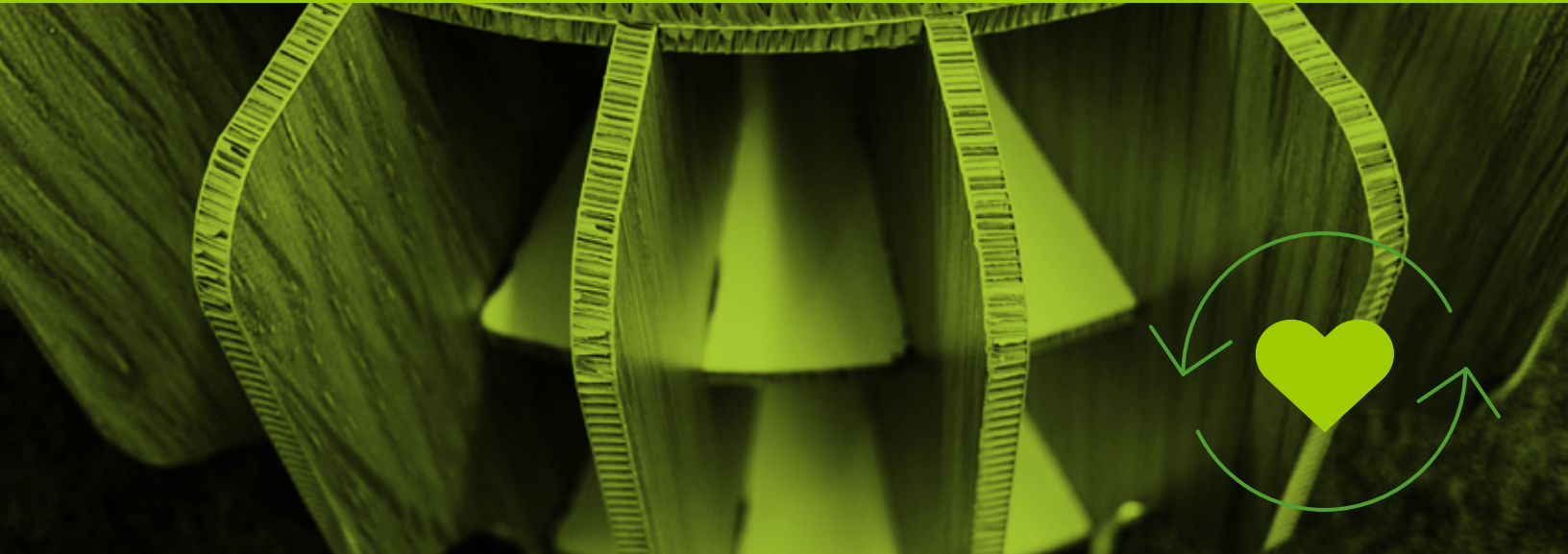


Big impact,
zero waste



*Reduce your footprint with
Freeman Sustainable Events*

At Freeman, we believe everyone can do their part to protect our environment. As leaders in the brand experience industry, we embrace our responsibility to work toward a goal of zero waste for all events worldwide.

We are committed to reducing our environmental impact and helping our clients and partners do the same.

Freeman Sustainable Events is a suite of products, services, and standard operating procedures that reflect the latest in environmentally friendly materials, technology, and event best practices.

Achieve your environmental goals – Our standard operating procedures are designed to enhance sustainability at every event.

Grow show attendance and revenue – Discover new eco-friendly options. We are constantly innovating with renewable, recyclable, and reusable materials to create attractive and affordable sustainable solutions.

Work with a leader – Freeman was the first company in the brand experience industry to receive the prestigious ISO 20121 Event Sustainability Management System certification on a global scale.

Connect to the community – We link with local charities to help keep event materials out of landfills and reduce food waste.

Save money – Most Freeman environmentally friendly products cost the same as or less than alternatives.

eco-conscious by design



Freeman Sustainability Standard

At Freeman, sustainability is never an afterthought or a “nice-to-have.” We build sustainability into events at the outset by continually updating our standard operating procedures with innovative approaches to reducing waste.

Wherever possible, we choose reusable and recyclable materials for exhibit construction and graphic displays, use energy-efficient electronic equipment, source material and labor locally, ship with EPA SmartWay Certified trucks, and promote zero-waste goals to exhibitors and attendees.

The Freeman Sustainability Standard currently consists of more than 30 procedures included in our core offerings for no extra charge.



Freeman Sustainable Products

Freeman offers the most comprehensive set of environmentally friendly furnishings and graphics options in the brand experience industry.

- **Freeman Honeycomb** recyclable substrate for meter boards, 22" x 28", and other signs
- **Freeman Paperboard** recyclable substrate to replace PVC in structures and graphics
- **Paper Aisle Signs** made from recyclable materials
- **Digital signage solutions** replace printed graphics, eliminating waste
- **TableFlex** eco-friendly tabletop plastic
- **Flex by Freeman** system of reusable components
- **SmartBuild Eco** customizable and sustainable event structures made from recyclable, high-quality paper
- **Custom booths and crates** using FSC-certified lumber and low-VOC paints and adhesives
- **Carpet selections** that are responsibly made, reusable, and recyclable
- **Smart Counter** reusable registration stations that can be customized with minimal waste



Freeman Sustainability Services

Meet your environmental and social objectives with the help of the Freeman team's proven expertise in event and exhibit sustainability.

- **Material Donation Program** to redirect waste from landfills and benefit local charities
- **Food Donation Program** for reducing waste and improving community outreach
- **Exhibitor and Exhibitor Appointed Contractor Outreach Program** with guidelines and education to reduce waste
- **Sustainability Planning and Coordination** to set environmental goals and plan for success
- **Sustainable Event Audit** to calculate your event's metrics and plan for the next event

Help us build a more sustainable future

Contact us: GoFreeman@freeman.com

