

THE HILTON  
CHICAGO

HER RUN

SEPT. 26-28,  
2014

WHAT DO YOU RUN FOR?

### Going Green at HERrun Green Initiatives of 2014

#### 1) Reusable water bottles

- a. HERrun will be offering three different levels of registration packages. Each level includes different items guaranteed in your gift bags that are given to you at check-in. One of the items at the lowest level of registration package is a HERrun exclusive Camelbak water bottle. By offering this water bottle, we are able to give attendees the option to drink out of this instead of using plastic water bottles or the hotel's glassware. Pitchers of water will be readily available on multiple tables around the conference area.



#### b. 2) Printing posters on recycled paper

- a. HERrun has made the executive decision to print all posters and flyers on recycled paper instead of regular poster paper in order to show attendees that we have a priority of making our event the greenest it can possibly be. The effect of printing the posters and flyers on recycled paper instead of regular poster

paper will be minimal, although, the pictures may be distorted a bit. It is important to show your guests that you are conscious of the environment.

3) Hotel convenience

- a. The hotel that I am choosing has enough space to also hold all of the events for the weekend in. Therefore, travel for attendees is reduced and so are their carbon emissions. Another convenience that the hotel provides is the proximity to major transportation hubs. There are bus stops right outside the hotel doors, and a major train station is just a few blocks down the street. Since the conference is being held in September, the weather is not a factor in walking conditions. The hotel is located on a major shopping street, so if attendees want to stay later or arrive earlier in order to shop or go to museums, they can do that simply by walking a few blocks down the street as well. Simply put, most of the transportation can be done by walking, which produces the lowest amount of carbon.

4) Technology

- a. The use of technology will be a huge factor in keeping this event as green as possible. The event will have its own application where the weekend's schedule will be posted to keep attendees on track with what is happening. The schedule will also be e-mailed to attendees three weeks prior to the event, so that if they would like to print it out on their own, they may do so with their own paper. The exhibitor floor plan will also be posted on the application and will also be e-mailed out.



b.

5) Use of hotel silverware, plates, and glassware

- a. Buffet Lunch (Friday and Saturday)
  - i. During the buffet lunch, hotel silverware, plates, and glassware will be provided instead of paper options. Bins will be available in a discreet corner for dirty dishes and will be changed often.
- b. Saturday Dinner
  - i. During Saturday dinner, hotel silverware, plates and glassware will again be used instead of paper options. In addition, cloth napkins will be provided to guests instead of paper napkins.
- c. Sunday Lunch/Celebration
  - i. During Sunday's lunch and celebration, hotel silverware, plates and glassware will again be used instead of paper options. In addition, cloth napkins will be provided to guests instead of paper napkins.

6) Donation of food back to the hotel

- a. After the lunch buffets have closed to conference attendees at 1pm of Friday and Saturday, the leftover food will be open to other hotel guests that are not

attending the conference. This leftover food will be available until it is gone. The hotel offers the lunch buffet; however, it is being paid for by HERrun conference. Therefore, the food that is paid for doesn't go to waste, it just goes back to paying hotel patrons.

7) SurveyMonkey

- a. Instead of sending paper surveys home with conference attendees, they will receive an e-mail the last day of the event asking them to rate HERrun's qualities. HERrun will utilize SurveyMonkey's free services to send the survey out to the attendees, and then analyze the feedback. Incentives will also be offered, like "your name will be entered to win free Nike running shoes!" or something like that.

8) Recycling bins

- a. In order to promote green feelings within our attendees as well, recycling bins will be placed all throughout our conference space. There will be at least one recycling bin next to every trashcan. In addition to these recycling bins, HERrun has asked the hotel to amp up the number of recycling bins placed around the hallways, lobbies, and restrooms. HERrun partners are donating all of the extra bins.

9) Electronic exhibitor handouts

- a. In addition to the technology mentioned above, HERrun exhibitors will be prohibited from handing out any flyers at the exposition. Instead, attendees utilize their smart phone or tablet to visit the exhibitor's page. The page will have the flyer and any other information the exhibitor would like the attendee to know. At the expo, the exhibitor may have a tablet or something to show the attendee the flyer that is online, but again, exhibitors are prohibited from having any paper of any kind.

10) Electronic presentation handouts

- a. When registering, attendees will choose which presentations they would like to attend on Saturday. So, along with the map of exhibitors and the schedule for the weekend, attendees will also get receive schedule of presentations with potentials handouts they might receive in the presentations three weeks prior to the event. If their presenter feels handouts are necessary, they will be made available on the conference application, on the conference website, and through the e-mail three weeks before hand so attendees can print them out if they would like to do so before hand.