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## Forest Products EXPO Goes Green

EXPO 2009 – the 30<sup>th</sup> Forest Products Machinery & Equipment Exposition – is set to become the first forest products trade show to go “Green.” The event takes place June 11-13 at the New Orleans Morial Convention Center.

Exposition Director Eric Gee lists some of the many features that make EXPO 2009 environmentally friendly:

- Promotional materials are available online, greatly reducing resources used for printed literature;
- Badge-holders for both exhibitors and attendees are made of a biodegradable corn-based plastic product with recycling for the holders available on-site;
- All EXPO 2009 vendors and contractors incorporate green business strategies into their daily operations;
- Registration and lead retrieval services are totally paperless.

In addition, the city chosen to host EXPO 2009 places a high priority on protecting the environment. New Orleans is one of the most walkable convention cities in the country, greatly reducing emissions from motor vehicles. All official EXPO 2009 hotels are within an easy walking distance from the convention center, and the convention center itself is a model of energy efficiency, incorporating the latest green technologies and practices into all phases of its operations. Plus, the fleet of shuttle buses moving attendees to and from the convention center is powered by high-tech low-emission engines.

“EXPO 2009 is taking every step possible to eliminate waste and its impact on the environment,” Gee said. “Not only is our event the premiere showcase for the forest products industry, it will also be the trendsetter in hosting an environmentally friendly show.”

EXPO, held every two years, is sponsored and conducted by the Southern Forest Products Association (SFPA). For information about the upcoming show, contact Eric Gee, Exposition Director, at 2900 Indiana Ave., Kenner, LA 70065; 504/443-4464 (ext. 214); or [egee@sfpa.org](mailto:egee@sfpa.org). Complete details about EXPO 2009 can also be found at [www.sfpaexpo.com](http://www.sfpaexpo.com).

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