

Glossary of Trade Show Terms

A

ADVANCE ORDER

An order for show services sent to the service contractor or vendor prior to the discount deadline date.

ADVANCE WAREHOUSE

Location set by show management to receive freight before the start of move in. Freight is stored at this location and then shipped to the show at the appropriate time.

AIR FREIGHT

Materials shipped via an airplane.

AIR WALLS

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

AISLE

A walkway intended for attendee movement through an exposition or trade show.

AISLE CARPET

Carpet laid in aisles between booths. Color to be determined by show management.

AISLE SIGNS

Signs, usually suspended, indicating aisle numbers or letters.

ARM LIGHTS

A light with an extended arm, typically clamp on.

ASSEMBLY

The process of erecting an exhibit from its components (also see INSTALLATION & SET UP).

ATTENDEES

Those persons who visit an event who are not exhibiting or connected with producing the event.

AUDIO VISUAL (AV)

Equipment, materials and teaching aids used in sound and visual production.

B

BACK-LIGHT

A light source that illuminates translucent materials from behind.

BACKWALL

The panels or drape wall at the rear of an exhibit.

BAFFLE

Partition to control light, air, sound, or traffic flow.

BANNER

A suspended horizontal or vertical sign made from foam core, vinyl or magnetic materials used for directional or promotional purposes.

BILL OF LADING (B/L)

A document that establishes the terms between a shipper and a transportation company for the transport of good between specified points for a specified charge.

BLANKET WRAP

Non-crated freight covered with protective blankets or padding and shipped via van line.

BLUEPRINT

A scale drawing of booth space layout, construction, and specifications.

BONEYARD

An onsite storage area for empty crates and contractor materials.

BOOM LIFT

A type of aerial work platform used by qualified working personnel to reach high places (also see CONDOR or CHERRY PICKER).

BOOTH

Individual display area constructed to exhibit products or convey a message (also see EXHIBIT).

BOOTH CARPET / PADDING

Carpet and padding purchased by the exhibitor, used to enhance the exhibit look and feel.

BOOTH NUMBER

Number designated to identify each exhibitor's space.

BREAKPOINT

The level at which a discount is given for a volume order.

C

CAD DRAWING

Computer-Aided Design drawing. Typically show management and the service contractor produce a CAD drawing of the entire show floor to submit to the fire marshal for capacity and egress approval. (also see FLOOR PLAN).

CANOPY

Drapery, awning or other roof-like covering. Depending on the size of the space being covered, a permit from the fire marshal may be required.

CAPACITY

Maximum number of people allowed in any given area.

CARTLOAD

The amount of materials that would fit into the trunk of a standard passenger car and has a total weight of less than 250 lbs. The service contractor will frequently set up cartload service for a flat fee.

CHERRY PICKER

A type of aerial work platform used by qualified working personnel to reach high places (also see BOOM LIFT or CONDOR).

CLEAN BILL OF LADING

A carrier-issued receipt indicating that transported merchandise was received in apparent good condition.

COLLECTIVE BARGAINING AGREEMENT

A contract between an employer and a union specifying the terms and conditions for employment, the status of the union and the process for settling disputes during the contract period.

COLUMN

A pillar in an exposition facility that supports the roof or other overhead structures. Usually shown on a floor plan as a solid square.

COMMERCIAL INVOICE

An itemized list of shipped goods.

COMMON CARRIER

A transportation company moving people or goods. For exhibit freight, the carrier usually accepts only crated materials and consolidates the properties of several customers into one shipment bound for the same destination.

CONDOR LIFT

A type of aerial work platform used by qualified working personnel to reach high places (also see BOOM LIFT or CHERRY PICKER).

CONSIGNEE

Person to whom goods are shipped.

CONSOLIDATE

To ship freight to a central depot where several loads bound for the same destination are put together before being shipped to that destination.

CONTRACTOR

An individual or company that provides services or materials to a trade show and/or its exhibitors (also see OFFICIAL CONTRACTOR & EXHIBITOR APPOINTED CONTRACTOR).

CORKAGE

The charge placed on food & beverage brought into the facility but purchased elsewhere.

CORNER BOOTH

An exhibit space with exposure on at least two sides.

CRAFTPERSON

A skilled worker who provides services at the exposition facility.

