The Future is Green

The Future is JMM

According to a study by Meeting Strategies Worldwide, on average a 10'x10' exhibit booth generates 35 pounds of waste. That means a show of 80 booths (average size of JMM Exhibits) can easily generate 2800 pounds of waste! **JMM is making a commitment to change these statistics and we want your help.**

We've already started reducing our meeting waste and have more plans for the future. Here is a sampling of what you can expect to see within the next few years:

- Less printed materials at the meetings
- Refillable sports bottles with water stations instead of bottled water
- USB flash drives to replace loose paper stuffed in the attendee bags
- Organic or recycled meeting totes
- Recycled paper for printed materials
- Recycling bins throughout the meetings
- Biodegradable cups and napkins in the Exhibit Hall
- Recycled carpet for the Exhibit Hall aisle ways

Join us in our mission and make a difference.

Become a Green Leader—here are some suggestions on how to make your booth eco-friendly:

- Ensure your giveaways are recyclable or organic, and don't use gift items made from endangered or threatened species
- Reduce the amount of printed materials and offer electronic versions such as CD-ROMs, Web address or virtual kits e-mailed directly to the attendee
- Create an energy reduction plan
- Create your booth from recyclable materials and make certain graphics are not time-sensitive and can be used again in the future
- Print handouts double-sided when possible
- Use standard hire items with minimal construction or a reusable stand design
- Use stands and buy products made from sustainable or reusable materials
- Donate scraps of wood or carpet to be reused
- Reduce or recycle waste during move-in, the exhibition, and move out
- Ensure you use recycle bins at the meeting
- Bring only what you need to the 2010 JMM and take away what you don't use
- Minimize electricity used in your booth, and turn off all equipment, lights and power on your stand overnight
- Ensure your technical suppliers use technology that is energy efficient and design systems that reduce excess equipment
- Reduce trucks and vehicles on site, ensure trucks are full, and pool resources where possible
- Don't over-package give-a-ways. Set up a collection for any "useful" give-a-ways that would normally be thrown away and donate them to local shelters or schools
- Avoid printing dates and slogans on exhibit materials so that they may be easily reused
- Save and reuse the boxes you send to the event so that you can repack with them

Bit by bit, a little at a time, we can all make a difference