

## Autodesk Trade Show Sustainability Message

Sustainability is central to Autodesk's ongoing success as a company. Autodesk provides sustainable design solutions that enable customers to make more sustainable design decisions, but we also recognize that our own environmental performance is important to long-term business success. We aim to model sustainability best practices across our business and operations and work with our business partners to do the same. Specifically, we are focused on minimizing greenhouse gas emissions in key areas, such as events like IBC – providing a perfect canvas to put these principles into practice.

The tradeshow exhibit is the stage from where we broadcast to a local and global audience. We spread our message further through AREA, our design visualization and digital entertainment online community. AREA lets us expand the tradeshow experience exponentially, while the actual booth provides a physical manifestation of our commitment to sustainability.

### Web Presence

Tradeshows are a key part of our marketing strategy and in this business climate, we're proud to be able to take our events to a broad audience and cut-down the need for extensive travel. It's the technology hidden behind-the-scenes and available on our Virtual tradeshow sites that enable us to do this.

**AREA**—250,000+ subscribers — <http://area.autodesk.com>

#### **NAB 2009 in Las Vegas**

- Booth equipped with remote video and mixing facilities to broadcast live streaming
- Generated additional online audience of over 3,000 viewers
- On the last day of the show, while the neighboring booths started packing up early, we continued to have over 100 online viewers

**Siggraph 2009 in New Orleans** — <http://area.autodesk.com/siggraph2009>

- Booth equipped with remote video and mixing facilities to broadcast live streaming
- Video editing facilities in the booth to package the day's video content and rebroadcast it overnight to serve different time zones
- Actively promoted this online activity on community and social networking sites
- [MasterClasses](#) are available on demand on AREA (rather than live at the show)
- Generated additional online audience of over 36,000 online viewers

## Autodesk Tradeshow Booth



The Autodesk tradeshow booth is a great example of our holistic approach to sustainability — it literally starts from the ground up. In conjunction with the Montreal-based architectural firm, [Atelier InSitu](#), the Autodesk tradeshow team pre-visualizes the booth using [Autodesk 3ds Max](#), models with [AutoCAD](#), designs and engineers with [Autodesk Inventor](#) and finally the drawings are viewed in 2D and 3D using [Autodesk Design Review](#). Once constructed, the booth then circles the globe – debuting at NAB in Vegas and continuing on to AIA in San Francisco, Siggraph in New Orleans, IBC in Amsterdam, GreenBuild in Phoenix and GDC in San Francisco. From ceiling to floor and everything in between, all building materials adhere to rigorous standards.

### 100% Recyclable Materials

- Steel structure
- Interior black wall fabric
- A/C module
- Infodesk
- Public pods
- Private demo meeting room table
- Elevated floor
- Signage
- Architectural structure
- Varnish
- Fire retardant products
- Sonotube walls, wall frame, furniture front and furniture front frame

### Reused Elements from 2008 Booth

- Chairs
- Interior grey wall fabric
- A/C module
- Signage
- Varnish (Reused by supplier)
- Fire retardant products (Reused by supplier)
- Sonotube furniture fronts and elevated floor

### Material Components

- Recycled polyester
- Canadian Wood from British Columbia – environmentally friendly and fabricated with formaldehyde-free glue
- Bioboard – 80% made with recycled fiber
- Recycled cardboard fiber
- Water-based varnish
- Biodegradable fire retardants
- Steel
- Environmentally-friendly fabricated melamine

For more information about Autodesk's sustainability strategy, please reference the Autodesk Sustainability Report at [www.autodesk.com/sustainabilityreport](http://www.autodesk.com/sustainabilityreport).