CRATED FREIGHT

Containerized freight, items shipped in protective containers.

CROSS AISLE

An aisle that intersects with a main aisle.

CUBIC CONTENT

Literally, length x width x height. With reference to booth space, the placement of exhibit properties at a height of 8 feet or more above the leased area. Also, a measurement used in determining shipping costs for van lines.

CUSTOM EXHIBIT

A display designed and built to meet the specific needs of an exhibitor.

CUT & LAY

Installation of carpet other than normal booth or aisle size.

CWT

Hundred weight. A measurement used for shipping exhibit properties. Usually 100 pounds.

D

DT LABOR

Double-Time Labor. Work performed on overtime and charged at twice the published rate.

DBA

Doing Business As

DAMAGE REPORT

A report submitted by an exhibitor to a freight company or drayage contractor itemizing damage to shipped goods.

DEAD TIME

Time when a worker is unable to perform duties, due to factors beyond his or her control.

DECORATING

Dressing up exhibition with carpet, draping, plants, etc.

DECLARED VALUE

A shipper's stated dollar value for the contents of a shipment.

DECORATOR

General service contractor hired by show management (also see OFFICIAL CONTRACTOR).

DIM WIEIGHT

For shipping purposes, length x width x height divided by 194 for domestic shipments or divided by 166 for international shipments.

DIRECT BILLING

An arrangement whereby charges are transferred to an accounts receivable account for payment by individuals or firms with established credit.

DIRECT TO SHOWSITE

Shipments sent directly to show location.

DISMANTLE

To take apart and remove an exhibit (also see TEARDOWN).

DISPLAY BUILDER

Company that fabricates displays

DOCK

A place where freight is loaded onto and taken from vehicles. (also see LOADING DOCK).

DOLLY

A low, wheeled frame with a platform used for carrying heavy or cumbersome objects.

DOUBLE-DECKER

A two-storied exhibit (also see MULTIPLE STORY EXHIBIT).

DRAYAGE

An old term for the movement of show materials from the loading dock to a booth for show set up and from the booth back to the dock for return shipment at the end of the show (also see FREIGHT HANDLING or MATERIAL HANDLING).

DUPLEX OUTLET

A double electrical outlet

E

EAC (EXHIBITOR APPOINTED CONTRACTOR)

A third-party contractor performing services such as booth design, installation and dismantle.

ELECTRICAL CONTRACTOR

A company contracted by show management to provide electrical services to the exhibitors.

ELEVATIONS

Scaled drawings depicting front and side views of an exhibit.

END CAP

A linear or In-line booth, generally 10' deep by 20' wide, placed in the position of a peninsula (backing up to two linear booths) or a split island (backing up to a peninsula booth).

EXCLUSIVE CONTRACTOR

A contractor appointed by show management or the facility as the sole agent to provide services (also see OFFICIAL CONTRACTOR).

EXCLUSIVE USE

The rental of a carrier's entire cargo space by one shipper.

EXHIBIT

Individual display area constructed to exhibit products or convey a message (also see BOOTH).

EXHIBITOR DIRECTORY

A guide for exhibition attendees listing exhibitors and exhibit booth locations.

EXHIBIT HALL

The area(s) within an exposition center where exhibits are located.

EXHIBIT MANAGER

Person in charge of an individual exhibit booth.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

A third-party contractor performing services such as booth design, installation and dismantle.

EXHIBITOR KIT

A package of information which contains all rules, regulations and forms relating to an exhibition, provided to exhibitors by show management.

EXHIBITOR SERVICES

Exhibitor services personnel from the official show contractor responsible for pre-show contact with exhibitors and on-site service.

EXHIBITOR SERVICE CENTER

A centralized area where representatives of various show services can be contacted or located (also see SERVICE DESK).

F

FABRICATION

The construction of an exhibit.

FHC

A notation on floor plans indicating the locations of fire hose cabinets.

FINISHED

No unpainted or raw surfaces or edges on a delivered exhibit.

FIRE EXIT

A door designated for emergency egress which must be kept clear of obstructions.

FIRE LANE

An aisle that must be kept clear of obstructions to allow for emergency vehicle access.

FIRE RETARDANT

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

FLAME PROOF

Term used to describe material, which is or had 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 prior to move in to ensure booths are in the proper locations.

