



## GLOSSARY OF TRADE SHOW TERMS

### A

**Advanced Order** - An order for show services sent to the contractor before move-in.

**Advance or Warehouse Address** – A location provided by a show contractor to receive freight in advance of a show move in date. The received freight is then moved to show site.

**Air Freight** - Materials shipped via airplane. Further arrangements may need to be made for ground shipping from air terminal to show site or advance warehouse address.

**Air Walls** - Movable barriers that partition large areas. May be sound resistant, but not necessarily soundproof.

**Aisle Signs** - Signs, usually suspended, indicating aisle numbers or letters.

**Audio/Visual** - Equipment, materials and teaching aids used in sound and visual. (Also A/V). May be rented from an official A/V contractor appointed by show management.

### B

**Backwall** - Panel arrangement at rear of booth area. May be a single fabric panel stretched on a frame or multiple panels that are either connected or free standing.

**Backwall Booth** - At times used to describe a perimeter booth

**Bill of Lading (B/L)**-Document of form listing goods to be shipped.

**Blanket Wrap**-Non-crated freight shipped via van line covered with protective blankets or padding. AKA – Pad Wrap.

**Blister Wrap**-Vacuum formed transparent plastic cover.

**Bone Yard**-Contractor storage area at show site.

**Booth Number**-Number designated to identify each exhibitor's space.

### C

**CAD**-Computer-Aided Design

**Canopy**- Drapery, awning, or other room-like covering.

**Carpenter**-Union that is responsible for uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc., laying of floor tile and carpet, and re-creating of exhibits. Varies by venue, however.

**Cherry Picker**-Equipment capable of lifting a person (s) to a given height. (Also **HIGH JACKER, SCISSOR LIFT**)

**Container** – Large volume shipping cube used in overseas shipping or rail.

**Corkage**-The charge placed on beer, liquor, and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers.

**Cross Bar**-Rod used in draping or as a support brace.

**Cut & Lay** - Installation of carpet other than normal booth or aisle size.

**CWT** - Hundred weight. A weight measurement for exhibit freight. Actual weight/100 = CWT

## **D**

**Decorating**-Dressing up exhibition with carpet, draping, plants, etc.

**Decorator**-Union that is responsible for hanging all signs except electrical signs, drape and cloth installation, and tacked fabric panels. Varies by venue, however.

**Dismantle**-Take down and removal of exhibits.

**Display Builder**-Company, which fabricates display.

**Dock** -A place where freight is loaded onto and taken away from vehicles. (Also see **LOADING DOCK**)

**Dolly**-Low, flat, usually two feet square, platform on four wheels used for carrying heavy loads.

**Drayage** - The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show. AKA – Material Handling.

**Drayage Charge**-The dollar cost based on weight. 100-pound units; or hundredweight, abbreviated CWT, calculates drayage. There is usually a minimum charge.

**Duplex Outlet**-Double electrical outlet.

## **E**

**Electrical Contractor**-Company contracted by Show Management to provide electrical services to the exhibitors.

**Electrician**-Union that handles installation of all electrical equipment, including hanging signs that require electric for movement or lights.

**Empty Crate** - Reusable packing container in which exhibit materials were shipped. When properly marked with “EMPTY” sticker indicating booth number and company name, they are removed, stored and returned at no charge (refer to **Drayage**)

**Exclusive Contractor** - Contractor appointed by show or building management as the sole agent to provide certain services (material handling, aisle carpeting as examples). (AKA Official Show Contractor or General Services Contractor).

**Exhibit Booth**-Individual display area constructed to exhibit products or convey a message.

**Exhibit Directory**-Program book for attendees listing exhibitors and exhibit booth location. (AKA Show Guide)

**Exhibit Manager** - Person in charge of individual exhibit booth.

## **F**

**Fire Exit**-Door, clear of obstructions, designated by local authorities to egress.

**Fire Retardant**-Term used to describe a finish (usually liquid) which coats materials with a fire-resistant cover.

**Flameproof**-Term used to describe material, which is, or has been treated to be fire-retardant.

**Floor Manager**-Person retained by show management to supervise exhibit area and assist exhibitors.

**Floor Marking**- Method of marking booth spaces on exhibit floor. First thing done on a move-in day.

**Floor Order**-Goods and/or services ordered on-site.

**Floor Plan** - A map showing layout of exhibit spaces. Often used by exhibitors who can choose their spaces.

**Foam Core** - Lightweight material with a Styrofoam center used for signs, decorating, and exhibit construction. AKA Gatorboard. Typically white or black.

