

For Immediate Release

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**THE GREATER TACOMA CONVENTION & TRADE CENTER
ADDS A NEW, ENVIRONMENTALLY RESPONSIBLE PRODUCT TO ITS CLIENT OFFERINGS**

*New carpet in the Exhibition Hall enhances current inventory of the
GTCTC's green initiatives and revenue streams*

Tacoma, WA – March, 2011 - The Greater Tacoma Convention & Trade Center (GTCTC) has acquired a new environmentally responsible, portable flooring system for use in their 50,000 square foot Exhibition Hall. The use of carpet on the existing cement floor transforms the look and feel of an industrial space into a more formal event room. An additional benefit for adding carpet to the GTCTC's stock, is the significant improvement to the acoustics in the room which creates a new demographic (larger groups desiring a more formal event space) for the GTCTC's sales team to pursue.

The GTCTC worked with Floor Guardian's (IAVM member) Seattle, WA office to create a customized carpet system along with an automated hydraulic roll up system to handle the 60,000 square feet of material. This product was especially developed for large venue areas and is installed and removed using the GTCTC's existing staff. The product is 100% made in the USA and is 100% recyclable. Production methods are clean and responsible from start to finish including utilizing natural gas (a more clean fuel source option) and discharging the water used into government operated treatment facilities. Recycled carpet is used to produce the pad and the carpet itself is made from recycled plastic bottles. Today's recycled bottles are made with top quality resins (as required by the FDA) and in return create superior carpet grades. They are highly stain, mildew and abrasion resistant and have low emissions in regard to indoor air quality providing a safe, clean environment. Events at the GTCTC now have a smaller carbon footprint as carpet is not transported to the GTCTC by outside vendors.

The advantages reach beyond environmental responsibility; the GTCTC's Exhibition Hall is now a more flexible, versatile event space which creates a new potential client base and also a viable, new revenue stream.

Once the carpet has reached the end of its cycle at the GTCTC, it will again, be recycled. A panoramic view of the carpeted Exhibition Hall can be seen on the GTCTC's website on the "Floor Plans & Capacities" page.

International Association of Venue Managers (IAVM) is the world's largest professional association dedicated to issues relevant to the management of public venue facilities with over 3,500 members worldwide.

Floor Guardian is a Seattle based company that has manufactured several portable flooring protection and safety products including commercial products for trade and convention centers for over 20 years. They are the sole manufacturer of the only roll carpet based gym floor protection system on the market.

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About The Greater Tacoma Convention & Trade Center

The Greater Tacoma Convention & Trade Center (GTCTC) is located at 1500 Broadway in the heart of revitalized, downtown Tacoma, Washington. 20 miles south of Sea-Tac International Airport, the facility offers an upscale, affordable and attractive space for events of all types for 10-4,000 attendees in an ideal Pacific Northwest setting. For more information call 253.830.6601 or online at gtctc.org