

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.



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.



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.

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.





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.







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 energyefficient lighting.



MOVE OUT

train your team

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





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.



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.



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

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