FLOOR PLAN

A map showing the size and location of exhibit spaces (see also CAD DRAWING).

FOAM CORE

Rigid foam covered with heavy-duty paper stock used for mounting signs, art, etc.

FORKLIFT

Motorized vehicle used to load, unload and transport heavy items.

FOUL BILL OF LADING

A carrier-issued receipt indicating that transported merchandise was damaged when received.

FOUR-HOUR CALL

Minimum work period for which union labor must be paid.

FREIGHT

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

FREIGHT DOOR

A large door located on the perimeter of an exhibit hall that accommodates large equipment and freight management operations.

FREIGHT FORWARDER

Shipping company.

FREIGHT HANDLING

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 (also see DRAYAGE or MATERIAL HANDLING).

FULL BOOTH COVERAGE

Carpet covering entire area of booth.

**GARMENT RACK**

Frame that holds apparel (also see ROLLING RACK).

GENERAL SERVICE CONTRACTOR

Show management appointed company providing services to a trade show and/or its exhibitors (also see OFFICIAL CONTRACTOR).

GOBO

A stencil or template placed inside, or in front of, a light source to control the shape of the emitted light. Gobos are frequently used to project the image of a company logo on a wall or floor.

GRAPHIC

A photo, copy panel or artwork applied to an exhibit or sign.

GUARANTEE

The number of food/beverage servings to be paid for, whether they are consumed or not; usually required 48-72 hours in advance.

H

HAND TRUCK

A small hand-propelled implement with two wheels and two handles for transporting small loads.

HARDWALL

A type of exhibit construction in which walls are made of a solid material, rather than fabric.

HEADER

A sign or other structure set across the top of an exhibit.

HIRE

International term referring to "rent" a service or product.

HOLD HARMLESS CLAUSE

A contract clause that relieves one party of responsibility in the event of a legal claim.

HOSPITALITY SUITE

Room or suite used to entertain guests.

I

I & D

Installation and dismantle of an exhibit.

ID SIGN

Booth identification sign.

INDEPENDENT CONTRACTOR

A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors (also see EAC).

INFRINGEMENT

An exhibitor's unauthorized use of floor space outside of the leased booth area.

INHERENT FLAME PROOF

Material that is permanently flame resistant without chemical treatment.

IN-LINE BOOTH

An exhibit that is constructed in a continuous line along an aisle.

INVOICE

Itemized list of goods and services specifying the price and terms of sale

INSTALLATION

The process of setup up exhibit properties according to specifications (also see ASSEMBLY or SET UP).

ISLAND BOOTH

An exhibit space with aisles on all four sides.

J

JOB FOREMAN

A person in charge of supervising and coordinating workers.

JUNCTION BOX

A distribution point for electrical power.

K

KIOSK

A free-standing pavilion or structure, frequently displaying interactive electronic components.

L

LABOR

Refers to contracted workers who perform services.

LABOR DESK

On-site location where exhibitors may place orders for labor.

LAMINATION

The process of bonding two or more substances together.

LAST IN / FIRST OUT (LIFO)

A booth located in close proximity to a loading dock door which needs to be set last and removed first in order to facilitate move-in and move-out of the freight for the rest of the show.

LIGHT BOX

Enclosure with lighting and translucent face of plastic or glass

LINEAR BOOTH

Any booth that shares a common back wall and abuts other exhibits on one or two sides.

LOADING DOCK

Area on premises where goods are received.

LOCK-UP

Storage area which can be locked up.

LTL

Less than truckload.

M

MARSHALLING YARD

Check-in area for trucks delivering exhibit material.

MATERIAL HANDLING

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 (also see DRAYAGE or FREIGHT HANDLING).

MEANS OF EGRESS

An approved stairway or ramp constructed to the specification of the fire code used for access and exiting.

MIS WALL

Modular Interlocking System. Temporary wall panels used to build booths, rooms, and custom structures.

MODULAR EXHIBIT

Exhibit constructed with interchangeable components.

MOVE-IN

Date set for installation. Process of setting up exhibits.

MOVE-OUT

Date set for dismantling. Process of dismantling exhibits.

MYLAR

Trade name for metallic plastic material frequently used for inflatable balloons.

