



THE EXHIBITOR'S HANDBOOK

2014 Update

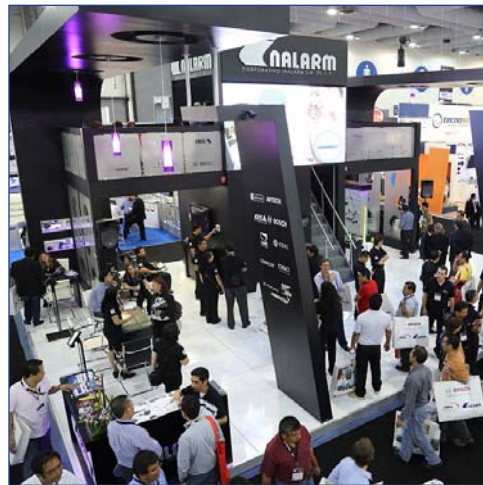


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PREFACE

The 1990s saw double-digit growth of the exhibitions industry. The industry was solid and financially successful. The 21st century began with a worldwide recession, which has greatly impacted the exhibition industry over the past several years. A combination of factors including rising business travel costs, increasing federal policy/government regulation, corporate belt tightening, reduced travel and entertainment budgets and security concerns have contributed to turmoil in the industry.

Studies support the cost effectiveness of exhibition participation. In the CEIR Report SM37, *The Cost Effectiveness of Exhibiton Participation: Part I*, it was determined that meeting a prospective customer at an exhibition versus through traditional sales calls in the field saves an organization nearly \$1,000. In addition, CEIR Report SM38, *The Cost Effectiveness of Exhibition Participation: Part II*, reported that over 50 percent of sales that initiated with a lead from an exhibition are closed with fewer sales calls. The results of these two studies clearly illustrate the value of exhibitions as a marketing medium.

Hotel and convention center exhibition halls can be overwhelming to a novice. It is with this in mind that this handbook has been prepared. The goal of this handbook is to better prepare the exhibit manager for what lies ahead in the complex world of exhibiting.

Most exhibitions are held either within hotel exhibition halls, privately-operated exhibition halls, or municipally-owned convention centers and/or fairgrounds. Hall rules and regulations will vary greatly from one facility to another, and more distinctively, from one city to another. Because of the variety of facilities and the broad variation of rules from hall to hall and city to city, it is difficult to state general rules that will apply at all times. This handbook provides general guidelines; be sure to check with exhibition management and/or official general service contractor for the event specific questions.

Direct, early contact with exhibition management and/or staff can be the key to success as an exhibitor. Do not hesitate to ask the obvious questions or verify conflicting information. Keep in mind that each question answered in advance is one less problem to be solved on-site. Many times exhibition management will refer questions to one of their official contractors. In most cases, these contractors transact business on a regular basis with the exhibition facility throughout the year. Their familiarity with the workings of the facility, local codes and regulations, and local labor jurisdictions will be a valuable resource.

IAEE extends a special thank you to the following individuals for sharing their industry knowledge and expertise to prepare the *Exhibitor's Handbook*.

- Larry Arnaudet, Executive Director, Exhibition Services & Contractors Association (ESCA)
- David Causton, General Manager, McCormick Place
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- Mark Zimmerman, General Manager, Georgia World Congress Center

1. GETTING STARTED

In general, the first step to initiating participation in an exhibition is making a telephone call or sending an email to request application information from show management. Many times, an application may be completed on the event's website. Be sure to clearly indicate your organization's exhibition goals and target audience. Carefully review the exhibition's historical information (if available) which should include registration figures, audience profile, size of the exhibition and number and names of exhibiting companies. Events that have registration figures audited by an independent third party add more credibility to the numbers that are being reported. All current and past information should be considered to determine if the exhibition will accomplish your organization's objectives.

Find out if the exhibition floor is divided by product type or category. If it is, and your organization is interested in peripheral or vertical markets, consider which of the categories or product areas will best suit your overall needs.

Finally, review the application form, exhibition rules, local codes and regulations and payment schedules before submitting the application. Check the application to make sure that all required information has been provided. Often, incomplete applications will be returned to the exhibitor and valuable time may be lost.

2. EXHIBIT SPACE

SPACE ASSIGNMENT

It is safe to say there are no general rules when it comes to the space assignment procedures followed by show management. Most exhibitions have a point system which may be based on the number of years a company has exhibited, the size of their booth/stand space, date of application receipt, full payment with application, association membership, advertising in publications, sponsorship level or any combination thereof. Either the show rules and regulations or the application form should indicate what, if any, process is used to determine booth/stand locations.

EXHIBIT SPACE FEES

Similar to space assignment, there are no general rules when it comes to exhibit space fees. Many shows will charge a price per square foot for all space. Others may bracket space fees based on location and size of booth/stand. In most cases, a premium will be charged for corner, peninsula (end cap), and island booth/stand spaces for the additional exposure/visibility. In some cases, where multi-level exhibits are allowed, rates may be based on each level of space occupied. The specific policies of each show should be contained in the exhibition rules and regulations.

WHAT IS INCLUDED IN EXHIBIT SPACE FEES?

It is very important to find out from the start what is included in the exhibit space fee. Generally, exhibit space fees will include only the most basic items: the right to occupy the designated amount of space on the exhibit floor; back wall and side drape (usually in show colors); and standard booth/stand sign indicating name, address and booth/stand number. In such cases, electrical, floor covering, furniture, etc., are additional costs to the exhibitor.

Some exhibitions, however, may include items ranging from tabletop exhibit materials to turnkey booth/stand systems. The exhibit application information from exhibition management should state specifically what is included.

Additional materials may be necessary depending upon the exhibition facility. Exhibit hall floors are generally sealed concrete which would more than likely require carpet. Hotel exhibit halls, on the other hand, often double as ballrooms and often the floor will be carpeted. Other factors regarding additional materials may include local labor costs, length of set-up period and type of show.

