

Think Fit at Midwinter 2016

Think Fit initiatives at the 2016 Midwinter Meeting include working with our partners, such as the **Boston Convention and Exhibition Center** (BCEC), our conference contractors **GES** and **PRG**, our blocked hotels in Boston, and our conference exhibitors, as well as our own work while at the conference.

Boston Convention Center

- The BCEC has policies in place to reduce and reuse paper products, donate all leftover pallets to local organizations, and use energy-saving, sensor-controlled lighting in the majority of its spaces.
- The BCEC encourages attendees to walk around Boston, nicknamed “America’s Walking City,” and offers walking maps which highlight some of the city’s best attractions reducing Boston’s carbon footprint.
- The BCEC also “Thinks Fit” in cleaning green. Approximately 80% of cleaning products used, including carpet, floor, kitchen, and bathroom products, are environmentally friendly.

GES

Think Fit not only encourages personal health, but also raises environmental awareness.

- A main ALA conference contractor, GES recently achieved notability for its sustainability efforts.
- APEX/ASTM is an international sustainability standard for the meeting and event industry. GES exceeded Level 1 of the standards and set a precedent by achieving Level 2 certification.
- GES is a proven leader in sustainability goals, such as waste management, energy, air quality, and water.

PRG

PRG is ALA’s official conference AV company.

- PRG works to reduce their equipment cycle test times which reduces their overall energy consumption.
- Post-conference, they ensure any scrap metal from lighting, audio, or video operations materials are recycled.
- Looking into the future of sustainability, they are spearheading the introduction of new green technologies and will continue to bring these initiatives to ALA conferences.

ALA

Sustainability and “green” efforts are increasing throughout the events and hospitality industry. ALA is Thinking Fit by minimizing our negative impact on the environment. Some initiatives at Midwinter 2016 include:

- ALA is reducing our footprint by offering more options electronically, such as numerous handouts through our BluuBeam app, and other conference maps and details through our mobile app. Over 100 options were available via BluuBeam at the 2015 Annual Conference, and we are looking to expand the number this year.
- We also invite attendees to use our online scheduler over printing.
- We have eliminated the use of plastic badge holders at registration.
- We have badge recycling bins throughout the convention center.
- We offer reusable bags to full conference registrants.

Blocked Hotels

Our blocked hotel partners engage in many ongoing green efforts, including offering guests the opportunity to reuse linens and towels to conserve resources and recycling programs. Examples of other sustainability efforts include:

- The Hyatt Regency Boston offers 3% off the master bill for following its 10 green tips, including recycling, printing on-site, and cutting down on shipping.
- The Boston Park Plaza employs a state-of-the-art energy management system that detects when a guest room or public meeting room is vacant and turns off heating and air conditioning. The system also detects when an occupied room is vacant and sets it to room temperature. Its laundry department employs a water reuse system that allows water to be cleaned and used three times.
- The Renaissance Boston Waterfront uses energy efficient LED lighting in all guest rooms.
- The Intercontinental Boston donates lost and unclaimed clothing to local charities.

Exhibitors

ALA’s exhibitors are also Thinking Fit this Midwinter. For instance, Foreword Reviews ships a minimum of their printed magazines to Midwinter and instead offers a free subscription via email. Also their staff minimizes their carbon footprint by walking everywhere they can in Boston.