

IN TUNE WITH SUSTAINABILITY

National Association of Music Merchants

CHALLENGES & OBJECTIVES

For more than 30 years, the National Association of Music Merchants (NAMM) and Freeman have collaborated on The NAMM Show, the annual event that attracts more than 99,000 attendees and 1,620 exhibitors. During that time, the event has evolved to meet the diverse needs of the music merchant community.

In recent years, the community has become increasingly interested in ways to reduce the event's environmental impact. In 2013, NAMM approached Freeman to look for ways that The NAMM Show could reduce waste, increase recycling, and reuse event materials to divert waste to local landfill.

The NAMM Show 2015

LOCATION: Anaheim, CA

AUDIENCE: Music Retailers, Educators, Distributors, Corporate Buyers, Artists

SOLUTIONS: Green Event Plan, Environmental Performance Report, Waste Diversion



"The Freeman Green Event Plan allows us to tap into their staff expertise and experience from other events. It is a solid foundation to build event sustainability goals now and in the future."

- Cindy Sample
NAMM Director of Trade Show Operations

SOLUTIONS

Working across several departments, Freeman created a Green Event Plan to outline the sustainability efforts that would take place before, during, and after the show. The plan, which can be adapted to any size event in any industry, is now the standard for all Freeman clients who are interested in improving their sustainability efforts by implementing the "5Rs:" Rethink, Reduce, Reuse, Recycle, Repurpose. The Freeman Green Event Plan template included an Environmental Purchasing Policy (e.g., preference for products containing post-consumer recycled content); a "pack in, pack out" policy for exhibitors, encouraging exhibitors to ship only the promotional materials needed and to send remainders back to their offices (instead of disposing of them on the show floor); and an online exhibitor kit, which reduced the amount of paper used and the amount of energy needed to deliver the kits.

To measure the outcomes of the plan, Freeman provided NAMM with a post-show Environmental Performance Report that included data to measure the sustainability of the event and to provide benchmarks for future events. Categories tracked included fuel used to transport Freeman and show management freight; propane usage by forklifts and boom lifts; use and reuse of carpet, graphics, and other materials (e.g., table-top vinyl, Visqueen); and Freeman staff air travel.

"The Loft Restaurant and Lounge" is a popular networking area on the show floor that features comfortable seating areas, newsstands, charging stations, and food and beverages. In designing the area, Freeman utilized several sustainability and waste diversion best practices, including thinking through the life cycle of the materials used and potential reuse or disposal plans.

SUCCESS

Since its inception, the Freeman Green Event Plan template has guided NAMM and Freeman to find innovative ways to produce an environmentally friendly event that still meets the needs of The NAMM Show's attendees and exhibitors.

Innovation highlights include:

- Interior signage is printed on Freeman Honeycomb, a direct-print high-quality corrugated cardboard that is 100% recyclable.

- Carpet in The Loft is made of 50% recycled content and is returned to inventory for future use before eventually being recycled.
- Aluminum extrusions for media racks and charging stations contain 85% recycled content and are returned to inventory for future use before eventually being recycled.
- Mesh banners used on the exterior of the event venue are undated and can be used multiple times.