EXHIBIT HALL FLOOR PLANS

Frequently, in advance of the show, updated floor plans will be issued periodically. Review each of these floor plans carefully as substantial changes may be made from one floor plan to another. When changes in the floor plan affect booth/stand location, the exhibitor should be consulted prior to any relocation. This notification is not only done as a courtesy, but is generally a part of the exhibition management contract.

EXHIBIT BOOTH/STAND DESIGN

One difficult aspect of exhibiting is designing an exhibit which is acceptable for use at all exhibitions. Some exhibition managers care little about what is done with exhibit space as long as no one complains. More commonly there will be exact specifications regarding placement of display components, products and product demonstration areas. These rules are usually a part of the contract with show management. A good rule to follow is not to design an exhibit which another exhibitor may find objectionable.

If using an exhibit designer, be sure that the designer has a copy of the regulations for the show(s) the booth/stand is being designed. The designer has the experience to quickly analyze the show requirements and find the pertinent limitations.

Many exhibition managers with more exacting booth/stand design and construction specifications will require a proposed plan be submitted for approval. When this is the case, always submit a copy of the plan prior to construction by the display house.

Exhibitors often wait until the booth/stand is in construction to submit these plans. By the time the exhibition manager reacts to the plan and advises the exhibitor of required revisions, it may be too late to modify the design without incurring substantial additional costs in design and construction time. If the exhibit rules and regulations are not clear as to booth/stand design, check with the exhibition manager.

3. FREIGHT AND DRAYAGE

PREPARING THE BOOTH/STAND EQUIPMENT FOR SHIPPING

A significant portion of the on-site labor charges can be greatly reduced or eliminated by following some simple suggestions:

- Prior to shipment, make sure (as much as possible) the electrical interconnection and complex wiring to the equipment is functional.
- When possible, use standard “twist-lock” receptacles and similar devices to eliminate on-site electrical wiring labor charges.
- Contact the show’s electrical contractor or exhibitor/event services department at the facility prior to the show to discuss electrical needs. There is no charge for this advice, which can save on costly on-site modifications.
- Ship as much of the material in crates or cartons as possible. This will reduce on-site “special handling” charges and minimize damage to equipment. Always include copies of set-up instructions and floor plans in every crate.
- Consolidate shipments of several small boxes into one large crate or skid. This may not only save money, but also will minimize the occurrence of lost or misdirected freight.
- For security purposes, when packing equipment and materials do not indicate the contents on the outside of cartons or crates. This is particularly important when shipping electronic items such as plasma screens, personal computers or other items which might be disposed of easily. It is suggested that each crate or carton be numbered and the contents be documented in a manifest for dispersal at the show site. Be sure to keep extra copies of the manifest on hand and with the set-up plans in each crate/container.
- Ship hanging signs separately to the advance warehouse to make sure they are accessible for early installation.

**Do not
indicate
contents on
the outside
of the cartons
or crates.**

BILLS OF LADING

A bill of lading (or way bill) contains instructions to the carrier who will deliver the materials to the warehouse or exhibit hall. The bill of lading should indicate the number and a description of the pieces in the shipment (carton, crate, skid, machine, etc.). At the point of shipment, the carrier will verify the number and type of pieces in the shipment and provide a copy of the bill of lading. Be sure to request from the carrier(s) that a certified weight ticket accompany each shipment.

To aid in tracking the shipment, a copy of this bill should be forwarded to the consignee of the shipment and the official material-handling contractor for the show. Be sure to keep a copy and bring it to the show.

TYPES OF SHIPMENTS

There are four basic types of shipments an exhibitor might take to an exhibition:

1. **Advance Shipments** are shipments sent to the warehouse of the official material-handling contractor in advance of the exhibition. Shipments will usually be received at the warehouse as many as 30 days in advance of the exhibition at a per CWT rate (CWT rate is the cost per one hundred pounds or fraction thereof). Advance shipments should be labeled as follows:

EXHIBITING ORGANIZATION'S NAME
BOOTH/STAND NUMBER
EXHIBITION NAME
CONSIGNEE (Warehouse)
STREET ADDRESS
CITY, STATE/PROVINCE, POSTAL CODE
COUNTRY

2. **Direct Shipments** are consigned directly to the exhibition site. These shipments will usually be received at the loading dock and delivered to your exhibit space at a per CWT rate. Direct shipments should be labeled as follows:

EXHIBITING ORGANIZATION'S NAME
BOOTH/STAND NUMBER
EXHIBITION NAME
EXHIBITION FACILITY NAME
STREET ADDRESS
CITY, STATE/PROVINCE, POSTAL CODE
COUNTRY

3. **Van Line Shipments** are shipments made directly to the facility and then to the exhibit space during the setup period by prior arrangement with the official general service contractor. When space is available, these shipments will often be unloaded on the exhibit hall floor near the booth/stand space to save time and unnecessary labor.

Check the Service Kit for Material Handling Rates for Van Line Shipments. In some cases van line shipments are received at the direct shipment CWT rate. However, it is important to note that a "special handling charge" may be levied when shipments are uncrated or packed tightly in the van requiring additional labor. This surcharge may be as much as 50 percent.

All Van Line Shipments Must Be Coordinated with the Official Material Handling Service Contractor. Van line shipments should be labeled the same as direct shipments.

Shipping via van line as opposed to common carrier (regular trucking company) is often beneficial when shipments contain sensitive or delicate equipment.

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4. **Product Only Shipments** may also be arranged with the official material handling service contractor. Product-only shipments should be listed on a separate bill of lading from the booth/stand equipment. Arrangements can be made in advance for these shipments to be held at the warehouse for delivery to the exhibit space on a designated date. Product-only shipments will be billed at the advance shipment CWT rate if sent to the warehouse in advance.

FREIGHT TARGET ASSIGNMENTS

Many exhibitions, especially those at which large or heavy equipment is displayed, will schedule the delivery of freight according to booth/stand location and/or booth/stand size. This is called "targeting," and will generally be done to facilitate a smoother move-in and move-out process. It is important to know if the exhibition has been targeted. Often, if an exhibitor misses their target date/time, substantial penalties may be incurred and valuable set-up time lost.

