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.

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.**
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
- 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

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