

Interested in going green and saving money?

Follow these tips to make sure your sustainable booth strategies are cost-neutral or even cost-saving! Leave an impact on the show floor, not the environment.



1 BEFORE THE SHOW booth structure

Option 1 Multiple use

Use **Forest Sustainable Certified (FSC)** wood to build your booth and crates.

Get creative! Design your booth with a **small shipping footprint** to minimize carbon emissions. Freeman's eye-catching stretch-fabric booth designs pack up small (and light!) for shipping.

Option 2 One-time Use

Rent locally from nearby Freeman offices to reduce both shipping costs and carbon emissions.

2 carpet

Option 1 Rent

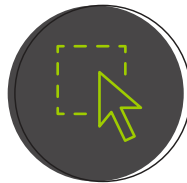
Rent rather than buy carpet to save on shipping, cleaning, and storage. Freeman Classic carpet can be reused at least four times.

Option 2 Colour

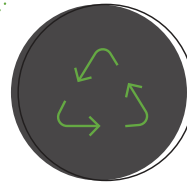
Use darker-coloured carpet, which is easier to reuse and recycle. Freeman Classic dark-coloured carpets are made of 20-50 percent recycled content.



3 shipping



Online + before deadline = better bottom line. Take advantage of early-bird pricing and consolidate shipping when ordering supplies.



Choose reusable shipping padding. Avoid packing peanuts and foam plastic materials that never decompose.



Ship early. Use the 30-day policy to ship materials to the Freeman advance warehouse.

4 graphics

Option 1 Multiple use

Print on a durable substrate **without dates, event names, or locations.**

Option 2 One-time Use

Print on 100 percent recyclable materials like Freeman Honeycomb and Smartbuild Eco, which are just as cost-effective as PVC.

5 printing



Reduce printing and **go digital** with your booth literature.



Print locally. Supporting local businesses while reducing shipping? It's a win-win.



Print on at least **50 percent post-consumer recycled paper.**

6

ON SITE

save energy



Use Energy Star-rated equipment for audiovisual equipment and monitors.



Power down. Turn off equipment at the end of each day.



Light up your booth with CFLs, LEDs, or other energy-efficient lighting.

8

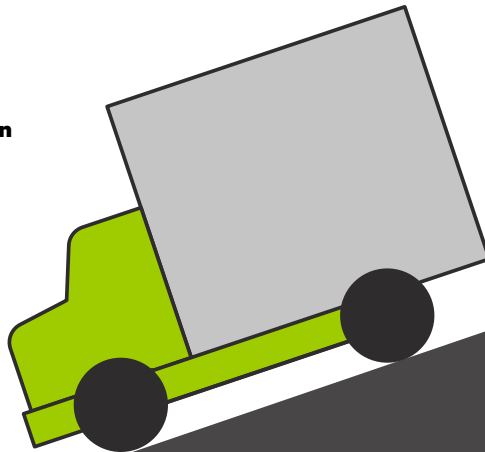
shipping out

Pack in, pack out.

Leave no traces on show site.

Join a caravan.

If you're shipping directly to another show, ask **Freeman Transportation about joining a caravan** to your next show.



7

MOVE OUT

train your team

Educate your installation and dismantling teams about **recycling and donation processes.**



9

leftover materials

Remember to label.

Clearly **label recyclable leftover material** for disposal.

Donate the rest.

Ask the Freeman Exhibitors Services desk about local donation programs.

**TYPICALLY*
ABLE TO BE DONATED**

Furniture: Purchased items
Home furnishing: Décor staging materials

Unused raw materials: Plywood, subflooring, non-laminate wood

Flooring: 100 square feet of flooring. Excludes carpet.

Leftover giveaways: Pens, pads of paper, sunglasses, USB keys, etc., left over in your promotional giveaway

**TYPICALLY*
RECYCLABLE**

Cardboard: Used for signs or shipping boxes

Glass: Green, brown, clear

Plastics: Shrink-wrap or plastic banding used to secure shipments; water/pop bottles; Plexiglas (acrylics), clear, smoked, or tinted; Visqueen used to protect flooring

Metal: Aluminum cans/ steel banding

Paper: Flyers, brochures, programs, tickets, office paper, newspaper, magazines, paperboard

Wood: Non-laminate wood