

Sustainability Efforts Ramp Up for 2012 International CES

Arlington, Va., Dec. 19, 2011 – The Consumer Electronics Association (CEA), owner and producer of the 2012 International CES, today announced the adoption of several new sustainability practices at the 2012 CES, the world's largest technology tradeshow, to be held in Las Vegas January 10-13.

New this year, attendee badge holders are made from repurposed vinyl show banners from last year's show, and CEA will collect those badge holders at the end of the 2012 CES to recycle them again. Furthermore, CES general services contractor Global Experience Specialists (GES) will produce signs using a reusable, recyclable kraft paper honeycomb material. CEA will also seek to collect even more magnetic, vinyl and cardboard show signs for repurposing through a partnership with Repurpose America, a local nonprofit focusing on tradeshow recycling.

Last Year, Repurpose America collected roughly 18,000 pounds of magnetic signs from the 2011 CES, nearly 15,000 square feet of vinyl banners and more than 150 foam boards. In addition, CEA worked with contractors to recycle 289.6 tons of the solid waste generated at CES and increased the event's recycle rate from 68 percent to 77 percent, several points higher than the average recycle rate of trade shows held at the Las Vegas Convention Center.

"Our green and recycling efforts at the 2012 International CES are unprecedented for the largest annual event in the western hemisphere, covering more than 1.8 million square feet and welcoming more than 140,000 attendees," said Gary Shapiro, CEA president and CEO. "We've worked hard to ensure that we are using the latest and greatest sustainability practices in producing CES."

Along with the greening of the International CES, CEA also supports local green nonprofits. Last year, CEA gave \$75,000 to Green Chips, a local Las Vegas charity supporting solar power installations. That money was used to install solar panels at a Las Vegas non-profit facility, resulting in substantial savings that allowed the organization to devote more money to serve those in need. CEA plans to make another donation benefiting Las Vegas and the environment at the 2012 International CES.

The International CES also allows attendees to reduce their carbon footprint by gathering in one location. With each attendee reporting an average of 12 business meetings per CES, CES participants collectively avoid more than 960 million miles in business trips that they otherwise would have to take. As a result of attending CES and consolidating trips, the estimated net savings in travel is more than 549 million miles.

For more information on sustainable materials used at the 2012 International CES

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and other information on the greening of CES, please go to: www.CESweb.org/green
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