



## Green @ MAX initiatives

The Adobe MAX conference is striving to be more eco-friendly. We have evaluated where we can make a difference and challenged ourselves, along with MAX venues, vendors, and partners, to find new and innovative ways to recycle, reduce energy consumption, and reduce waste overall.

Here are highlights about what the MAX team and its partners are doing:

### Venue — Los Angeles Convention Center

When considering venues for the MAX conference the planning team takes careful consideration in finding venues who are actively involved with green initiatives.

In 2008, the Los Angeles Convention Center (LACC) was certified in Leadership for Energy and Environmental Design, and the center is already under way toward enhancing that certification with new Earth-friendly programs like thermal storage and creating green space for its community.

The LACC is also a national Green Power Partner with the EPA as well as a qualified member of the EPA's national WasteWise program. Here are some of its most notable environmental initiatives:

- ✓ 100% eco-friendly public food cafes and restaurants
- ✓ Food waste diversion program
- ✓ 95% food product cleaning materials
- ✓ 100% free-range organic grass-fed beef
- ✓ Monterey Bay Aquarium Seafood Watch, which promotes and practices the safe selection and handling of seafood products
- ✓ Sustainable roofing reflectance and emittance
- ✓ Solar heating attenuation
- ✓ Efficient lighting
- ✓ Air conditioning efficiencies
- ✓ Efficient energy conservation management
- ✓ Renewable energy (solar power and natural energy)
- ✓ Recycling programs (LACC annually diverts and recycles over 733 tons of recyclable goods)
- ✓ Composting
- ✓ Clean air initiatives
- ✓ Chemical-free water treatment technology
- ✓ Restroom water conservation
- ✓ Kitchen dishwasher efficiency
- ✓ Tree planting

### Venue — Nokia Theatre L.A. LIVE

Since 1999, Nokia Theatre L.A. LIVE has taken a proactive role in establishing programs and initiatives to operate in an environmentally conscious way.

The most effective ways Nokia Theatre L.A. LIVE has attained its green goals:

- ✓ Reducing waste through recycling programs
- ✓ Purchasing biodegradable and nontoxic cleaning products
- ✓ Investing in innovative sustainable technology like waterless urinals and solar panels
- ✓ Installing low voltage lighting relays that control the sequence and operation of all task, general, and event lighting.
- ✓ Use of fluorescent and LED lighting instead of incandescent lighting.
- ✓ Using electronic ballast instead of magnetic ballast.
- ✓ Installing variable speed drives on all air handlers and one chiller.
- ✓ Putting exterior lighting on time schedules and photocell control.
- ✓ Using only super-efficient three-phase motors.
- ✓ Cleaning with green chemicals
- ✓ Installing solar panels installed on rooftop

### Transportation — Freight shipping — Legacy

- ✓ Investing in aerodynamic tractors for better fuel economy
- ✓ Equipping vehicles with super single tires, which weigh less and are less abusive to pavement
- ✓ Recycling all metal, aluminum, cardboard, paper, and electronic items (our own and those of our customers)
- ✓ Recycling all oil, antifreeze, filters, and batteries
- ✓ Loading trailers to capacity whenever possible; optimizing loads at all times
- ✓ Conserving use of lighting in office buildings
- ✓ Using electric forklifts since 2005 (two in the last month)
- ✓ Switching to electronic faxing to reduce paper use.
- ✓ Improving fuel economy by 5% and reducing emissions by 7% through proactive servicing of equipment
- ✓ Building reusable crates to ship manufactured goods and trade show equipment
- ✓ Goods are returned and shipped again in the crates, many times over
- ✓ Recycling all scrap wood
- ✓ Using heat-treated plywood (no formaldehyde)
- ✓ Using biodiesel fuel-powered vehicles for local deliveries and pickups

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The MAX team's green practices stress reduction and reuse of materials. They include:

