

## 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

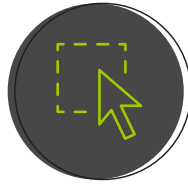
**Rent rather than buy carpet** to save on shipping, cleaning, and storage. Freeman Classic carpet can be reused at least four times.

### Option 2 Color

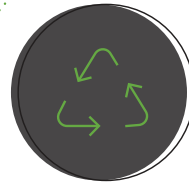
Use darker-colored carpet, which is easier to reuse and recycle. Freeman Classic dark-colored carpets are made of 20-50 percent recycled content.



# 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.**

# 6

## ON SITE

### 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.

# 8

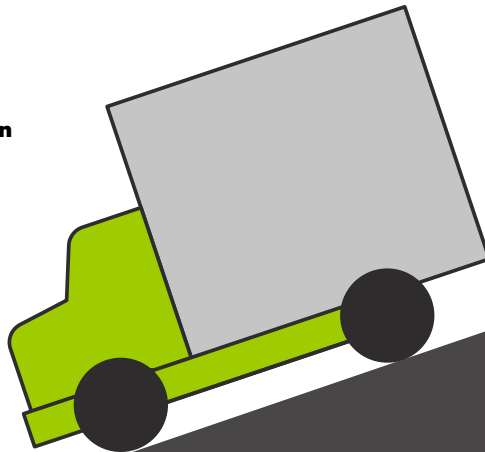
### shipping out

#### 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.



# 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\* DONATE-ABLE

**Furniture:** Purchased items  
Home furnishing: Décor 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

#### 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 (acrylics) 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