

## The REDUCE in Reduce, Reuse, Recycle

### Venue

- **Reduction through Circular Event Cycle:** Our Flooring America Example is a good example of reduction of landfill through donation.
  - <https://goo.gl/tj4nNy>

### Event Participants

- **Poster Session:** During the AMP 2017 Association for Molecular Pathology Conference, our Director of Communications witnessed one of our valued exhibitors reducing their impact on poster sessions.
  - **How:** The exhibitor used a cloth poster rather than a printed. Upon event end, they simply folded it up and put in their suitcase.
  - **Impact:** This eliminated landfill disposable and/or the shipping of tubes of posters back to their home location.

### Food & Beverage

- **Disposables:** Disposables are often necessary for an event, but to what degree is important to examine. They are helpful for accessibility offerings to those who may appreciate something lighter weight. However here are some tips to reduce the amount needed:
  - **Communication:** Informing attendees that their will be limited options for disposable coffee or water cups and encouraging them to bring their own favorite water bottle or mug can go a long way.
  - **Giveaways:** Giving reusable materials as SWAG can reduce the usage of the disposables made available.

### Convention Bureau & Their Clients

- **Banners to Bags:** There are a lot of opportunities to reuse or repurpose vinyl banners.
  - **Option 1:** Make banners non-date specific, this way the banners can be used for annual shows again and again (you can do this same thing for standup signage).
  - **Option 2:** For things you need to be date-specific, take those and upcycle them into tote bags instead of throwing them out. These bags can be used for future amenity bags or giveaways at a future show. Companies like [Rareform](#) can do this for you. Some companies will even replace their future need for attendees registration bags at a future show.
  - **Impact:** This takes these material out of landfill streams. Reusing banners can save money and upcycling them to bags can create an opportunity to impress clients, attendees, and partners with your dedication to sustainability (while also giving them a bag to utilize).