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GREEN THOUGHT FOR THE WEEK



Reuse a great event technology partner.

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GREEN MEETINGS



For the sake of global warming and the environment, you should be. *Locavore*, the 2007 Oxford Dictionary Word of the Year, was first crafted to describe a food trend of using locally grown ingredients and protecting the environment by avoiding shipping. Based on its concept of using "local resources" to preserve the environment, the meetings industry should adopt a locavore philosophy with regard to event technology. Here's why:

Everything has a *carbon footprint*. Transportation, including the shipping of technology gear, is a significant portion of a meeting's environmental footprint. A single truck can contribute over 5 tons of carbon in a round trip.* And, a single show can mean several trucks of gear.

For the meetings industry, transportation carbon emissions are completely avoidable when using locally sourced people and gear. Working with a company that has a broad national footprint and on-site local support in key meeting cities avoids freight transportation costs/emissions for equipment and airline costs/emissions for workers.



A single truck of technology gear can contribute 5 tons of carbon...this is completely avoidable by using locally sourced people and gear

By reducing energy use and changing our reliability on long-distance transportation, we can easily cut back our carbon footprints and become more *carbon neutral* – the 2006 Oxford Dictionary Word of the Year.

The Right Gear – from procurement to retirement

The Convention Industry Council recommends meetings incorporate *Energy Star* compliant equipment whenever possible. One aspect of compliance, however, provides

a significant challenge: products burning electricity while idle must power down during periods of apparent inactivity. Obviously, complying with this basic requirement would be counterproductive for a projector, for example, running during a lengthy General Session.

In 2006, European countries approached these environmental challenges in a different way with the "restriction of hazardous substances" – or the *RoHS Directive*. RoHS mandates that levels of hazardous substances (like lead, mercury, cadmium) be significantly reduced when built into products, which appreciably simplifies recycling and reduces human and environmental contamination threats.

From procurement to retirement, the event technology team engaged by a facility must have knowledge of, and a commitment to, buying equipment that demonstrates efficient use of electricity, minimal use of hazardous substances, and practical recycling – Period. PSAV's purchasing policies, for example, prioritize equipment that is Energy Star or RoHS compliant, and it mandates a certified safe disposal program for its electronic components.

The bottom line is this: Hospitality companies that promote "Green Meetings" need to first commit to being a socially responsible company, and team only with business partners that do the same. Only then are we meeting the demand for greener practices, and leading the way toward a greener future for the meetings and events industry.



Digby Davies is President and CEO of PSAV® Presentation Services, the world's leading event technology company.

*Based on a 1,400 mile trip each way on a 53 foot truck with 75% load, which gets 6 miles to the gallon on diesel fuel. Each gallon of diesel contributes 22 pounds of carbon dioxide.

SHOWCASE



LED lighting dresses hotels, reduces energy costs

LED lighting is quickly replacing incandescent lights in the meeting and function space at hotels. Whether dressing up a General Session or adding “pop” to empty rooms during site visits, LED lighting not only sets the scene, but its low power consumption helps facilities conserve energy. LED lighting is programmable to produce different effects, and uses up to 80% less energy than incandescent lights.

 **LED lighting uses up to 80% less energy**

“LED lighting is really growing in popularity in hospitality, especially among event planners and producers who are interested in learning how they can reduce their environmental footprint,” said Brian Lagestee, PSAV Senior Vice President of Technology. “LEDs are a great way for facilities to conserve energy. In addition, the color wash and accent light effects easily enhance any space.”

The color mixing, flexibility, variety of LED fixtures, and control of hue, intensity and saturation make LED lighting a must for all events where mood and scene are a priority. Not only do LEDs use less energy, they are safer because they don’t generate heat. So, they can be used in areas where conventional lighting is not appropriate, such as under table skirts.

TECHNOLOGY SPOTLIGHT



Interactive, touch-screen digital signage

Speeds up location/event finding

PSAV has created a groundbreaking approach to digital signage that puts guests in charge of the information they need, while freeing up staff from giving directions and avoiding costs and environmental issues associated with producing printed foam boards for each event. This complete, end-to-end digital signage system, which recently won the Digital Signage Expo East 2008 Content Award, includes signage placement analysis, complete installation services, system monitoring and on-site content management.

