



TLA Conference

Sustainability Strategies

TLA 2025 Conference Sustainability Strategies Implemented in 2025

01 Transportation Lodging Strategy and Impact

- Replaced our shuttle busses (6 buses operating 10 hours daily for 4 days, estimated at ~28,200 kg CO₂) to on-demand rideshare services (which totaled just 813.78 kg CO₂) resulting in an emissions savings of approximately 27,386 kg of CO₂.

02 Sustainable Exhibiting Program

- Running an **exhibitor donation program** for leftover vinyl and fabric signage, booth flooring, furniture, shelving, and other items. Providing **donation stickers** so exhibitors can easily participate
- **Removal of Aisle Carpet** – By removing 15,000 sq. ft. of aisle carpet, TLA avoided approximately 2.25 tons of landfill waste and prevented 6 metric tons of carbon emissions—a meaningful step toward a lower-impact conference.
- **Additionally, avoiding aisle carpet** reduced the need for petroleum-based materials and adhesives, decreased freight and labor emissions tied to installation and removal, and mitigated indoor air quality concerns caused by off-gassing



TLA 2026 Conference Sustainability Initiatives

01 Transportation & Lodging Strategy

- Promoting a **step challenge** from official hotels to encourage walking instead of short vehicle trips
- Continuing to replace shuttle busses with **rideshare credits**, reducing underfilled bus routes and idle emissions and avoiding emissions approximately 27,386 kg of CO₂.

How attendees can help

- Walk between hotels and venues when feasible
- Use shared rides instead of solo rides

02 Low-Waste Attendee Experience

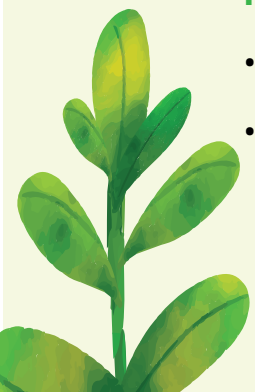
- Encouraging **reusable water bottles** with refill stations
- Eliminating or reducing single-use **coffee cups and beverage containers**
- Integrating **wellness spaces** (like the Relaxation Station) that emphasize low-consumption engagement rather than material giveaways

Estimated Impact

- If 2,000 attendees avoid just **2 disposable cups** per day over 4 days, that prevents ~16,000 cups/lids
- That equals roughly **300–400 lbs of unrecyclable or contaminated waste avoided**

How attendees can help

- Bring and use a refillable bottle or mug
- Decline disposable items unless necessary





03

Sustainable Exhibiting Program

What TLA is doing

- Continuing to run a **banner and graphics donation program** for leftover vinyl and fabric signage
- Continuing to run an **exhibitor donation program** for booth flooring, furnishings, and extra books to support a local library system and reduce waste
- Continuing to provide **donation stickers** so exhibitors can easily participate
- Continuing to share **Freeman's Sustainable Exhibiting Guide** for lower-impact booth design

Estimated impact

- A typical 10x10 booth can generate **10–30 lbs of graphic waste**
- If 50 exhibitors donate instead of discard, that could divert **500–1,500 lbs of material** from landfill
- Reuse by community organizations extends material life and avoids new production emissions

04

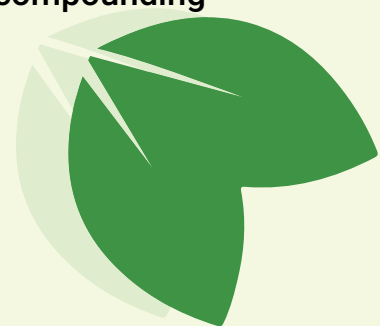
Materials & Signage Overhaul

What TLA is doing

- Replacing **PVC and polyfoam signage** with recyclable **paper-based alternatives**
- Expanding a **reusable generic signage inventory**
- Shifting to **digital signage** where content changes frequently

Estimated impact

- Switching from PVC signage to recyclable fiberboard can cut signage material emissions
- Reusable signage reduces production needs year over year, compounding savings





05

Sustainable Food & Beverage Practices

What TLA is doing

- Working with venues that support composting, waste diversion and other green initiatives (The GRB Convention Center in Houston features 39 water refill stations, an on-site herb garden, and energy-saving measures like dimming lights during bird migration seasons).
- Using **reusable service ware** instead of disposables where possible
- Providing **water pitchers and glasses** for speakers instead of bottled water where possible

Estimated impact

- Replacing disposable service ware at TLA functions can prevent **3,000+ pieces** of landfill waste
- Eliminating bottled water for speakers can prevent **hundreds of plastic bottles**

06

Operational Sustainability & Measurement

What TLA is doing

- Developing an **Event Sustainability Report** to benchmark performance
- Embedding sustainability criteria into **logistics, budgeting, and vendor decisions**
- Tracking material choices to improve future events

Estimated impact

- Measurement enables **year-over-year footprint reductions**, often **5–15% per cycle** once baselines are established



Community Reuse & Local Impact

What TLA is doing

- Donating event materials to **local nonprofits and libraries**
- Aligning sustainability efforts with **community advocacy and service**

Estimated impact

- Extends material life cycles, reducing demand for new materials
- Keeps **hundreds to thousands of pounds** of usable material in circulation

Overall Environmental Impact (Estimated)

These figures are conservative, industry-standard approximations for conferences of similar size. Final reporting will be more precise once post-event data is compiled.

Category

Unrecyclable material avoided

2 tons (carpet elimination + signage shifts + cup reduction)text of the printing.



Category

Single-use beverage container reduction

15,000–25,000 units avoided



Category

Materials diverted to reuse

0.5–1.5 tons (exhibitor graphics + signage reuse)



Category

Carbon emissions reduction

12 metric tons CO₂e (transport changes, material reductions, reuse vs. new production)

