



# REDUCING YOUR FOOTPRINT

Freeman actively engages in green practices within day-to-day operations and is committed to producing events in the most environmentally friendly way possible. Freeman has collaborated with a number of customers to make their events greener and is dedicated to broadening this effort.

## Green Tips for Exhibitors

Interested in going Green and saving money with your exhibit booth? Follow these tips to assist you in making your sustainable booth strategies at least cost-neutral, and possibly cost-saving!

### Supplies and Ordering

- Order exhibit supplies early and utilize online ordering systems to eliminate paper waste.
- Consider renting a booth from Freeman or buying materials locally, preventing shipping cost and lowering emissions.
- Rent Freeman Classic Carpet which contains recycled content and is also recyclable.
- Provide giveaways made of recycled, responsibly grown natural fiber, nontoxic and biodegradable materials. Ensure giveaways are useful, not merely promotional in nature. Electronic Giveaways are smart and trendy, like a USB storage drive with your content already loaded.

### Printing, Recycling and Waste Management

- Encourage less printing and provide more information digitally when it comes to booth literature, fulfilling requests via email and website referrals.
- If you need to print, use a local printer in the city where the show will be held and choose paper that contains at least 50% post-consumer recycled content.
- Ask Freeman about new paper-based signage materials that are comparably priced to plastic. There are good alternatives to foam core and PVC which are not as easily recyclable.
- Participate in the exhibit donation program by providing materials that are eligible for donation to local charities, such as pens, bags and notepads.

### Shipping and Transportation

- If you must ship materials, planning out your booth in a timely way to meet shipping deadlines can also help maximize consolidation and cost-savings.
- Choose a SmartWay™-certified hauler at no additional cost to ensure your transportation company is practicing sustainable shipping.
- Set a goal to leave no trace behind by shipping out all booth properties and packing materials and donating extra giveaways thereby minimizing any waste for the show.
- If you are attending another trade show that many of your fellow exhibitors are also participating in, ask your General Service Contractor or Show Management to set up a caravan service to save on fuel emissions—and cost of transportation.

### Personnel and Best Practices

- Take advantage of local or regional representatives to staff your booth, rather than bringing staff from far away offices, reducing travel cost.
- Bring Green as part of your company message providing recycling bins in your booth and information on what you have done to exhibit in a sustainable way.

These steps can help as we all strive to make smarter and more environmentally sound decisions. For more information on the Freeman Sustainability Initiative, contact [goinggreen@freemanco.com](mailto:goinggreen@freemanco.com).

