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.

**BEFORE THE SHOW**

1. **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 Color**
   Use darker-colored carpet, which is easier to reuse and recycle. Freeman Classic dark-colored 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.**
REDDUCING YOUR FOOTPRINT

ON SITE

6 save energy

- Use Energy Star-rated equipment for audio-visual 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.

MOVE OUT

7 train your team

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

shipping out

8

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.

leftover materials

9

Remember to label.
Clearly label recyclable leftover material for disposal.

Donate the rest.
Ask the Freeman Exhibitors Services desk about local donation programs.

TYPICALLY* RECYCLABLE

Cardboard: Used for signs or shipping boxes
Glass: Green, brown, clear
Plastics: Shrink-wrap or plastic banding used to secure shipments; water/soda bottles; plexiglass (acrylic) clear, smoked, or tinted; Visqueen used to protect flooring
Metal: Aluminum cans/steel banding
Paper: Fliers, brochures, programs, tickets, office paper, newspaper, magazines, paperboard
Wood: Non-laminate wood

TYPICALLY* DONATE-ABLE

Furniture: Purchased items
Home furnishings: Decor staging materials
Unused raw materials: Plywood, subflooring, non-laminate wood
Flooring: 100 square feet of flooring. Excludes carpet.
Left over giveaways: Pens, pads of paper, sunglasses, USBs, etc., left over in your promotional giveaway