



The National Conference Center Introduces QR-Coded Green Tour of the 917-room Conference Center; 12-stop Tour Features Quick Response Codes Providing Relevant Information

(Leesburg, VA) – March 2011 – Eric Whitson, Director of Sales & Marketing at The National Conference Center announced the introduction of a QR-Coded Green Tour of the 917-room conference center that features more than 265,000 square feet of dedicated meeting space.

QR Codes (Quick Response) are two-dimensional barcodes (datamatrix) designed to decode content at high speed. Consistent with the property's environmental initiatives including using significantly less paper, QR Codes bring data (such as URLs) to Smart Phone users quickly and efficiently. According to Sarah Vining of NCC's marketing department, guests can download an appropriate QR application for their smart phones, such as the universally compatible [ScanLife app](#).

The 12-stop multi-media green tour will include green transportation efforts, green history, eco-friendly restrooms, as well as the business center, sustainable initiatives in the kitchen, and green meetings. Each stop will feature a posted QR Code that provides relevant information about the property's green initiatives.

The Green Tour will be introduced at the 30th annual conference of The International Association of Conference Centers hosted by The National Conference Center later this month.

#1 on the Green Tour



The National Conference Centers is one of only nine facilities in Virginia to be certified Silver by the Green Seal Standards for Hotel & Lodging Properties - Silver (GS-33, 2008). There are only 95 hotels and lodging properties in the United States that are certified Silver according to the [Green Seal website](#). The National Conference Center has also signed the [Code of Sustainability](#) established by [International Association of Conference Centers](#), and maintains a Gold Tier rating from IACC.

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