**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 4 times.

Option 2 Color
Use darker colored carpet, which is easier to re-use and recycle. Freeman Classic dark colored carpets are made of 20-50% 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% 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% post-consumer recycled paper.

6 save energy

Use Energy Star-rated equipment for AV 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.

7 train your team

Educate your installation and dismantle 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 recyclable leftover material for disposal.

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

TYPICALLY* RECYCLABLE

TYPICALLY* DONATABLE

Cardboard: Used for signs or shipping boxes

Glass: Green, brown, clear

Plastics: Shrink-wrap or plastic banding used to secure shipments, water/soda bottles, Plexi-glass (acrylic) clear, smoked or tinted, Visqueen used to protect flooring

Metal: Aluminum cans/steel banding

Paper: Flyers, brochures, programs, tickets, office paper, newspaper, magazines, paperboard

Wood: Non-laminate wood

Furniture: Purchased items

Home furnishing: Decor staging materials

Unused raw materials: Plywood, subflooring, non-laminate wood

Flooring: 100 square feet of flooring. Excludes carpet.

Leftover giveaways: Pens, pads of paper, sunglasses, USBs, etc. leftover in your promotional giveaway