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. **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.
   - **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. **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.

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

- **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 (acrylic) 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

### TYPICALLY* DONATE-ABLE

- **Furniture**: Purchased items
  Home furnishing: Decor 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