#### On-site attendee shuttle — TMS

- ✓ Transportation Management Services (TMS), the official MAX shuttle vendor, will plant one blue spruce tree for every 20 bus days contracted as one of its carbon offset strategies. In addition, TMS has committed to offsetting its carbon footprint by supporting renewable energy, energy efficiency, and reforestation projects around the world through its partnerships and its employees' commitment to Go Green. Other TMS green initiatives include:
  - Using buses that feature the new EPA-mandated clean-diesel technology
  - Exploring VIK services for biodiesel service and distribution centers, including but not limited to stationary tanks and wet hose biodiesel fueling options
  - Implementing a fuel-efficiency program to ensure that all fuel caps on the motor coaches are fitted correctly, that fuel tanks are not topped off, that tires are inflated properly, bus idling time is limited through the use of TMS's GPS-based Automatic Vehicle Locator (AVL)

#### Marketing

- ✓ Reducing printing of collateral and signage by 25% overall; conference guide and sponsor collateral will be placed on a USB hub
- ✓ Printing conference signage on EcoSign substrate boards using environmentally friendly inks so the signs are fully recyclable.
- ✓ Leveraging VUTEk printers — Allows production of high-quality signage without laminates or glues

#### Giveaways

- ✓ Using recycle materials for event programs (50%-100% recycled paper) and conference bags (80% postindustrial waste)
- ✓ Providing drop-off areas for unwanted conference materials — bags, giveaways, and collateral
- ✓ Providing reusable bottles to be used at hydration stations instead of bottled water

#### Logistics/Community Pavilion

- ✓ Providing table covers pre-cut to length to minimize waste
- ✓ Providing eco-friendly carpet that is recyclable, durable, and visually indistinguishable from ordinary carpet
- ✓ Using industrial carpet cleaners and shampoos that meet Green Seal's environmental standards
- ✓ Providing exhibit spaces with Energy Star lighting ballasts and bulbs
- ✓ Providing cardboard wastebaskets and biodegradable trash can liners
- ✓ Making exhibitor kits available online and on CD
- ✓ Educating exhibitors about a "Leave No Trace" program, which means they remove everything they bring in.
- ✓ Encouraging sponsors and partners to limit printed collateral and place content on USB hub
- ✓ Labeling trash cans for recycling or donation during teardown

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Small steps can make a world of difference and help us all to make more environmentally conscious decisions. Here are a few ideas you can implement while at MAX 2009.

#### What you can do:

##### Transportation

- ✓ Walk to your destination.
- ✓ If you choose to take a taxi, consider sharing it with others from your hotel who are also heading to the LACC or Nokia Theatre LIVE.
- ✓ Consider using local transit. With 200 Metro bus lines and five Metro rail lines, Metro can take you just about anywhere in LA County. The Metro Rail service consists of the Metro Blue, Los Angeles Green, Red, Purple, and Gold lines. Hours of operation are generally from 4am to midnight, with less frequent service during the evening hours. Metro passes are good on all Metro bus lines as well as on Metro Rail. Find out more on the [Metro](#) website.

##### Carbon offsets

- ✓ Consider offsetting your flight to and from Los Angeles. There are several reputable companies that can do this for you.
- ✓ Check out the [BeGreen](#) website and use the carbon calculator to see your footprint. Also see, the [Lighter Footstep](#) website for tips on living a more planet-friendly lifestyle.

##### Collateral & giveaways

- ✓ When presented with collateral or gifts, take only what you know you'll use or place extra materials in the donation bins.
- ✓ Stop by our donation counter in the registration area to donate items you don't want to take home. We'll make sure items are donated to local schools.

##### Hotel guests

- ✓ Participate in your hotel's linen reuse program.
- ✓ Set your hotel room thermostat to a comfortable setting (68° F-73° F) and turn off the air conditioning, lights, TV, and radio when you leave your room.
- ✓ When traveling, use your hotel's electronic billing service to cut down on paper use.
- ✓ Take a shower instead of a bath.
- ✓ Unplug your phone charger and computer when not in use.
- ✓ Be sure to turn off your bathroom light overnight.

If you have additional comments on making MAX a greener event, send an e-mail to [questions@max.adobe.com](mailto:questions@max.adobe.com)

Best regards,

The MAX 2009 Planning Team