**Forced Freight** – Term applied to exhibit materials left on show floor at the close of the dismantle period. Will be moved to a warehouse and exhibitor will be billed for storage, material handling, and shipping.

**Fork Lift**-Vehicle with power-operated pronged platform for lifting and carrying loads.

**Freight**-Exhibit properties, products and other materials shipped for an exhibit.

**Freight Forwarder**-Shipping company typically associated with international shipping.

## G

**Garment Rack**-Frame, which holds apparel.

**General Contractor** - Company, which provides all services to exhibition management and exhibitors. AKA – General Services Contractor or GSC.

**Guarantee** – Catering term for the number or servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

## H

**Hand-Carryable**-Items that one person can carry unaided (meaning, no hand trucks or dollies).

**Hand Truck**-Small hand-propelled implement with two wheels and two handles for transporting small loads.

**Hanging Sign** – An identification element suspended from the facility ceiling at an allowable height from the floor. Will require special labor and lift equipment for placement above a booth space.

**Hardwall Booth**-Booth constructed with plywood or similar material as opposed to a booth formed by drapery only. Also applies to booths constructed using metal extrusions and in-fill panels (usually a flat PVC).

**Header** – Space on an exhibit (usually on top of other components) used for corporate identification and branding.

**Hospitality Suite**-Room or suite of rooms used to entertain guests.

## I

**I&D** - Install and Dismantle. Term is associated with show site labor to erect and to remove an exhibit.

**ID Sign**-Booth identification sign that is often included with space purchased from show management.

**Infringement**-Use of floor space outside exclusive booth area.

**Inherent Flameproof**-Material that is permanently flame resistant without chemical treatment.

**In-Line Booth** – A single booth space or multiple booth spaces connected to one another in a line with an aisle on one side. That is, 10x10, 10x20, 3M X 3M, 3M x 6M, etc.

**Installation** - Setting up exhibit booth and materials according to instructions and drawings.

**Island Booth** - An exhibit space with aisles on all four sides.

## J

**Job Foreman**-One who is in charge of specific projects.

## K

**Kiosk**-Freestanding pavilion or light structure.

## L

**Labor**-Refers to contracted workers who perform services.

**Labor Call**-Method of securing union employees.

**Labor Desk**-On-site area from which service personnel are dispatched.

**Light Box**-Enclosure with lighting and translucent face of plastic or glass.

**Loading Dock**-Area on premises where goods are received.

**Lobby**-Public area which serves as an entrance or waiting area.

**Lock-up**-Storage area which can be locked up.

## M

**Marshaling Yard** - Check-in area for trucks delivering exhibit material.

**Material Handling** – See **Drayage**.

**Modular Exhibit**-Exhibit constructed with interchangeable components.

**Move-In** – Dates set for installation of exhibits. Typically there is a definite installation complete date and time for the Move-In and penalties for non-compliance.

**Move-Out** - Dates set for dismantling of exhibits. Typically there is a floor clear time and date associated with the Move-Out.

## N

**Net Square Feet**-The amount of space occupied by exhibits in a facility, not including aisles, columns, registration area, etc.

**No Freight Aisle**-Aisle that must be left clear at all times during set-up and dismantle. Used to deliver freight, remove empty boxes and trash, and in case of emergency.

## **Q**

**Official Contractor** - General contractor or show decorator appointed by show management.

**On-Site Order**-Floor order placed at show site.

**On-Site Registration** -Process of signing up for an event on the day of, or at the site of, the event.

**O.T. Labor**-Work performed on overtime. Work performed before 8:00am and after 4:40pm Monday through Friday, and all hours on Saturdays, Sundays and Holidays.

