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.
## Reducing 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.

#### 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* Recyclable

<table>
<thead>
<tr>
<th>Material</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cardboard</strong></td>
<td>Used for signs or shipping boxes</td>
</tr>
<tr>
<td><strong>Glass</strong></td>
<td>Green, brown, clear</td>
</tr>
<tr>
<td><strong>Plastics</strong></td>
<td>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></td>
<td>Aluminum cans/steel banding</td>
</tr>
<tr>
<td><strong>Paper</strong></td>
<td>Fliers, brochures, programs, tickets, office paper, newspaper, magazines, paperboard</td>
</tr>
<tr>
<td><strong>Wood</strong></td>
<td>Non-laminate wood</td>
</tr>
</tbody>
</table>

*Typically refers to materials that are commonly recycled or donated according to urban standards and local recycling rates.*