Target times are usually indicated on the floor plan. If there is uncertainty about whether or not the exhibition is targeted, check the services kit or contact the official material handling service contractor. If the exhibition is targeted, it is very important that the carrier is notified well in advance.

However, always keep in mind that the target time is just what it says – a target. Due to logistical problems, slow move-in, etc., target time is approximate and can fluctuate up to two hours. This should be taken into consideration when placing an advance labor order. Keep in close communication with the official service contractor for timing adjustments to on-site set-up.

GENERAL MATERIAL HANDLING INFORMATION

All material handling rates – advance, direct, van line, mixed load, special handling and product-only – will be published in the service kit. Should there be questions regarding any of these types of shipments, refer to the service kit or contact the official material handling contractor.

Rates for shipments generally include receiving and unloading at the advance warehouse; storage for up to 30 days; drayage of materials to the exhibition hall; unloading and movement from the loading dock to the exhibit space; removal of empty crates and cartons to storage for the event days; return of empty containers to the exhibit space; and loading on outbound carriers at the conclusion of dismantle. However, once delivery to the exhibit space is complete, handling and unloading from skids and machinery set-up are done by local labor at an additional cost to the exhibitor.

In some cases, material handling rates are round-trip based on inbound weight; other times, separate inbound and out-bound weights will be taken. Be sure to consult the service kit or official material handling contractor in advance to confirm all rates.

REMOVAL OF EMPTY CRATES, CARTONS AND SKIDS

“EMPTY” stickers should be available at all official contractor service desks and/or from the floor manager, if present.

As equipment is removed from its crate, carton, skid, etc., “EMPTY” stickers should be completed with the organization’s name and booth/stand number and affixed to the outside of the packing material. Items marked with “EMPTY” stickers will be removed from the exhibit hall to storage. At the close of the exhibition, the materials will be returned to the booth/stand. The cost of handling these materials is usually **included** in the CWT material handling rate.

Do not leave empty packing materials unmarked in the aisles. All unwanted packing materials should be deposited in the nearest receptacle for removal by housekeeping. This adds greatly to traffic congestion and negatively impacts the entire freight operation.

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4. EXHIBITION FACILITY FIRE PREVENTION REQUIREMENTS

Facility fire regulations should be included in the service kit. Regulations will vary greatly from one exhibit hall to another and from one city to another, making it very important to review the regulations for the show in advance.

Following are some basic fire prevention/safety guidelines which may help in the preparation of the exhibit:

- All materials used in the construction and decoration of an exhibit must be flame-retardant.
- Exhibits which have enclosed ceilings of 100 square feet or more may require written approval from the local fire marshal. In some cases, fire extinguishers, smoke detectors and even automatic fire protection systems may be required. Check the service kit for the regulations for the show.
- Requirements related to vehicles on display will vary from city to city, so always check with the official general service contractor for the regulations specific to the event. Generally, any vehicle brought into the facility for display should not have more than one-quarter tank of fuel. Battery cables on vehicles should be disconnected after positioning.

Whenever possible, try to place smaller containers inside larger containers, reducing the amount of space required for storage and helping to speed up the return process for all.

- Fuel tanks on any vehicle to be displayed should be equipped with a locking gas cap. If locking caps are not available, regulations may require that the caps are sealed by an alternate method such as tape.
- Storage of empty cartons, promotional materials or other combustible items behind back drapes or display walls is generally prohibited.
- All cartons, crates, containers and packing materials necessary for repacking should be labeled with “EMPTY” stickers for removal from the exhibit hall to a designated storage area .
- Fire hose cabinets, pull stations and emergency exits, including those inside an exhibit space, must remain visible and accessible at all times.
- Exhibits using large amounts of electricity, or using gasses, may be required to have approved CO2 or Halon 1211 fire extinguishers displayed in accessible areas of the booth/stand at all times. Be sure to check local requirements with the official general service contractor.

5. EXHIBIT INSTALLATION

INSTALLATION OF EXHIBITS

Exhibit installation will usually begin with large island booths or those booths requiring additional time for set-up. This is done for a variety of reasons, primarily the logistics of moving full trailer loads of exhibit materials and/or machinery onto the exhibit floor and the size and complexity of the larger free-form exhibits.

A complete schedule of official show setup and dismantling hours, as well as any restrictions to the same, should be included in either the service kit or the exhibition rules and regulations. Contact the official general service contractor for assistance with any specifics on move-in and move-out schedules.

(Also see Freight Target Assignments, page 7).

LATE SETUP AREAS & FREIGHT AISLES

Areas designated as “late setup” or “freight aisle” may be indicated on the floor plan. To assist with the overall logistics of move-in, setup may not begin in these areas until a day or two before the show opens.

Where exhibits are located in front of freight doors, setup may be delayed until the afternoon before the show opens. It is important that the locations of these doors are taken into consideration when selecting exhibit space. These areas will generally be limited to smaller exhibits which do not require a substantial amount of time to set up. Contact show management to make special arrangements or to request relocation if this presents a problem.

ELECTRICAL SERVICE DURING INSTALLATION

The official electrical service contractor will require a detailed floor plan that shows exact placement of all electrical service required within the booth space. Electrical service will generally be provided only during official setup and exhibit hours. If electricity is required beyond these hours, contact the official electrical service contractor in advance to make arrangements.

Unit prices may be doubled for 24-hour electrical service. Also, in the case of 480-volt power, depending on local code requirements, 24-hour service may call for a standby electrician. When 24-hour electrician services are utilized an additional premium charge and the cost of the electrician will be charged back to the exhibitor.

If 480-volt power is being split-off within the exhibit space to feed 120- and 280-volt equipment and 24-hour service is required, the 480 volt line would remain live. Therefore, charges for 480-volt power may apply. Should this be the case, individual 120- and 280-volt lines might be advisable for a 24-hour service area. In such cases, consult with the official electrical service contractor prior to setup.