## **P**

**Package Plan**-Management providing furniture and/or services to exhibitors for a single fee.

**Padded Van Shipment**- Shipment of crated or uncrated goods such as product or display materials. (Also **VAN SHIPMENT, AIR-RIDE**).

**Pallet**-Wooden platform used to carry goods. (AKA SKID)

**Pavilion** – An arrangement of booth spaces with a common affiliation (country, association, or industry segment). For example, French Pavilion.

**Pegboard Panel**-Framed panel of perforated hardboard.

**Peninsula Booth** - An exhibit space on the show floor with aisles on three sides.

**Perimeter Booth**-Exhibit space located on an outside wall.

**Pipe and Drape**-Tubing with drapes, which separate exhibit booths.

**Planting**-Floral décor to enhance the appearance of the exhibition.

**Pre-registered**-Registration which has been made in advance with necessary paperwork.

**Press Room**-Space reserved for media representatives.

**POV**-A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. Refer to specific show management rules regarding use of POV for show related freight.

**Private Security**-Security personnel hired from a privately operated company. (Also **BOOTH SECURITY**)

**Pro-Number**-Number designated by the freight forwarders to a single shipment, used in all cases where the shipment must be referred to.

## Q

**Quad Box**-Four electrical outlets in one box.

## R

**Rail**-Low drape divider between exhibit booths. (Also **SIDE RAIL**)

**Rear-Lit**-Method of lighting transparency from behind.

**Registration**-Process by which an individual indicates their intent to attend a trade show.

**Rental Booth**-Complete booth package offered to exhibitors on a rental basis.

**Rigger**-Union that is responsible for crating, unskidding, positioning, and reskidding of all machinery.

**Riser**-A platform for people or product.

**Rules and Regulations** – Published show rules and show regulations as established by show management. Typically covering topics such as booth configuration definitions, height limits, hanging sign permissions.

## S

**Security Cages**-Cages rented by exhibitors to lock up materials.

**Service Charge**-Charge for the services of waiters/waitresses, housemen, technicians, and other food function personnel.

**Shop**-Service contractor's main office and warehouse.

**Showcard**-Material used for signs.

**Showcase**-Glass-enclosed case for articles on display.

**Show Manager or Show Management** - Person or group responsible for management of a trade show. The show management will hire official contractors for specific show functions.

**Show Office** - Management office at exhibition.

**Shrink Wrap**-Process of wrapping loose items on pallet with transparent plastic wrapping.

**Side Rail**-Low divider wall in exhibit area, usually 36" high.

**Skirting**-Decorative covering around tables/risers.

**Space Assignment**-Booth space assigned to exhibiting companies.

**Space Rate**-Cost per square foot for exhibit area.

**Special Handling**-Applies to display and/or product shipment requiring extra labor, equipment, or time in delivery to booth area.

**Staging Area**-Area adjacent to main event area for set-up, dismantling, and temporary storage.

**Stanchions**-Decorative posts which hold markers or flags to define traffic areas. Ropes or chains may be attached.

**Stop Job**-When an exhibitor is doing some type of work in the booth which is claimed by a union, that union's steward will request that you go to the service desk so that the contractor can supply the exhibitor union labor.

**S.T. Labor**-Work performed on straight time. Usually work performed 8:00am to 4:30pm, Monday through Friday.

## **T**

**Target Date**-Move-in date (and frequently a time) assigned to exhibitors by the general contractor and the show management.

**Teamster** - Union that handles all material in and out of the show floor. Usually driving fork lifts. Exhibitors are typically permitted to hand carry small packages into the hall.

**Tent**-Portable canvas shelter for outside.

**Time & Materials**-Method for charging services on a cost-plus basis. (Also **T & M**)

## **U**

**Union**-An organization of workers formed for mutual protection and for the purpose of dealing collectively with their employer in wages, hours, working conditions and other matters pertaining to their employment.

**Union Steward**-On-site union official.

## **V**

**Velcro**-Material used for fastening.

## **W**

**Waste Removal**-Removal of trash from the building.