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**April  
2012**

More organizations are focused on making sustainability an everyday practice in the workplace — and at the meetings and events they hold. As more planners recognize that their attendees want to participate in community-service projects and other CSR initiatives, they increasingly will seek out destinations that offer meaningful opportunities to do so.

It's time you shared how you're helping them give back. Place a full-page ad in **CSR** and receive a matching profile, including a 550-word editorial, photo, and At a Glance section, as well as a contact name, phone, e-mail, and Web site address.



### ADDED VALUE!

Your editorial and full-page ad are posted on the *Convene* Digital Edition

### BONUS DISTRIBUTION

- ▶ ASAE's Springtime Expo
- ▶ MILO

### RATES

- ▶ \$10,260 Gross
- ▶ \$9,230 Gross for full-page advertisers running 3x or more

### SPACE DEADLINE

February 1, 2012

### EDITORIAL DEADLINE

February 15, 2012

### MATERIALS DEADLINE

March 1, 2012

*Only full-page ad and full-page editorial formats accepted*

Corporate Social Responsibility

## FIERA MILANO CONGRESSI

Management Keeps Sustainability Top of Mind

**S**OCIAL SOLIDARITY — IN THE FORM of respect for the Earth and other human beings — has long been a guiding principle for Fiera Milano Congressi (FMC). The company, which has specialized in managing event venues since 1994 and manages three congress centers and one business center in Italy, rates among the most progressive firms of its kind when it comes to sustainability and corporate responsibility.

FMC's management philosophy promotes the use of systems that help safeguard the environment and allow the best use of natural resources. Several sustainability initiatives have been introduced in all company-managed congress centers under the umbrella of a program to improve energy efficiency. These measures include the purchase of eco-sustainable, low-environmental-impact materials, along with regular assessment of electricity, heat, and water consumption by unit or activity category of new structures (offices as well as congress centers) to have separate conditioning plants equipped with temperature regulation systems that modulate energy supplied according to the outdoor temperature. Hot water is supplied by FMC offices using a photovoltaic plant installed on the roof.

Additionally in cooperation with vendors, the new LIFE@TE, FMC offers groups the option of branding their events as having "zero environmental impact." For the lowest possible environmental impact, exhibits can incorporate knowledge of a highly biodegradable carpet that also produces minimal CO<sub>2</sub> during its manufacturing process. Moreover, FMC's catering services provider can create menus that feature only natural products served on recyclable tableware. Offices and congress centers collect and separately recycle paper, cartons, glass, plastic, metal, and wood. Multi-material bins are used to collect recyclable waste, while carpeting, which is rented for individual events, is returned to the supplier for recycling. Toner used in printers and copiers is collected in specific cans, with event producers responsible for their disposal.

To encourage the use of local public transportation as an alternative to taxis and cars, FMC

has drawn up agreements with ATM, the municipal transport company, to buy tickets at special prices for employees and congress delegates. Those who do drive in can avoid the hassles of more than 1,300 parking spaces on May 1.

FMC's sustainability efforts go hand in hand with its corporate social responsibility: its catering company and refreshment suppliers donate unused food from events held at its facilities to an organization that offers meals to the poor. FMC also facilitates direct dialogue between its staff and institutions, civil and religious organizations, and other entities with effective commitments to identify and resolve serious social needs.

**AT A GLANCE**  
CONVENTION FACILITIES: Fiera Milano Congressi has specialized in managing event venues since 1994. It currently operates three convention centers — the Milano Convention Centre in Milan, Spazio Villa Erba, a conference center on Lake Como, and Stella Polare, a futuristic conference center in the new Milan trade-show complex. Fiera Milano Congressi also manages Molex, an exclusive business suite in the heart of Rome. Collectively, these facilities offer more than 20,000 seats and 74 conference halls.

**FOR MORE INFORMATION:** Fiera Milano Congressi, Via Carlo Magno 1, 20149 Milano, Italy, +39 02 4997 7134, fax +39 02 4801 0246, info@fieramilanocongressi.it, www.fieramilanocongressi.it

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### May 2011 - Milano Convention Centre

## Conferences have a new future: Milan

A new centre has sprung up in the beating heart of Milan, Italy's fashion, design, financial and business capital: the Milano Convention Centre is at the forefront in Europe, with its excellent hospitality services and flexibility. It is already geared up for Expo 2015. A new key player on the international scenario. The future for your conventions, conferences and large-scale events.

**MILAN 2011**  
New York Expo

**Penary room**  
with up to 4,500 seats

**15,000 total seats**  
right in the heart of the city

**1,500-seat auditorium**  
with up to 5,000 sqm

**70 rooms** with up to 5,000 sqm

**54,000 sqm** total exhibition space

**2 registration points**  
for a total of 5,000 sqm

**15 separate entrances**  
Planning for capacity: 10,000  
Direct access to Subway Line 5  
Molex

[www.milanocongressi.it](http://www.milanocongressi.it)

Fondazione Fiera Milano | FIERA MILANO | FIERA MILANO

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