EXHIBITORS OPENING BULLETIN

During the installation period, show management will usually distribute an opening bulletin including information on setup hours, security and housekeeping, as well as other important details pertinent to exhibition activities.

6. EXHIBITION HALL LABOR

CAN I SET UP MY OWN EXHIBIT?

In many cities, exhibition halls are governed by existing union contracts either with the venue or the Official Service Contractor. In such cases, although exhibitors may supervise and direct local labor, actual installation and dismantling of an exhibit may need to be performed by the appropriate local labor union. Although personnel (union or management) from your company may be prohibited from performing any installation or dismantling labor, it is always best to check with the Official Service Contractor to confirm actual work rules and regulations applicable to the specific event prior to making plans.

SETUP LABOR: WHO DOES WHAT?

The following section contains general guidelines describing which union personnel usually perform specific services. As union jurisdictions vary from city to city, and contracts change, these guidelines may not apply to all locations at all times, nor are there any definitive rules governing which trades are used for any specific work across the country. That is determined by union contracts and prior precedent in the respective cities.

- **Material Handling:** Teamsters are generally responsible for handling all material in and out of the exhibit hall, except machinery in a few cities. (Exhibitors are permitted to hand-carry small packages into the exhibit hall.)
- **Machinery Rigging:** Riggers are generally responsible for the movement, uncrating, un-skidding, positioning and re-skidding of machinery, as well as erecting structured steel and other heavy construction.
- **Installation and Dismantle of Exhibits:** Carpenters or decorators are generally responsible for uncrating and re-crating of exhibits and display materials; installation and dismantling of exhibits including cabinets, fixtures, shelving units, furniture, etc.; laying floor tile or carpet; installation and dismantling of scaffolding and bleachers; and ganging of chairs.
- **Electrical:** Electricians are generally responsible for assembly, installation and dismantling of anything that uses electricity as a source of power. This includes, but is not limited to, electrical wiring, hook-ups, interconnections, electrical signs, television/plasma screens and other connections, audio and lighting. Extensive audio visual setups may also require projectionists and stage hands in some locations.
- **Decorating:** Decorators generally handle the installation of drape cloth and tacked fabric panels and hanging of all signs except electrical signs.
- **Plumbing:** Plumbers are generally responsible for assembly, installation and dismantling of plumbing fixtures that supply air, water, waste, gas lines, tanks and venting.
- **Telecommunications:** Each facility has personnel that is responsible for the installation and maintenance of all telephone lines and circuits, wiring telephone and/or telecommunications cable inside booth/stands for exhibitor-owned systems, and installing Internet access and/or routers for the service. As many installers may also be electricians, house electricians are sometimes used to perform this work.

Exhibitors will usually be allowed to do the technical work on their machines, including fine-line balancing, programming and cleaning.

In most cases, plumbers and telecommunications installers are employed by the facility. All other trades are employed by the official service contractors or by the exhibitor's appointed contractor.

Important Note: The information provided above is not intended to be universal in application. However, it should provide some very basic guidelines as to what an exhibitor may expect in union exhibit halls and facilities. For specific information about the exhibition, refer to the exhibitor service kit, the official service contractor or contact the exhibition manager.

LABOR WORK RULES

Exhibit hall work rules will vary from city to city and from exhibit hall to exhibit hall. The use of drugs or alcohol, abusive language, sexual harassment, solicitation of gratuities and general intimidation are prohibited. Should any such difficulties with behavior or performance of labor be encountered, bring it to the attention of show management and/or the official general service contractor. Direct confrontation of labor in such cases has little effect and may cause even more problems.

LABOR CALLS

Labor should be ordered as far in advance as possible. Based on labor orders received each day, official and independent contractors will contact the union hiring halls with their "labor call," for the following day. The labor call will indicate the number of workers required and the time they are to report for work.

In order to assist the official service contractors with keeping their costs as reasonable as possible, be sure to confirm all requirements at least 30 days in advance of move-in.

ADVANCE PLANNING LABOR

When planning the installation and dismantling of an exhibit, keep in mind the different labor jurisdictions and the combinations of labor the exhibit will require. Carefully develop a labor plan before submitting labor orders. Track progress using this plan on-site to insure that one craft is not waiting for another to become available. (*Also see Freight Target Assignments, page 7*).

All labor is billed portal to portal (from the time signed out at the service desk to the time signed back in), usually in increments of one hour or fraction thereof. Regardless of whether or not the laborers in the booth/stand are actually working, charges are being incurred. Therefore, when the group of laborers has finished, return to the appropriate service desk and sign them out as quickly as possible to avoid unnecessary charges.

If a specific number of workers is requested in advance and later determined to be unnecessary, immediately change the order at the appropriate service desk. If labor ordered in advance reports to the exhibit, it may be billed for a minimum of one hour per person regardless of whether or not they work. In cases of Sunday, holiday or overtime labor, the exhibitor may be liable for as many as four hours per person minimum, regardless of the amount of time they are actually needed.

Sample Labor Plan

While there can be many elements to a labor plan, and each exhibition is quite different, the example provided below should provide some direction.

Utilities Installation – Two Electricians for one (1) hour
Carpet Installation – Two Decorators for 1½ hours
Exhibit Installation – Four Carpenters for five (5) hours

Note: Based on the Utilities Installation beginning at 8:00am, the Decorators should be ordered for a 9:00am start on the carpet installation. Assuming there are no "issues" with the utilities and carpet installation, Carpenters should be ordered for a 10:00am start and after a one hour lunch break, should be complete by approximately 4:00pm.

Dismantle – Empty container/crate return can require anywhere from one to four hours and there is no way to anticipate when your containers will arrive at your booth space. With this in mind, you should never order labor at the exact close of the event. Dismantle and packing the exhibit will require approximately two (2) hours.

LABOR/SERVICE ORDERS

The exhibitor service kit will contain order forms for labor and services from official contractors. Substantial savings can be realized by placing orders in advance. As the order forms will indicate, surcharges of as much as 50 percent may be added to labor/service orders placed on-site or after the deadline dates listed on the forms.

