

# Reaching Grand Sustainability Goals



**Tune<sup>®</sup> helps Informa Markets reduce their carbon footprint while saving 15% to 18% in energy\* and delivering a return on investment of fewer than 14 months.\***

In 2020, Informa Markets engaged Tune<sup>®</sup> to support its goal of being **carbon neutral by 2025**. A United Kingdom-based company, Informa has a \$12 billion market cap and is a member of the FOTSE 100. Each year, Informa hosts up to 500 trade shows and conventions, from art and beauty shows to the largest boat show in the world. While many of their exhibit halls will boast up to **10,000 LED lights**, it's the Boat and Yachting shows that present the most significant opportunity for saving energy.

**15%<sup>+</sup>**  
**SAVINGS\***  
REALIZED IN  
KWh CONSUMPTION



## Boating and Yachting Events

Informa hosts the largest Boating and Yachting events in North America. At these shows, they deliver the temporary power<sup>†</sup> required by their exhibitors. A significant percentage of these exhibitors draw **more power than a 10,000 square foot home**. These shows use so much energy that Informa has its own in-house electrical department manage the electrical need. After installing Tune<sup>®</sup> in their panels and evaluation, this team not only determined that Tune<sup>®</sup> has generated significant energy savings, but it was also delivering **'clean' power to exhibitors**.\*

“By reducing heat in our system, saving energy, and saving equipment, Tune<sup>®</sup> is helping us **champion sustainability in our business**”

“...the people at Tune<sup>®</sup> go out of their way to help us.”

Ken McAvoy  
President  
Informa Markets  
South Florida  
Ventures Division

\*Source: Ken McAvoy, Informa Markets

†Most of the power used at boating and yachting shows is 480V 3 phase



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Informa is committed to becoming **carbon neutral by 2025** across all our 500 shows. As part of our commitment to the environment, we have been working to manage our event's carbon impact by investing over \$2.8 million dollars to eliminate the use of diesel generators and reduce our electricity usage with energy saving technology which will result in an estimated 15-20% decrease. As part of our effort, we have retrofitted our electrical equipment with the Tune Filter.

We hope that you will take the time to read the enclosed information on Tune and join us in our sustainability program. Just so you are aware, our company receives no financial consideration from Tune. Our initiative expands to making the **boating industry more sustainable**, as the five warmest years on record occurred in the last decade. When you save and reduce power consumption, you do us all a "world" of good.

Please look at the results and quotes from other companies that have adopted Tune.

"Every year we evaluate initiatives to lower our energy consumption. We started with LED interior lights, then moved to upgrading exterior security lights to LED. Now, Tune has given us the opportunity to reduce our consumption and bill even more. And the install was so simple. Easiest rollout ever." **Nate Lee, Facilities Manager**

"The maintenance budgets are down in the fast-food stores where we installed new technology including the filters. Some of the budgets are down as much as 40%." **Steve Marshall, CEO Gazelle Power Solutions Louisville, KY**

"We don't want Team Members servicing electronics, we want them focused on providing exceptional service to our customers." **Merrin Mueller, RPM Pizza Gulfport, MS**

"We're on track to see a return on our investment in months not years." **Alan Lovelace, RPM Pizza**

We hope you will consider embarking on this journey on sustainable development.

Sincerely,  
Andrew Doole

  
President U.S. Boat Shows



Save energy + Save electronics + Save resources = Save money  
tunefilters.com

Informa.com

"While the electric companies may not like our savings...we certainly do and plan further expansion (with Tune®) as we build our business."

Ken McAvoy, **President, Informa Markets, South Florida Ventures Division**

**tune®**

Simple Energy Savings.

Save energy + Save electronics + Save resources = Save money



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