

# Glossary of Trade Show Terms

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**ADVANCED ORDER** - An order for show services sent to the contractor before move-in.

**AIR FREIGHT** - Materials shipped via airplane.

**AIR WALLS** - Movable barriers that partition large areas. May be sound-resistant, but not necessarily sound-proof.

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

**AUDIO/VISUAL** - Equipment, materials and teaching aids used in sound and visual. (also AV)

**BACKWALL** - Panel arrangement at rear of booth area.

**BILL OF LADING (BL)** - Document or form listing goods to be shipped.

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

**BONE YARD** - Equipment storage area at show site.

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

**CAD** - Computer-Aided Design.

**CANOPY** - Drapery, awning, or other roof-like covering.

**CAPACITY** - Maximum number of people allowed in any given area.

**CHERRY PICKER** - Equipment capable of lifting a person(s) to a given height. (also **HIGH JACKER, SCISSOR LIFT**)

**C.O.D.** - Cash on delivery; collection on delivery.

**COLUMN** - A pillar in an exposition facility which supports the roof or other structures.

**COMMON CARRIER** - Transportation company which handles crated materials.

**CONSIGNEE** - Person to whom goods are shipped.

**CONTRACTOR** - One who contracts to supply certain services or materials.

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

**CUT & LAY** - Installation of carpet other than normal booth or aisle size.

**CWT** - Hundred weight. A weight measurement for exhibit freight. Usually 100 pounds.

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

**DIRECT BILLING** - Accounts receivable mailed to individuals or firms with established credit.

**DISMANTLE** - Take down and removal of exhibit.

**DISPLAY BUILDER** - Company which fabricates displays. Also see EAC.

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

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

**DUPLEX OUTLET** - Double electrical outlet.

**DRAYAGE** - See **MATERIAL HANDLING**

**EAC** - Exhibitor Appointed Contractor. Typically used to provide installation & dismantle labor and/or custom built or rental exhibit booths.

**ELECTRICAL CONTRACTOR** - Company contracted by Show Management to provide electrical services to the exhibitors.

**ELECTRICIAN** - Union that handles installation of all electrical equipment.

**EMPTY CRATE** - Reusable packing container in which exhibit materials were shipped. When properly marked with "EMPTY CRATE" labels complete with booth number and company name, they are removed, stored and returned at no charge.

**EMPTY CRATE LABELS** - Special stickers are available at the Service Center. Special crews pick up empties during set-up and return them during tear-down. (That's why the correct booth number is so important.)

**EXCLUSIVE CONTRACTOR** - Contractor appointed by show or building management as the sole agent to provide services. (also **OFFICIAL**)

**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**)

**EXHIBIT MANAGER** - Person in charge of individual exhibit booth.

**EXHIBIT BUILDER** - See EAC

**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.

**FLAME PROOF** - 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 space.

**FLOOR ORDER** - Goods and/or services ordered on-site.

**FLOOR PLAN** - A map showing layout of exhibit spaces.

**FOAM CORE** - Lightweight material with a Styrofoam center used for signs, decorating and exhibit construction.

**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.

**GENERAL SERVICE CONTRACTOR (GSC)** - Company which provides all services to exhibition management and exhibitors.

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

**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.

**HARDWALL BOOTH** - Booth constructed with plywood or similar material as opposed to a booth formed by drapery only.

**HEADER** - 1. Fascia. 2. Overhead illuminated display sign.

**HOSPITALITY SUITE** - Room or suite of rooms used to entertain guests.

**I & D** - Install and dismantle.

**I D SIGN** - Booth identification sign.

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

**ISLAND BOOTH** - An exhibit space with aisles on all four sides.

**JOB FOREMAN** - One who is in charge of specific projects.

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

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

**LABOR DESK** - On-site area from which service personnel are dispatched.

**LOADING DOCK** - Area on premises where goods are received.

**LOCK-UP** - Storage area which can be locked up.

**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 show.

**MATERIAL HANDLING CHARGE** - The dollar cost based on weight. Drayage is calculated by 100 pound units; or hundredweight, abbreviated **CWT**. There is usually a minimum charge.

**MODULAR EXHIBIT** - Exhibit constructed with inter-changeable components

**MOVE-IN** - Date set for installation. Process of setting up exhibits.

**MOVE-OUT** - Date set for dismantling. Process of dismantling exhibits.

**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.

**OFFICIAL CONTRACTOR** - General Service Contractor or Decorator.

**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.

**ONE-TIME SPOTTING** - The unloading of **FREIGHT** / machinery and the placing of it in a designated location. Exhibitors must be present for spotting of materials. This service does not include unskidding, balancing, or extended time.

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

**PENINSULA BOOTH** - Exhibit space with aisles on three sides.

**PERIMETER BOOTH** - Exhibit space located on an outside wall

**PLANTING** - Floral decor to enhance the appearance of exhibit.

**PRE-REGISTERED** - Reservation 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. If you must unload a POV, use the POV line. (see the following)

**POV LINE** - Special loading dock reserved for POV's where material is unloaded at prevailing drayage rates. To get on a POV line, driver reports first to marshalling yard.

**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.

**QUAD BOX** - Four electrical outlets in one box.

**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.

**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.

**SHOW MANAGER** - Person responsible for all aspects of exhibition.

**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.

**SPACE ASSIGNMENT** - Booth space assigned to exhibiting companies.

**SPACE RATE** - Cost per square foot for exhibit area.

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

**STAND BUILDER** - See EAC.

**STRIKE** - Dismantle exhibits.

**TARGET DATE** - Move-in date assigned to exhibitors over 300 square feet by the general contractor and show management agreement.

**TEAMSTER** - Union that handles all material in and out of the hall, all installation and dismantle of exhibit booths, and floor covering. Exhibitors are permitted to carry small packages into hall. Also the union that is responsible for hanging all signs under 200 lbs and/or electrical signs, drape and cloth installation, and tacked fabric panels.

**TIME & MATERIALS** - Method for charging services on a cost-plus basis. (also **T & M**)

**TRAFFIC FLOW** - Movement of people throughout an area.

**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.

**VELCRO** - Material used for fastening.

**WASTE REMOVAL** - Removal of trash from the building.