

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 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.

2 carpet

Option 1 Rent

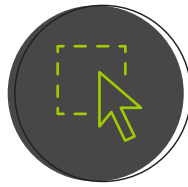
Rent rather than buy carpet to save on shipping, cleaning, and storage. Freeman Classic carpet can be reused at least four times.

Option 2 Color

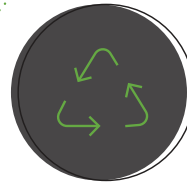
Use darker-colored carpet, which is easier to reuse and recycle. Freeman Classic dark-colored carpets are made of 20-50 percent recycled content.



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.**

6

ON SITE

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.

8

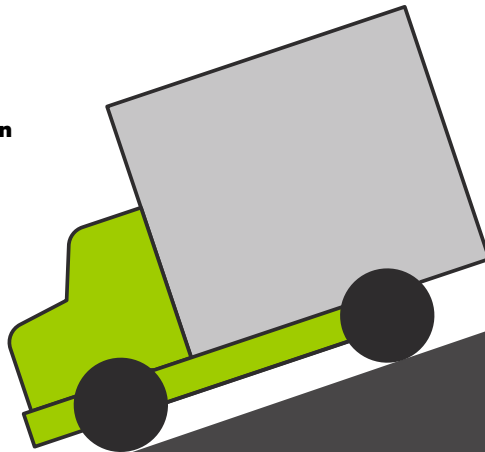
shipping out

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* DONATE-ABLE

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

IPW RECYCLING PROGRAM

Why Donate: If you have materials that you would like to donate or recycle after the show, Freeman and IPW show management have established a program with local charities to help you do so. Materials may include anything from display and exhibit materials to equipment, supplies or product. Our goal is to assist you with donating these materials to local charities, keep them out of landfills and make this as easy as possible for you.

How It Works: If your company is interested in this year's donation program, please submit this to Caylie Cook, ccook@ustravel.org or the Freeman Service Center. Once submitted, someone will stop by your booth to evaluate what you are giving. Once the items are approved for donation, you will be given donation stickers to place on your items after they are properly packed up and ready to ship out. During move-out, we will pick up your donated items and deliver it to the local charities at no additional cost to you.

Donor Information: _____

Company Booth #: _____

Company Name: _____

Contact Name: _____

Email: _____

Donation Information:

Donation Item	Quantity	Approved	Declined

The following items will not be collected for donation:

Partial items (example: a portion of a flooring display), marketing materials and/or brochures, damaged or cracked material

Guidelines:

Only items listed above and approved for donation will be handled by the Freeman Green Team. We have the right to refuse any donations that are not deemed appropriate for the selected charities.

Packing: To ensure that all donation-collection companies are able to transport the contributed goods, all items must be packaged and ready for pick up by the end of published exhibitor move-out. All items must be skidded, wrapped and labeled. Any intact displays, carpet or items not packaged will be skidded and wrapped by Freeman at the exhibitor's expense.

Labels: "Hold For Collection", "Recycle" and "Trash" stickers are available at the Freeman Service Center. All items left on the exhibit hall floor must be clearly labeled.

Labor: If you require labor to pack, skid or wrap your donated goods, labor services can be ordered at the Freeman Service Center.

Materials: Please ensure all donated items are in good condition. Any damaged or incomplete items will be disposed of at the exhibitor's expense.

By signing below I hereby agree that the goods I submit for donation fall within the guidelines listed above and will be properly packed and labeled by the end of published exhibitor move-out. If the goods are not properly packed, I understand that they will not be able to be donated and my invoice will reflect a labor charge for trash and/or dumpster services.

PRINTED EXHIBITOR NAME: _____ DATE: _____

EXHIBITOR SIGNATURE: _____ CELLPHONE: _____

APPROVED BY: _____ DATE: _____