

 GREEN THOUGHT FOR THE WEEK **Reuse a great event
technology partner.**

From initial planning to standing ovations,
PSAV will give you a "Show Business"
experience. Every time.



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GREEN MEETINGS



From equipment procurement to retirement— are your “green meetings” really green?

Customers and employees are demanding “green” leadership in the meetings and events industry. This can easily be achieved through simple corporate social responsibility. Audiovisual and event technology suppliers must establish a “greener gear” policy for processing equipment in a way that minimizes negative effects on the environment.



Meeting planners should seek out companies that offer equipment that meet Energy Star and RoHS compliance

From procurement to retirement, the event technology team engaged by a meeting planner or facility must have a knowledge of, and a commitment to, buying equipment that demonstrates efficient use of electricity, minimal use of hazardous substances, and practical recycling – Period.

The Right Gear - from procurement to retirement

The Convention Industry Council recommends meetings incorporate Energy Star compliant equipment whenever possible. One aspect of Energy Star 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 environ-

mental 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 in the first place, which appreciably simplifies recycling and reduces contamination threats to humans and the environment.

Meeting planners should seek out companies that offer equipment that meet Energy Star and RoHS compliance. PSAV® Presentation Services, for example, is showcasing its environmental support by mandating a certified safe disposal program of its electronic components. In addition, PSAV’s purchasing policies prioritize equipment that is either Energy Star or RoHS compliant.

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 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.

SHOWCASE



LED lighting 'wows' meeting goers, uses less energy

LED lighting, which is programmable to produce different effects, is quickly replacing incandescent lights in the meeting and function space at properties throughout the country. Whether dressing up a General Session or adding “pop” to compliment themes, LED lighting not only sets the scene, but its low power consumption helps conserve energy. In fact, LED lights use up to 80% less energy than incandescent lights.

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

“LED lighting is really growing in popularity, especially among event planners interested in learning how they can reduce their environmental footprint,” said Brian Lagestee, PSAV Senior Vice President of Technology. “LEDs are a great way to conserve energy. In addition, the color wash and accent light effects dramatically 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, where they give off a cool glow.

TECHNOLOGY SPOTLIGHT



ePosters are green poster alternative

Get quick access to areas of interest

No more roaming the halls to view paper posters. Multiple scientific exhibits are within easy access with PSAV's ePosters, an all-digital poster creation and viewing system. ePosters can be accessed at on-site workstations or viewed from any computer connected to the Internet. Quick search options take viewers straight to their area of interest, and attendees can stay at a single station to look up any poster. And, without all the wasted paper at the end of the conference, ePosters provide a greener alternative.

Attendees get interaction and flexibility

Attendees can send electronic notes to authors and make notes on a personal notepad. The advanced search engine helps users find multiple posters on a specific topic or by a specific author.

ePoster information lives beyond the meeting

PSAV keeps the ePoster site online for one year, so members can continue to access valuable information well beyond the meeting.



Make your meeting message last

Event technology enhances meeting experience

You invest a great deal of time, energy and dollars when putting together a meeting. When it's over, have you captured the attention of your audience, kept them engaged and made sure your message will last? AV and event technology plays a major role in creating a successful event. Are you confident your current AV company is helping you make your meeting message last?

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 or an elaborate stage production, you have a message to communicate. The 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, you 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 the audio and visual clues. To make it more challenging, attendees have increasingly sophisti-

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

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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 you 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.

At the end of the day, it's all about delivering your message – and making sure that message lasts. Nobody does it better than PSAV.

What color is your technology?



At PSAV, it's green.



Environmentally responsible equipment...from procurement to retirement

From procurement to retirement, PSAV's purchasing policies prioritize equipment which is environmentally responsible. It starts with buying equipment which avoids the use of hazardous substances in the manufacturing process. PSAV seeks equipment that is in compliance with either RoHS (Restriction of Hazardous Substances) or Energy Star. In addition, PSAV has a certified safe disposal program for consumable products.



Make your meetings greener

Every day we live the PSAV story. We continue to look for opportunities to make that story, and your meetings, a little greener.

- **LED lights provided by PSAV use up to 80% less energy than incandescent lights.**
- **Digital signage avoids cost and environmental issues associated with producing printed foam boards for each event.**



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