Generally, only those labor orders requesting 8 a.m. start times will be guaranteed for a specific time unless special arrangements are made in advance with the official service contractor. All other requests for labor will normally be filled on an availability basis.

Upon rendering labor or services on-site, labor/service orders will be presented for the exhibitor's signature and approval. The person in charge of the exhibit should carefully inspect all labor/service orders prior to signing. If there are any questions about any of these orders and the hours/services listed, bring the question to the appropriate service desk and discuss it with the supervisor on duty. Adjustments and/or credits to billed services are difficult to negotiate after the fact so it is strongly advised to take care of any adjustments made on-site.

LABOR SUPERVISION

Supervision of all labor within the exhibit is the responsibility of the exhibitor, even in such cases where a foreman may be responsible for recording hours worked and materials used. The direction and supervision of all work crews is still the exhibitor's responsibility unless advance arrangements are made with the specific official service contractor. This can vary from city to city.

Contractors will generally provide supervisory services if requested. However, this service is available at an additional cost to the exhibitor and arrangements must be made in advance.

7. SHOW CONTRACTORS

CONTRACTOR SERVICES

Exhibition management will designate official contractors to provide all necessary services to exhibitors. These contractors will be listed in the exhibitor service kit. Although the option is sometimes open to select a contractor other than the official contractor, in most cases, specific labor must be used. Some of these services are provided on an exclusive basis due to safety, security and coordination of logistics involved. These "official services" are:

- Audio/Visual
- Cleaning – exclusive
- Material Handling – exclusive
- Electrical – exclusive
- Floral
- Install/Dismantle
- Photography
- Modeling
- Plumbing – exclusive
- Overhead Rigging – exclusive
- Security
- Telecommunications –exclusive

Independent service contractors (other than designated official contractors) may also be used to provide services such as display installation and dismantling labor, model/demonstrators, floral, photography, audiovisual, etc. However, should the exhibitor use an independent service contractor, a written request is required by the exhibition manager in advance. The service kit should contain details and deadline dates for such requests. If there is not information in the service kit relative to procedures to follow when using "exhibitor appointed contractors," show management should be contacted for specific details as far in advance as possible.

CONTRACTOR SERVICE DESKS

Official contractors usually have service desks in a central Exhibitor Service Center. This is one of the first stops an exhibitor should make at the show site. All advance labor/service orders should be confirmed upon arrival. At this point any labor/services not requested in advance should be ordered immediately.

The service desk is also the central location to direct any questions regarding specific labor or services, labor jurisdictions and other operational questions. If any questions arise regarding labor or service orders or charges, bring them to the appropriate service desk. Do not direct the questions to craft personnel.

PAYMENT POLICIES

The service kit will contain detailed information regarding payment policies of each contractor/vendor. Generally, discounts are offered for services that are ordered and paid for in advance. Many suppliers will add surcharges to on-site orders. In most cases, all invoices will be required to be paid on-site prior to the close of the exhibition.

Most suppliers accept American Express, VISA and MasterCard/EuroCard credit cards for payment of labor or services. If credit cards are not acceptable, U.S. currency, U.S. dollar travelers cheques or checks drawn on a U.S. bank (in U.S. funds) may be used. Advance arrangements should be made if paying by check.

Important Note: To international (outside U.S.A.) exhibitors

Before shipping materials to the exhibition, it is important to know if the exhibition has been designated an International Trade Fair by the United States Department of Commerce. Designation as an International Trade Fair will determine what, if any, import duty U.S. Customs will charge.

Under the provisions of the U.S. Trade Fair Act of 1958, international companies may bring their products into the United States for the purpose of exhibiting at an international trade fair without payment of import duty. However, those products which enter the United States under the Trade Fair Act must be shipped out of the United States within 30 days of the close of the exhibition. United States Customs reserves the right to hold any and all parts of a shipment, if there are any outstanding charges owed to United States companies. At the discretion of the customs service, these items may be sold at auction with the proceeds divided equally to satisfy claims of United States creditors.

A customs broker or international freight forwarder can provide complete details regarding the U.S. Trade Fair Act. Show management will designate a customs broker and/or freight forwarder for use by international exhibitors.

8. FLOOR MANAGERS

Many exhibition managers provide experienced floor managers to assist exhibitors with questions or difficulties, particularly as they apply to show management during setup, dismantling and show dates. At larger exhibitions the exhibit floor may be divided into several sectors, each covered by a specific floor manager. During setup, the floor manager assigned in the area usually visits each exhibit, and checks for problems and offers solutions. The floor manager will also check back periodically throughout the show.

Many exhibitions provide stations on the exhibit floor where an exhibitor can contact the floor manager to solve problems. Also, the exhibitor service center and/or show's headquarter office are normally able to reach floor managers by radio immediately.

The floor manager may also assist with questions regarding contractor services, building services and other operational inquiries; however, their primary function is to represent show management.

9. EXHIBIT HALL SECURITY

Show management will normally provide general perimeter security during setup, show dates and dismantling.

Many exhibition halls are now requiring workers to wear the Exhibition Services & Contractors Association (ESCA) Worker Identification System (WIS) photo identification badge for access into the exhibition floor. Labor provided by the official contractors will generally all be properly badged for access. However, if labor will be used from an exhibitor appointed contractor, the exhibitor should ensure that the labor and supervisors they are providing have been properly registered in the ESCA WIS system and are badged at all times. Visit www.esca.org for more information.

There may be circumstances where an exhibitor may wish to request individual exhibit guard coverage. Advance order forms for booth/stand guards will be included in the service kit. On-site orders for booth/stand guards may be placed at the security office. Individual booth/stand guard service is provided at the exhibitor's expense.

