

# GREEN & GROWING

## The Freeman Sustainability Initiative

### Every Day, Freeman's Getting Greener

Sustainability is everyone's responsibility. That's why we engage our employees, clients, suppliers and our communities to protect our environment and conserve resources. Below is just a sampling of how our innovative thinking applies to conservation within Freeman.

#### Industry Leadership

For several years, Freeman has been a dedicated and proud Platinum partner of the Green Meeting Industry Council (GMIC), an association that establishes and shares sustainability best practices for our industry. Currently, Jeff Chase, our Vice President of Sustainability, sits on the global board for GMIC.

Freeman is also an active member of the Convention Industry Council (CIC). This forum exchanges knowledge on global trends, spreads excellence in best practices and guidelines, and collaborates on various industry issues. As a part of this forum, our staff helped in the review and editing of the APEX/ASTM event industry green standards for general service contractors and exhibits. There are nine standards, and each standard has eight areas that are tracked and measured. Freeman is actively working to help clients meet the standards.

#### Green Client Advisory Council

To better serve all our clients, we asked a group of environmentally focused event professionals to help us to identify and build the best practices for our industry. This annual focus group helps us to set goals and identify future trends that will improve Freeman services. With this valuable input, Freeman tailors our products and services to support the environmental needs of all industry events.

#### Eco-Friendly Products and Services

Since our beginnings, we've always looked for a better solution. So we are pleased to offer our clients environmentally responsible material alternatives that also meet their needs.

#### Award-Winning Initiatives

##### Sustainability Efforts, Large Exhibit

**Category** — Freeman was awarded the Zero Waste Challenge Award by the Exhibit Designers + Producers Association for our efforts in examining the life cycle of materials and making recycled content and recyclability key criteria for the materials used in our custom rental systems. (2014)

##### Most Innovative Green Initiative by a Service Provider

— *Trade Show Executive* magazine selected Freeman for this award in recognition of our dedication to a wide-ranging program to lessen the environmental impact of trade shows and events; for diverting 95 percent of all waste from its [Las Vegas] branch away from landfills; and for experimenting with plastics for exhibit shelving made from cigarette butts. (2013)

**Carpet Recycling Efforts** — Freeman was awarded *Trade Show Executive* magazine's Innovation Award for the significant impact in waste reduction at events that resulted from our carpet recycling efforts. (2008)

### Recycled Carpet and Padding

Freeman offers aisle carpet that contains 25% recycled materials and is used at least four times. Once our carpet does not meet the Freeman quality standard, we divert the carpet from the landfill by utilizing one of four methods: selling it to construction contractors to install it in commercial buildings, selling it to pet products manufacturers to cover scratch poles, selling it to recyclers that melt it down and make it into drainage pipe or other products, and open selling to individuals weekly at the main distribution warehouse.

Our carpet padding is made from 100% recycled foam material and is reused until it no longer meets the Freeman quality standard. In some markets we are testing soy-based padding, which is made from a renewable source and is recyclable.

### Graphics Production

Freeman is setting new standards for graphic production in our industry. We offer a new eco-friendly 100% recyclable substrate material called Freeman Honeycomb and have implemented a three-year program to reduce the use of foamcore and Gatorfoam®.

We have invested in 11 flatbed "direct-print" printers that help reduce the volume of substrates sent to the landfill.

### Rental Exhibits

We offer recyclable and reusable rental exhibits. The panels are 100% recyclable, while the metal is reusable and 100% recyclable. The carpet contains 25% recycled material and is reused. We also use LED lighting.

### Paperless Order Entry

Freeman has significantly reduced paper consumption by implementing a digital entry system for exhibitor orders. We estimate a savings of more than a million sheets of paper each year.

### Transportation

For more than six years, Freeman's exhibit transportation service has been recognized as a certified member of the EPA's SmartWay® Transport Partner program. This recognizes partners for setting and achieving greenhouse gas (GHG) reduction goals in freight transportation.

### Vehicle Emissions

When the facilities allow it, Freeman uses LP natural gas (propane) fuel for forklifts and other on-site vehicles, which improves the air quality. We have a "no idling" program for our trucks in place at every show.

### Green Event Plan

We have established a Green Event Plan that is scalable for most events of any size and any industry. The plan includes information on the Freeman Environmental Responsibility Policy, the online exhibitor service kit, green leader and on-site coordination with labor, show site materials and equipment, and donation programs.

### Environmental Performance Report

At our clients' request, we provide a post-event report that tracks the environmental footprint for Freeman services provided. The report targets freight trucks and fuel usage, graphic production, carpet use and waste, one-time use of expendable materials, and Freeman staff air miles.

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## Freeman: The Nature of a Successful Show

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