

PUTTING ON A GREEN SHOW

Blue Ocean Events—producer of The Energy Trust Better Living Show—works tirelessly to integrate sustainable practices into all aspects of its event production. However, as all business owners know, it's not always black and white, even while attempting to make the best decision for people, planet and production. Here are just a few of the ways Blue Ocean Events and its event partners are honoring its sustainability mission:

- THE FACILITY:** The Portland Expo Center has participated in an extensive composting program for the past two years. In addition, they use BioTuf compostable garbage bags and their food vendor, Aramark, offers compostable plates, drinking straws and cold cups. The cutlery is biodegradable as well. Aramark serves organic coffee and Oregon Country Natural Beef. They use zero trans-fat oil and recycle it after cooking. The Expo Center also recycles cardboard, glass, plastic, aluminum and paper. To complete the cycle, they seek out green office materials (35% post consumer recycled fibers) to use in their business operations.
- CONCESSIONS:** To assure that the food consumed at this show is consistent with the sustainability message, Aramark will be providing a variety of local and organic food and beverages at the show.
- LIGHTING:** Hollywood Lights has performed substantial research in recent years to identify and offer the most technologically advanced lighting alternatives that consume less power than traditional lighting products.
- DECORATOR:** DWA Trade Show & Exposition Services is one of the first show decorating businesses to earn a BlueWorks certification. This certification, awarded by the City of Portland's Bureau of Planning and Sustainability, signifies DWA's commitment to reducing waste.
- RECYCLING:** Working alongside the City of Portland's Bureau of Planning and Sustainability, Blue Ocean Events will divert the majority of the waste materials produced by its vendors and exhibitors at the show out of the waste stream. In addition, there will be ample recycling containers available to show attendees.
- CONSERVATION:** Blue Ocean Events believes in helping the non-profit organizations that are leading the charge to save the environment. To do its part, the company is donating 15% of the show's booth space to help conservation groups and other non-profit organization spread their message.

MASS TRANSIT:

Blue Ocean Events encourages everyone to consider mass transit as their transportation to the show and has formed partnerships with Tri-Met and C-TRAN. The Portland Expo Center is easily accessible by bike, bus and the Interstate MAX Yellow Line. Show-goers can plan their trip at www.trimet.org or at www.c-tran.com.

TRAVEL:

Blue Ocean Events is also encouraging out-of-town attendees to use environmentally friendly transportation services such as eco-RideShare and ecoShuttle and has proudly partnered with Doubletree Hotel & Executive Meeting Center - Lloyd Center, Portland's First Sustainable Hotel.