



## For Immediate Release

### ASA Announces Sustainability Initiatives for ANESTHESIOLOGY® 2024

**June 28, 2024** – The American Society of Anesthesiologists (ASA) is proud to announce our commitment to sustainability for this year's ANESTHESIOLOGY® 2024. This initiative highlights ASA's dedication to environmental responsibility and aims to set a new standard for sustainable practices within our industry.

In collaboration with Honeycomb Strategies, ASA will implement measures to minimize the event's environmental footprint. These efforts will focus on reducing carbon emissions, waste generation, and energy consumption on the show floor. Notably, the event will feature the use of SmartWay shipping containers to consolidate shipments, a donation program for end-of-show items in collaboration with Freeman and Honeycomb Strategies, and the elimination of aisle carpet, which alone will save 62 metric tons of carbon emissions.

ASA calls upon all exhibitors to contribute to this initiative by utilizing eco-friendly booth designs, encouraging green transportation methods, opting for energy-efficient lighting and electronic displays, reducing waste through digital brochures and recycling bins, and choosing environmentally friendly promotional items.

"We applaud the organizations already working to decrease their carbon footprint," said Nic Kreger, Exhibits Manager. "Your participation and support are crucial in driving this initiative forward. Together, we can make a significant impact towards a more sustainable events industry."

Specific opportunities for exhibitors to contribute to this concentrated effort will be available in their exhibitor kits. ASA will also provide additional resources and guidelines in the coming weeks to assist with incorporating these practices.

For questions or further information, contact our sustainability team at [rmaynard@hcsustainability.com](mailto:rmaynard@hcsustainability.com).

#### ASA Exhibits Team

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