The following are offered as some general guidelines to help minimize the incidence of equipment loss:

- Small electronic equipment such as DVD players, monitors, cameras, computers, etc. should never be left unattended in the exhibit space.
- Show management will sometimes provide an overnight lock-up area, staffed 24-hours a day, in or near the exhibit hall. This service is generally complimentary. If secure storage is not provided by show management, arrangements can normally be made with the official general service contractor.
- In cases where valuable equipment may not be removed to storage on a daily basis, an exhibitor may wish to seek the services of a private booth/stand guard. As stated above, booth/stand guards may be ordered on the form provided in the service kit or on-site at the security office.
- Do not ship valuable equipment (i.e. technology) in the manufacturers' cartons. Place these cartons inside larger crates or have special packaging made which does not indicate contents. Locking containers are also a good idea for valuable equipment.
- At the close of the show, when materials have been packed and bills of lading prepared, turn the completed bills of lading in at the material handling desk. Do not leave bills of lading in a booth/stand or attached to crates. Be sure to keep copies on hand.
- If special routing on a specific carrier other than the "official carrier" is desired, arrangements must be made in advance with that carrier and coordinated with the official general service contractor.
- Report any losses to show security.

10. STAFF PREPARATION

STAFFING THE EXHIBIT

Most exhibitor rules and regulations require that the exhibit be staffed and fully operational during published exhibit hours. Exhibit schedules will generally appear in the rules and regulations or on the floor plans provided by show management.

The days can be long on the exhibit floor. Many exhibiting companies will schedule their exhibit staff in shifts. By planning exhibit coverage in advance, sales/marketing personnel will be able to better schedule appointments with prospective customers. To maintain a balance, do not over-staff or under-staff the exhibit.

Consider the size of the exhibit space when scheduling staff. The practical rule is not to exceed two people per 100 square feet. If the booth/stand is larger than 10 feet x 10 feet, a multiplier of 2.5 people per 10 feet x 10 feet unit will be most comfortable for staff and visitors to the exhibit booth/stand. This will allow ample room for company staff and also provide a comfortable environment for attendees to view the exhibit and equipment. Check the exhibition rules and regulations regarding booth/stand attendants.

Many shows will specify a limit of three or four exhibitor personnel per booth/stand. As a matter of courtesy to other exhibitors and to eliminate aisle congestion, exhibitor personnel should be inside their assigned booth/stand space at all times while in the exhibit hall. At no time should personnel work the aisles or other exhibitors' booth/stand spaces.

The exhibit should not be left unattended at any time during the published exhibit hours. Show managers often hear from attendees that they arrived late in the day and several of the companies they wanted to see were already closed. Aside from creating ill-will with that prospective customer, an empty booth/stand projects a negative image on the company as a whole. Check the show rules and regulations as there are often penalties assessed for exhibitors who leave their booth/stand unattended.

To make the days more manageable and reduce fatigue, plan regularly scheduled breaks every couple of hours. This will help keep staff at their physical peak and will help prevent burn-out by the second or third day of the show.

STAFF ORIENTATION

The dynamics of exhibit marketing and selling are quite different from direct sales. Acquaint staff with these differences by scheduling staff orientation sessions prior to the show. There are several publications available, as well as marketing consulting firms which can be helpful in preparing staff for exhibition selling. As the days are long and tiring on the exhibit floor, remind staff to wear comfortable shoes. Staff should be dressed in professional business attire. What customers or prospective customers see from the booth/stand personnel will impact his/her overall opinion of the exhibiting company.

Staff should not be sitting in the back of the booth/stand reading, having coffee, using their smartphone or tablet or chatting amongst themselves. Staff should be standing, alert and ready to greet attendees as they enter the booth/stand. It is also helpful to make staff aware of the different areas around the exhibit (rest rooms, food service, etc.) as attendees will inquire about these areas.

GOAL SETTING/SALES LEADS

The booth/stand staff should have a clear understanding of the objectives for exhibiting. Set goals for hourly, daily and/or overall objectives.

As a guideline, one out of five contacts in the booth/stand will result in a qualified lead. A qualified lead is defined as a contact which could generate a significant purchase within 24 months. If the dollar value of the average sale is known, the minimum goal should be to generate enough leads to cover the cost of attending the exhibition. Other reasons for choosing to exhibit include marketing objectives such as branding, creating a presence or establishing awareness.

Depending on the show, staff may want to split the day up by prospecting for new customers and working with current customers in attendance. Most show managers provide a sales lead system to assist exhibitors in the tracking and follow-up of leads from the show. Check the service kit for the system used and cost of the show's sales-lead system. The Center for Exhibition Industry Research (CEIR) has an ROI calculator that can be used (*see www.ceir.org*).

Make certain that booth/stand staff is aware of the sales lead system and is trained in how it operates. This is particularly important when the exhibitor codes the lead forms. In cases where show managers provide a sales lead tracking system, printouts of these leads are usually available within days or weeks of the close of the show. In staff orientation it is important to stress the need for immediate and thorough follow-up from the sales team. If an electronic system is not available then a manual lead sheet can be used.

11. DEMONSTRATIONS AND HOSPITALITY

BOOTH/STAND ACTIVITIES

Just as booth/stand design may be regulated by exhibition rules and regulations, so may booth/stand activities. Depending on the type of show and the demographics of the audience, activities within the exhibit may be wide open or closely regulated. It is important to review the exhibition rules and, if necessary, check with show management prior to planning booth/stand activities to verify that they conform to the rules. As a general rule, activities should be limited to the exhibitor's individual booth/stand space, not occurring in or overflowing to aisles or corridors.

Audiovisual presentations should not be so loud as to become offensive or annoying to neighboring exhibitors. Models and/or demonstrators are usually allowed provided they are used in good taste. Many shows prohibit the use of mimes, clowns, magicians and side-show type tactics. Raffles and drawings may also be prohibited. Food and beverage service, in limited quantities, may or may not be allowed. In the U.S., show rules and regulations may prohibit the distribution of alcoholic beverages on the show floor.

ENTERTAINMENT & SOCIAL FUNCTIONS

The rules and regulations governing exhibitor entertainment and social functions may vary greatly from one show to another. Social functions and entertainment are generally prohibited during show hours to minimize dilution of the general attendance in the exhibit hall. Some shows may require that all such programs, regardless of the scheduled time, be approved in advance by show management. There may also be limits placed on the number of guests which may be invited to any one function. This is generally done as an equalizing factor so as not to give companies with the largest entertainment budget a monopoly on the free time of the attendees.

