

The logo features a green leaf shape on the left containing the letters 'TSW' and the words 'Tradeshow Week' in smaller text. To the right, a dark green horizontal bar contains the words 'GREEN SHOW REPORT' in white, uppercase letters.

# TSW GREEN SHOW REPORT



*Stephanie Corbin -- Tradeshow Week, 10/21/2009  
3:16:00 PM*

It has been a few years since green became a watchword around the country.

The movement gathered steam in the tradeshow industry, leading to many service providers offering options that may not exactly save the environment, but aim to mitigate the harm the industry does. It also has helped show organizers offer their exhibitors and attendees more eco-friendly options as well.

Even with the economic recession pushing the movement aside, as those in the tradeshow industry focus on retaining show attendance and keeping exhibitors, there still are those in the industry who remain dedicated to making the world a better place.

This issue of TSW Green Show Report is filled with stories of individuals who were nominated by their peers for their continued commitment to the cause of sustainability, as well as their recent achievements.

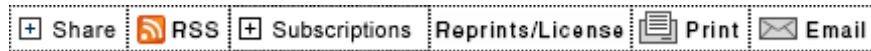
During the past few years, they've enthusiastically pursued instituting programs in the tradeshow industry to reduce waste and promote the environment.

From offsetting carbon to finding ways to reuse materials to reducing what a show is using to begin with, Tradeshow Week's Eco-leaders tirelessly are working to make the industry a little more sustainable.

<http://www.tradeshowweek.com/article/CA6703356.html?nid=4740&rid=1328048325&source=link>

# Tools to Get There

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*Staff -- Tradeshow Week, 10/21/2009 3:23:00 PM*

Sustainability isn't something that just happens at shows. It takes a lot of work and a lot of dedicated people behind the scenes, toiling to provide the tools – and services – the industry needs to make each event a little bit greener.

## **Tom Bowman: Paving the Way for Businesses**

Tom Bowman, president of Bowman Global Change and Bowman Design Group, came up with a comprehensive approach for greening businesses that, during a two-year period, allowed his firm to slash greenhouse gas emissions by 65 percent, landfill waste by 45 percent and water consumption by 18 percent – and saved him money in the process.

He did so while on a mission to see if the business community could take some giant steps toward sustainability without losing out financially, and was glad to find the answer was “yes.”

He developed the Bowman Global Change to help companies develop green business plans; he is spearheading the Exhibit Industry Climate Project, a complete carbon emissions inventory for the tradeshow industry; he is the founder of the Climate Solutions Project, an initiative to engage the public in climate challenge related issues; and, since 1990, he has worked with Southern California Edison on energy efficiency education projects, to name a few of his endeavors.

According to Margit Weisgal, president and CEO of the Trade Show Exhibitors Assn., which has featured Bowman in its master's program workshops, he is passionate about sustainability in a way that “goes beyond lip service,” providing practical solutions to the exhibit industry. “As a primary instructor in the Trade Show Exhibitors Assn.'s master's program, he enthuses the audience and leads

by example,” she said. “Tom makes being green easy, affordable and worth the investment.”

Bowman said, “For me, the tradeshow industry and its cousins, museums and marketing events, are natural and familiar places to contribute.”

As for what’s underway for Bowman going forward, he said he is furthering greening operations at his company; working toward conducting extensive carbon emissions research; and helping the California Air Resources Board to improve its information resources for small business that want to reduce their carbon footprints.

“There is so much wasted energy,” Bowman said. “Everything we touch we can make enormous improvements without making sacrifices.”

<http://www.tradeshowweek.com/article/CA6703358.html?nid=4740&rid=1328048325&source=title>