



Glossary of Trade Show Terms

A

Advance Order: An order for services sent to the service contractor prior to the installation date. Fees associated with advance orders typically include discounts when paid in advance

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

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

B

Bill of Lading (B/L): A document that establishes the terms between a shipper and a transportation company for the transport of goods between specified points for a specified charge

Booth Number: Number designated to identify each exhibitor's space.

C

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

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

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

CWT: Hundred weight. A measurement used for shipping exhibit properties. Usually 100 pounds
Damage Report: A report submitted by an exhibitor to a freight company or drayage contractor itemizing damage to shipped goods

D

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

Drayage: The movement of show materials from shipping dock to booth for show set up and back to dock for return shipment at end of show

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

E

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.

Est. Wt.: Estimated Weight

Exclusive Contractor: A contractor appointed by show management as the sole provider of specified services

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. (Also SHOW GUIDE)

Exhibitor Appointed Contractor: A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also called Independent Contractor, EAC

F

Finished: No unpainted or raw surfaces or edges on a delivered exhibit

Fire Retardant: Term used to describe a finish which coats materials with a fire-resistant (not fire proof) cover

Floor Manager: An individual representing show management who is responsible for the exhibition area and assist exhibitors

Floor Marking: Method of marking booth space. Floor Order-Goods and/or services ordered on-site.

Floor Plan: A map showing layout of exhibit spaces.

Floor Port: A utility box recessed in the floor containing electrical, telephone, or plumbing connections

Freight: Exhibit properties and other materials shipped for an exhibit

Freight Desk: The area where inbound and outbound exhibit materials are handled at a trade show

Full Booth Coverage: Carpet covering entire area of booth.

G

Garment Rack: Frame, which holds apparel.

General Contractor: Company, which provides all services to exhibition management and exhibitors.

Guarantee: The number or servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

H

Hand Truck: Small hand-propelled vehicle used for transporting small loads

Hard Wire: Any electrical connection other than receptacle to receptacle

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

I

I&D: install and dismantle.

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

In-line: An exhibit that is constructed in a continuous line along an aisle

Island Exhibit: A display with aisles on four sides

J

Job Foreman: One who is in charge of specific projects.

K

Kiosk: Freestanding pavilion or light structure.

L

Labor Form: The form used by exhibitors to order labor

Lead Tracking: A manual or automated system used to conduct follow-up activities for sales prospects resulting from a trade show

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

Loading Dock: An area within an exposition facility where freight is received and shipped

M

Marshaling Yard: A lot where trucks gather for orderly dispatch to show site

Modular Exhibit: Exhibit constructed with interchangeable components.

Meter: The most common width for a backwall panel. (1 Meter = 39.37 inches)

Move-in: The date specified by show management for beginning exhibit installation.

Move-out: The date specified by show management for dismantling exhibits.

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.

O

Official Contractor: Show management appointed company providing services to a trade show and/or its exhibitors. Also called Official Contractor

On-site Order: Floor order placed at a show site. Costs for on-site orders are higher than orders placed 30 days prior to the event

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

Overtime: A designation for work performed outside the hours specified as normal working hours. Usually work performed on overtime is charged at a higher rate

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)

Peninsula Display: An exhibit with aisles on three sides

Perimeter Booth: A booth space on an outside wall

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

POV Line: Special loading dock reserved for POV's where materials are unloaded at prevailing drayage rates. To get on a POV line, driver reports first to marshalling area.

Privately Owned Vehicles (POV): Exhibitors' privately owned vehicles (POVs) or small rental trucks (UHaul, etc.)

Pipe & Drape: Tubing covered with draped fabric to make up the rails and backwall of a trade show

Q

Quad Box: Four electrical outlets in one box

R

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

S

Skirting: Decorative covering around tables/risers. Smoker-Ash stand.

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 setup, dismantling, and temporary storage.

Straight Time Labor: Work performed during normal work hours at the standard rate

Service Desk: The location at which exhibitors order services from the show decorator and other official suppliers

Showcard: Material used for signs.

Show Decorator: A company or individual responsible for providing draping, carpeting, and signage services for the trade show and its exhibitors

Side Rail: A low divider wall, usually pipe and drape, used to divide one exhibit space from another

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.

T

Target Date: Move-in date assigned to exhibitors over 300 square feet by the general contractor and the show management.

Teamster: Union that handles all material in and out of the hall except machinery. Exhibitors are permitted to hand carry small packages into the hall.

Three Wire: Electrical cable with a continuous ground wire in addition to a positive and a negative wire

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

Traffic Flow: Movement of people throughout an area.

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

Visqueen: A clear plastic sheeting that is placed over exhibit carpeting after its laid in order to protect it until the show opens. Visqueen also allows exhibit components to slide on top of it during setup, allowing you to align various exhibit components by simply pushing them into position

W

Waste Removal: Removal of trash from the building.