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Exhibitor News at a Glance

[TradeshowLogistics Goes Green, Becomes Founding Sponsor of Convene Green Alliance](#)

ENN Late Breaking News

TradeshowLogistics Goes Green, Becomes Founding Sponsor of Convene Green Alliance

2/28/2008 - TradeshowLogistics has launched Exhibiting Green, an initiative to help show organizers produce environmentally–friendly events and integrate green practices in its own day-to-day operations. As part of its commitment to Exhibiting Green, TradeshowLogistics has become a founding sponsor of the Convene Green Alliance, an industry initiative that seeks to affect positive environmental practices.

The Convene Green program will offer associations and other industry partners established guidelines, best practices, evaluation tools and resources via educational events, the Web resource center, trade media and promotion. In addition, the program will offer associations consulting resources in order to help them develop and implement their own 'green path' plans. A database is also under development that will rate and rank facilities based on the CGA Facility Evaluation Tool.

Environmental protection has been a priority for TradeshowLogistics. 'Our participation in the Convene Green Alliance gives us the opportunity to help bring leaders of our industry together to explore ways to reduce its carbon footprint,' says B. J. Enright, president of TradeshowLogistics. Toby Aaron, vice president new business development, for TradeshowLogistics, will be representing TradeshowLogistics at the first industry event sponsored by the Convene Green Alliance taking place March 3 in Arlington, VA. To learn more about the event, visit www.convenegreen.com.

An integral part of TradeshowLogistics' Exhibiting Green initiative is employee focused. The company will be implementing environmental sensitivity training for all employees and currently sends staff to relevant training offered in the industry. The company offers employees the option to telecommute and has created a distributed corporate structure, which allows people to live near their work locations and lessen commute times and energy consumption. In addition to training, TradeshowLogistics has done a study to benchmark industry activities and has done an initial evaluation of potential suppliers.

TradeshowLogistics has eliminated printed exhibitor service manuals. The TradeshowLogistics' online manual includes tools that expand data collection capabilities and streamlines operations for show organizers, as well as being environmentally friendly.

TradeshowLogistics is a next generation general contractor committed to making trade shows more valuable for Show Management. TradeshowLogistics' approach combines comprehensive planning and management with proven technology, and makes it possible for Show

Management to generate new profits from the show floor, gain greater control over their show's production, and provide exhibitors with better service and lower costs. TradeshowLogistics is led by Bonnie Aaron, CEO, and B. J. Enright, President. Both Aaron and Enright have held executive positions with GES and Andrews-Bartlett. For more information, go to www.tradeshowlogistics.com.

The Convene Green Alliance is a grass roots, industry initiative that is founded by 15 high-profile associations that seek to affect positive environmental practices through national, regional and local outreach and education. This initiative was developed in response to members' demands that their associations (and the meetings and events they sponsor) reflect best environmental practices. Additionally, the members of The Alliance will leverage their combined buying power in working with the hospitality community in order to minimize the environmental footprints of their events. For more information, contact Sara Meeks at smeeks@convenegreen.com.

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