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Green Growth for 2010 Motivation Show

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By Donna M. Airoidi

The 2010 Motivation Show, taking place Oct. 12 to 14 at Chicago's McCormick Place West, is expanding its commitment to sustainability with several new efforts geared to green-up the annual incentive industry trade show, it announced this week.

"As trade show professionals, we're responsible for the impact of our shows on the planet as well as our local community," Pete Erickson, managing director of The Motivation Show, said in a statement. "Making conscious decisions to reduce our carbon footprint is no longer just rhetoric, it's expected."

In addition to its move to the McCormick Place West building, which attained its LEED Certification (Leadership in Energy and Environmental Design) from the U.S. Green Build Council, this year's show will use online distribution for 100 percent of its exhibitor materials and will rely on electronic forms for most of the exhibitor data collection, and its revamped Web site includes expanded options for online conference call participation, and exhibitor registration and listing procedures.

No more mailing of badges either. The Motivation Show will use CSI's Express RFID Badge Pickup system for its attendee registrants, who will receive an e-mail confirmation with a bar code that needs to be presented at the show for printing of their RFID badge and conference tickets.

"This eliminates the need for printing and delivering thousands of envelopes and inserts, some of which aren't even used, and dramatically reduces the carbon footprint of providing registration credentials to our attendees," Erickson said.

The show also is working with GES, its general services contractor, to use environmentally friendly materials whenever possible. Some of these efforts include:

- 100 percent recyclable carpet padding made with 98 percent pre- and post-consumer content
- Biodegradable trash bags and wastebaskets made from 100 percent recycled materials
- Utilizing energy efficient lighting
- Recycling paper and ink cartridges from printers
- Purchasing recycled paper and signage products
- Recycling steel and aluminum exhibit structures
- Retreading tires on truck and trailer fleets

For more information about The Motivation Show and its green efforts, visit www.motivationshow.com, www.mccormickplace.com and www.ges.com/about/green.

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