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

#### 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.

#### 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.

#### 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.

#### 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.

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.
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.

MOVE OUT  
**train your team**

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

leftover materials

- **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.

**FREEMAN.COM**

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

**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