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*The First National Conference on*  
**Buying Quiet**

Exploring market alternatives to  
government product regulations

*to be conducted*

March 24, 1982

In  
Arlington, Virginia

at The Hospitality House Motor Inn  
2000 Jefferson Davis Highway

*sponsored by:*

The National Institute  
of Governmental Purchasing

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The National League of Cities

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The United States  
Environmental Protection Agency

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The Metropolitan Washington  
Council of Governments

## Who Should Attend

- Organizations interested in new viable alternatives to product regulation.
- Organizations who wish to acquire quieter and better products at competitive prices.
- Organizations who produce quiet equipment or sell it to government and institutions.
- Marketing and advertising professionals.
- Public and private sector decision-makers.
- Concerned citizens.

## What You Will Learn

- How to use the Buy Quiet procurement method to obtain quieter, lower polluting, more energy efficient products.
- Ways to access a new emerging market and increase your market share.
- What improved products are currently available.
- How to participate in market alternatives to regulation.

## Agenda

### Morning Session

- 9:00—Registration and Coffee
- 9:30—Welcome and Introductory Remarks
- 9:45—Alternatives to Regulation
- 10:00—Improving Productivity and Public Image by Buying Quiet
- 10:30—Coffee Break
- 10:45—Improving Profits and Public Image by Marketing Quiet
- 12:00—Lunch
- 1:00—Community Cooperation in Buying Quiet
- 2:15—Product and Equipment Demonstrations
- 3:00—Coffee Break
- 3:30—Video Presentations
- 3:45—Final Product and Equipment Exposition
- 4:30—Adjourn

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NOTE: ALL SESSIONS ARE INFORMAL.  
ATTENDEES ARE ENCOURAGED TO  
PARTICIPATE IN DISCUSSIONS.  
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## Background

Products and equipment which make too much noise can reduce productivity, and adversely affect safety, health and the general well-being by needlessly exposing users and the community to high noise levels. Most equipment is noisier than it needs to be since quieter models are generally available at competitive prices.

Many organizations are interested in products which are safer, less polluting, more energy efficient and less costly to maintain.

Communities across the country have been using financial incentives to attract bids from producers of quiet products and are asking local industry to purchase them too.

## Purpose of Conference

- To identify an emerging market for quieter, better products.
- To reveal procurement methods which have been successfully used to achieve quality improvements at little or no cost.
- To demonstrate products and equipment of manufacturers who are responding to this market.
- To discuss the market approach to pollution control as based on the principle of voluntarism and public/private partnership, rather than regulations.

**bq** Buy Quiet Program

% National Institute of  
Governmental Purchasing, Inc.  
Suite 101, Crystal Square  
Building 3  
1735 Jefferson Davis Highway  
Arlington, Virginia 22202

A Non-Profit Org.

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**Registration Form**

First National Conference on "Buying Quiet": Exploring Market Alternatives to Government Product Regulations  
March 24, 1982  
Arlington, Virginia

To register, please complete, detach, and mail to "Buy Quiet" Program, c/o NIGP, 1735 Jefferson Davis Highway, Suite 101, Arlington, VA 22202, or call Stephen Gordon at (703) 920-4020.

Name: .....

Title: .....

Organization/Government, Agency: .....

Street Address/P.O. Box: .....

City, State, Zip: .....

Telephone No.: .....

There is no registration fee.