N**NET SQUARE FOOTAGE**

The amount of space occupied by exhibits in a facility, not including aisles, columns, registration area, etc.

NO FREIGHT AISLE

Aisle that must be kept clear at all times during set-up and dismantles. Used to deliver freight, remove empty boxes and trash, and in case of emergency.

NOISE DECIBEL

A unit for measuring the relative loudness of sounds.

O**OFFICIAL CONTRACTOR**

Show management appointed company providing services to a trade show and/or its exhibitors. (Also see GENERAL SERVICE CONTRACTOR).

OFF-TARGET

Move in date that is before or after the officially assigned target date.

ON-SITE ORDER

Order placed at show site, usually billed at a higher rate due increased costs of supplying labor or materials at the last-minute.

ON-SITE REGISTRATION

Process of signing up for an event on the day of, or at the site of the event.

OT LABOR

Work performed on overtime. Typically work performed before 8 a.m. and after 5 p.m., Monday through Friday and all hours on Saturday, Sunday, and holidays.

P**PAD-WRAPPED (BLANKET WRAP)**

Non-crated freight shipped via van line covered with protective padding or blankets.

PADDED VAN SHIPMENT

Shipment of crated or uncrated goods such as product or display material.

PALLET

Wooden platform used to carry goods (Also SKID).

PEGBBOARD PANEL

Framed panel of perforated hardboard.

PENINSULA BOOTH

Exhibit space with aisles on three sides.

PERIMETER BOOTH

Exhibit space located on an outside wall.

PIPE AND DRAPE

Upright poles with crosspieces hung with drape panels used to separate exhibit booths and define the perimeter of exhibit space when the entire hall is not being utilized.

PRE-REGISTERED

When a reservation has been made in advance, with the necessary paperwork.

PRESS ROOM

Space reserved for media representatives.

PRIVATE SECURITY

Security personnel hired from a privately-operated company.

PROMOTIONAL OPPORTUNITY

The ability to use advertising to create additional publicity.

PRO-NUMBER

Number assigned by the freight forwarders to a single shipment used in all cases where reference is made to the shipment.

Q

QUAD BOX

Four electrical outlets in one box.

R

RAIL

Low drape divider between exhibit booths (also see 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.

RISER

A platform for people or product.

ROLLING RACK

Frame that holds apparel (also see GARMENT RACK).

S

SECURITY CAGES

Cages rented by exhibitors to lock up materials.

SCRIM

Light weight, loosely woven covering or cloth used for decorative purposes.

SHOP

Service contractor's main office and warehouse.

SHOWCARD

Material used for signs.

SHOWCASE

Glass enclosed case for articles on display.

SHOW MANAGER

Person responsible for all aspects of exhibition.

SHOW OFFICE

Management office at an exhibition.

SHRINK-WRAP

Process of wrapping loose items on pallet with transparent plastic wrapping.

SIDE RAIL

Low divider wall in exhibit area (also see RAIL).

SKIRTING

Decorative covering around the bases of tables and risers.

SPACE ASSIGNMENT

Booth space assigned to exhibiting companies by show management.

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 setup, dismantling and temporary storage.

STANCHIONS

Decorative posts that hold markers or flags to define traffic areas ropes or chain may be attached.

ST LABOR

Work performed on straight-time. Normally, work performed 8 a.m. to 5 p.m. Monday through Friday

SUPPLEMENTAL INVOICE

An additional invoice for services after initial invoicing has taken place.

T**TARGET DATE**

Move-in date assigned to exhibitors by the general service contractor.

TEAMSTER

Union member that handles all material in and out of the hall for all non-electrical functions.

TENT

Portable shelter usually built outside.

TIME & MATERIALS

Method of charging for services on a cost-plus basis.

TRAFFIC FLOW

Movement of people through an area.

TRUSS

A collection of structural beams forming a rigid framework

TURNKEY BOOTH

A package-order booth consisting of standard furniture, sign, and carpet.

U

UNCRATED FREIGHT

Items shipped outside of protective containers, typically shipped either loosely loaded and/or pad wrapped in trailers.

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 officials responsible for representing and defending the interests of his or her fellow employees and resolving grievances.

V

VELCRO

Material used for fastening.

VISQUEEN

Transparent plastic sheeting.

W

WASTE REMOVAL

Removal of trash from the building.