Next generation of interactive guest services

“Dubbed ‘Touch Me™’” according to Denis Lesak, PSAV National Director, Digital Signage, “the system launches the guest experience, including details about specific events and even individual attendees, hotel amenities, concierge services, and airline departure information. It’s hot technology that provides a really cool experience for anyone who comes in contact with it.”

Satisfying guest experience

Guests no longer have to wait to get their information, as the display shows what guests want to see first – their group name. From there, guests can choose their meeting and then see a detailed map that shows where they are standing and how to get to their meeting location. Several decorative enclosures elegantly match a property’s interior décor.



AV is Critical to Guest Satisfaction

Event technology enhances meeting experience

Groups and conventions are critical to your revenue goals. The more successful your clients' events, the more likely they are to keep coming back. And event technology plays a major role in creating a successful event. Are you confident your current audiovisual company is truly helping you build a better meeting business?

Why is AV important?

Well, at its most basic, the point of a meeting is to communicate a message. Whether it's an intimate seminar in the boardroom or an elaborate stage production in the ballroom, your clients have a message to communicate. Their audience is going to take about a minute to decide if that presentation is worth listening to — if you lose the audience, you lose the message. If you lose the message, your clients won't have a successful meeting.

In a presentation, studies indicate 93% of the communication comes from how the presentation looks and feels, not from the words themselves — it's all about audio and visual clues. To make it more challenging, your group meetings guests

have increasingly sophisticated expectations.

Today's audience is continuously exposed to rich media in TV, retail signage, even in sports stadiums. Consumers expect compelling and personalized content delivered in high definition.

➤ **93% of communication comes from how the presentation looks and feels, not from the words themselves — it's all about audio and visual clues.**

PSAV, the event technology experts

When communication goes live, it's much more than just a meeting that requires equipment and an AV guy. It's a total experience. It's a show. It takes someone who will work with your clients as a team to put it all together. No one is more experienced than the event technology experts at PSAV. You have peace of mind in knowing PSAV sets the stage for success and works behind the scenes, from initial planning to standing ovations. So you can expect higher customer satisfaction scores and clients who will choose your property for their meetings, time and time again.



Go Green. Go Local.

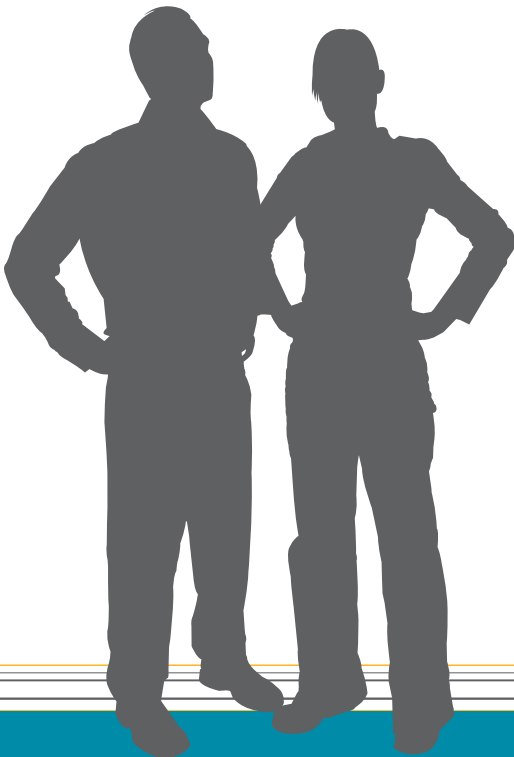
A significant portion of a meeting's environmental footprint comes from shipping and travel costs. The best way to avoid this negative carbon impact is to use local equipment and resources. At PSAV, we provide event technology gear and people in virtually every key meeting city.

Environmentally responsible equipment... from purchase to retirement

At PSAV, we pride ourselves on being environmentally responsible with our equipment - from procurement to retirement. A key purchasing criteria is to be compliant with either Energy Star or RoHS (Restriction of Hazardous Substances), which minimizes the use of hazardous substances in the manufacturing process. Finally, PSAV has a certified safe disposal program for retired equipment and electronic consumables.

Reduce the carbon footprint of your meetings

It's as easy as working with PSAV. Every day, we're looking for ways to make our company and your meetings a little greener.



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