If there is not a section of the exhibition rules and regulations which deals with such matters, check with show management when planning these events. Considerable amounts of time and money can easily be wasted planning events which may not conform to the show's rules.

12. EXHIBIT DISMANTLING

CLOSING/DISMANTLING OF EXHIBITS

Show management will usually issue a closing bulletin (sometimes called move-out notice) which provides specific information on the dismantling schedule. Read this document carefully and schedule staff and labor accordingly. Immediately at the close of the show, the official contractor personnel will begin move-out operations in the following sequence: (1) return of all cartons; (2) disconnect all electrical equipment; (3) remove all vehicles; (4) remove aisle carpet; and (5) return all empty crates. It is important to make advance arrangements for any electrical power that is required for dismantling, as all power service is normally terminated one hour after the close of the exhibition.

- Do not place equipment or booth/stand property in the aisles until all vehicles and aisle carpet have been removed.
- Do not leave the exhibit unattended during the initial dismantling period.

During the early stages of dismantling, there will be a lot of activity in and out of the exhibit halls. Equipment and booth/stand property may easily be misdirected during this period. The return of empty containers will normally require several hours and there is no way to determine when in that time period a particular container will be available. Arrangements must be made in advance with the official general service contractor if critical timing is required for materials.

DISMANTLING UTILITY SERVICES

The closing bulletin will outline the times when utility service will be disconnected. Electricians will disconnect equipment at their earliest convenience, generally within one hour after the close of the exhibition to allow time for repositioning equipment for outbound shipment. Should electrical service be required beyond this period, arrangements must be made prior to the close of the exhibition. It will be extremely difficult and costly to reconnect electrical to an exhibit after the close of the exhibition if arrangements have not been made in advance. This applies only to electricians and plumbers. All other craft personnel must be ordered in advance from the appropriate contractor.

DISMANTLING LABOR

As is the case with installation of the exhibit, labor for dismantling should be ordered as far in advance as possible. This will ensure that craft personnel are available and will avoid unnecessary delays.

If critical timing is required for materials, arrangements must be made in advance with the official general service contractor.

RETURN OF EMPTY CRATES, CARTONS AND SKIDS

As soon as all aisle carpet has been removed, all crates and large containers labeled as "EMPTY" on the installation will be returned to each exhibit. This process may take several hours due to the number of exhibitors and the size of exhibits. If empty crates are required for dismantling, be sure to schedule labor accordingly.

The cost of handling empty crates is usually included in the outbound CWT material handling rate. If this is included in the show contract, do not pay anyone to return crates to the exhibit. Should anyone solicit a gratuity or attempt to charge a fee for this service, immediately notify the official general service contractor and/or show management.

RENTAL EQUIPMENT PICK-UP/RETURN

Make arrangements in advance with the electrician and audio visual contractor to have audio visual equipment picked up immediately at the close of the show. Unions involved in this process will vary in each city.

Furniture, plants and other rental equipment will also be picked up at this time. Make certain that the personnel staffing the exhibit at closing are aware of what equipment is company property and what is rented.

The exhibitor is responsible for the return of any rental equipment such as lead retrieval scanners in the exhibit space. Failure to return these items can result in the forfeiture of a deposit. Be sure to get a receipt which clearly indicates that the items were returned.

13. OUTBOUND FREIGHT AND DRAYAGE

OUTBOUND SHIPMENTS

Outbound shipments will usually be billed at the standard material handling rate. However, special handling and uncrated materials may result in an extra premium charge for additional handling. Exact rates should be published in the service kit.

During the dismantling period, the exhibit space should not be left unattended until all materials have been picked up for an outbound shipment. Valuable items awaiting pick-up can often be left in the security lock-up areas on a will-call basis for a particular outbound carrier. If this is not an option, consider hiring a booth/stand guard to safeguard materials.

OUTBOUND MATERIAL HANDLING AGREEMENT

When the exhibit has been totally dismantled and packed for shipment, an outbound material handling agreement or bill of lading must be prepared and submitted to the service desk. Do not leave the completed material handling agreement in the booth/stand or on the freight containers.

If advance arrangements have been made with a van line or trucking company to pick up freight, advance arrangements must be made with the official general service contractor. Make certain to indicate the name of the company on the bill of lading and material handling agreement. In cases where no carrier is specified, the official general service contractor will ship materials by the most convenient method available.

For exhibits that need to be at a specific location in the near future, advance arrangements should be made with a carrier who can guarantee delivery by the desired date. The official general service contractor should be notified immediately so that the pick-up arrangements can be coordinated properly.

A time will be specified by show management as to when all freight must be removed from the exhibit hall. Any freight not picked up by that time will be shipped via a carrier designated by the official material handling contractor or the official freight carrier. If arrangements have been made for a specific carrier, and they do not arrive to pick up the materials prior to the move-out deadline, the official general service contractor will try to contact a company representative for "options." If contact cannot be made, the materials may be returned to the contractor's warehouse to determine disposition. Additional handling and storage fees will be incurred until directions for shipping can be obtained.

The highest rate of property loss occurs on the last night of setup and the first night of dismantling. Consider making special security arrangements during these periods.

14. WRAP IT UP – FOLLOW IT UP

The first priority post-show will be to distribute the sales lead information gathered at the exhibition to the various departments, branches, districts, etc. for follow-up, possibly during an informal debriefing session with each sales group. This is an excellent opportunity to solicit their feedback on the exhibition.

- Ask about impressions of the exhibition. Did the exhibit itself work?
- How can the display components be modified to better display the product?
- Were the right people at the exhibition? If not, was staff prepared for the audience they did encounter?
- Is the exhibition delivering enough value to exhibit in again?
- Is there an exhibition that might be a better or additional event to showcase the product/service?

It is advisable to sit down with the display builder and the installation contractor soon after the exhibition to review logistical problems that may have existed. Keeping a log of problems or problem areas will allow for proper review with the appropriate supplier(s). Explore whether there are design modifications which may simplify and hasten the setup and dismantling of the display. Review any damage to the display and schedule maintenance and repair work.

