
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.

We encourage our teams to lend their time and talent toward volunteer activities that are close to their heart. Here are a few examples of how our teams volunteered this year.



COMMUNITY

Our Team Gives Back

Every year, GES Collective encourages our employees to give back to their communities. We also support our venues and industry partners in their volunteer efforts. It is with great joy that we share just a few stories about some of the hardworking team members who shared their hearts, energy, and time to assist others.

Feed My Starving Children

Chicago, IL

The GES Chicago team volunteered at Feed My Starving Children and packed over a hundred boxes that provided 25,000+ meals to children in need.

Thanks to those team members who participated, including Bob Ryley, John Loveless, Mary Liz Davis, Jolee Berberet, Ben Cramer, Lindsay Williams, Meghan Beese, CJ Galante, Tom Lorish, Marie Fiorenzi and Chuck Grouzard.





Second Harvest Food Bank of Central Florida

Orlando, FL

Team Orlando volunteered at the Second Harvest Food Bank, a private, non-profit organization that collects, stores, and distributes donated food to more than 500 feeding partners in six Central Florida counties. The team packaged 850 COVID relief boxes and bagged over 8000 pounds of potatoes for those in need in the Central Florida community. The team thanks Second Harvest Food Bank for inspiring and engaging the community to “fight hunger and feed hope”.

Thanks to those team members, Scott Crawford, Dieter Burgoa, Brad Necason, Carl Bradley, Deanna Gonzalez, Jennifer Miller, and Nicole Martinez



Ronald McDonald House Charities

Las Vegas, NV

Las Vegas team members prepared, cooked and served fifteen family members who were staying at the Ronald McDonald house. Our team divided up the tasks, turned on the music, fired up the grill, and prepared a nutritious meal led by the fearless kitchen leader.

Thanks to team members Denise Martin, Ryann Denys, Ross Crane, Brian Larsen (grill master extraordinaire), Julia Smith and Ann Olson.



Hiking for Hunger-Free



Walk the World

Las Vegas, NV

A GES team participated in Informa's Walk the World charity event this year. The fundraising hike took place on the almost 7-mile Historic Railroad Trail in Las Vegas and raised \$1,355 for Three Square Food Bank.



Many of us work with Informa daily on their events and it was nice to step away from planning events, work and graphic orders, etc. and participate in their charity hike that directly impacted the food bank in our community. It was also nice to meet some new Informa team members that are local to the Las Vegas area."

— Lisa Lidey, GES Sr. Strategic Client Services Manager

Three Square is Southern Nevada's only food bank and their mission is to provide wholesome food to those in need, while passionately pursuing a hunger-free community.

Thank you for making a difference

Informa, Three Square Food Bank, and our GES Collective team – Ashley Keasey, Lisa Lidey, Ryann Denys, Denise Martin, John Callahan, and Brian Larsen



Governance

Always Honest



GOVERNANCE

Shaped by Integrity

Always Honest Ethics and Compliance Program

The Always Honest Compliance and Ethics Program supports Viad's commitment to promoting culture or compliance. For more information on the Always Honest program, visit the [Always Honest page](#) on the Viad website.

GES is a subsidiary of Viad, an S&P SmallCap 600 company with global operations. Integrity is fundamental to our success, and we are committed to doing the right thing for our customers, clients, and team members.

Our focus on integrity is reinforced every day through our Always Honest Compliance and Ethics Program, which was first implemented in 1994. Everyone in the company, from the top all the way through the enterprise, is responsible for knowing, understanding, and upholding this program.

Board of Directors

Viad is governed by a Board of Directors that represent broad areas of expertise and experience. There currently are nine board members, including Viad CEO Steve Moster. The Board meets regularly to provide key insight, leadership, and support for the company.



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thisisspiro.com

onpeak.com

showtech.ca

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