GLOSSARY OF INDUSTRY TERMS

This glossary provides definitions of frequently used industry terms.

Provided by Freeman

A

Advance Mailer – Promotional literature sent to prospective attendees prior to an event's opening.

Advance Order – An order for show services sent to the service contractor before move-in and usually less expensive than an order placed on site.

Advance Rates – Fees associated with advance orders, which typically include discounts when paid in advance.

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

Advance Warehouse – Location set by show management to receive freight before the start of the show. Freight is stored at this location and then shipped to the show at the appropriate time. *(Synonymous with Advance Receiving)*

Agent – An individual authorized to act on behalf of another person or company.

Air Freight – Materials shipped via airplane.

Air Ride Shipment – The safest, smoothest ride made possible by two or four air bags located at the rear axle of the trailers, tractor and/or fifth wheel as opposed to spring ride. *(Also called Van Shipment, Air Ride)*

Air Walls – Movable barriers that partition large areas. They may be sound-resistant, but not necessarily sound-proof.

Aisle – Area for audience traffic movement.

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 style.

Assembly – The process of erecting display component parts into a complete exhibit.

Assigned Broker – A broker assigned to handle the freight for an exhibitor for an international shipment.

Attendee – A visitor to the exhibition; a potential buyer or customer.

Audio Visual – Equipment, materials and teaching aids used in sound and visual. *(Also called A/V)*

Authorized Signature – Signature of a person who is authorized to execute a binding legal agreement.

A/V – Audio/Visual support such as television monitors, sound systems, projection systems, VCRs or taped music.

A/V Contractor – A supplier of audio/visual equipment and services. *(Also see A/V)*

B

Backloader – Truck that loads from back-opening door.

Backwall – Panel arrangement at rear of booth area.

Backwall Booth – Perimeter booth.

Badges – A form of identification; every exhibitor and attendee must wear a badge when on the show floor.

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

Banner – A suspended decorative or communicative panel; usually a vinyl or cloth structure.

Bill of Lading – A document that establishes the terms of a contract between a shipper and a transportation company under which freight is to be moved between specified points for a specified charge. *(Also referred to as a Packing List or Waybill)*

Blanket Wrap – Uncrated goods covered with blankets or other protective padding and shipped via van line. *(Also called Pad Wrap)*

Blister Wrap – Vacuum-formed, transparent plastic cover.

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

Bobtail – A term used for a vehicle that is truck and trailer combined. U-Haul and Ryder trucks are in this category. Typically less than 24 feet of box.

Boneyard – An area used to store exhibitors' packing materials, decorators' extra furniture and any other equipment not being used during show hours.

Booth/Stand – A display designed to showcase an exhibitor's products, message and business ideas.

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.

Booth Personnel – Staff assigned to represent exhibiting company in assigned space.

Booth Size – Measure of assigned space. Can be represented by the booth dimensions (e.g., 10' x 10') or by square feet (e.g., 100 sq. ft.).

Booth Space – The amount of floor area occupied by an exhibitor. *(Also see Booth Size)*

C

Canopy – Drapery, awning, or other roof-like covering.

Capacity – Maximum number of people allowed in any given area.

Caravan Shipping – A shipping method that combines several clients on several trucks, from the same origin, to the same destination, thus traveling together (grouped for efficiencies).

Carnet – A customs document permitting the holder to carry or send merchandise temporarily into certain foreign countries (for display, demonstration or similar purposes) without paying duties or posting bonds.

Carpenter – Skilled craftsman used in the installation and dismantle of exhibits. Also used in the construction of exhibit properties.

Carrier – Transportation line that moves freight from one shipping point to another (van line, common carrier, railcar and airplane).

Cartage – (1) The fee charged for transporting freight. (2) The moving of exhibit properties over a short distance.

Cash on Delivery (C.O.D.) – Collection or payment on delivery.

Caulk Block – Large wedge of plastic or rubber used to block the tires of a truck parked at the dock. *(Also see Dock)*

Certificate of Inspection – A document certifying that merchandise was in good condition immediately prior to its shipment.

Certificate of Insurance – A basic element of an effective risk management program. It serves as evidence of the financial capability of an indemnitor who has executed an agreement in favor of an organization.

Certificate of Origin – A document required by certain foreign countries for tariff purposes, certifying as to the country of origin of specified goods.

Cherry Picker – Equipment capable of lifting a person(s) to a given height. *(Also called High Jacker, Condor Lift, Scissor Lift)*

Chevron – Type of cloth used for backdrops.

Client-Arranged Freight – Freight movement that has been arranged by the customer. They are responsible for the paperwork and liability of the freight movement.

Close of Business (COB) – End of business day (usually 5:00 pm).

Collective 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. Also known as Labor Agreement or Union Contract.

Column – A pillar in an exhibition facility that supports the roof or other structures, usually denoted on floor plan as a solid square or dot.

Commercial Invoice – A detailed, itemized list of shipped goods used for international shipments.

Common Carrier – Transportation company that handles crated materials.

Computer-Aided Design (C.A.D.) – Computer software program that is typically used by design and engineering workers to draw or illustrate simple to complex shapes and figures.

Conference – Educational and informational seminars generally held in conjunction with an event or convention.

Consignee – Person or company to whom goods are shipped.

Consignor – Person or company who sends freight.

Consumer Show – An exhibition that is open to the public, showing what are generally known as “consumer products.”

Contact Person (P.O.C.) – The person that is on the show floor or origin that one can contact for questions or answers; otherwise known as the “point of contact.”

Contractor – An individual or company providing services to a trade show and/or its exhibitors.

Convention Center – A facility where exhibitions and/or conferences are held.

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

Corner Booth – An exhibit space with exposure on at least two aisles.

Counter to Counter – A shipment that is made at last minute. This will have to be delivered and picked up from the counter of an airline or bus depot. (*Also see Expedited Freight*)

Crate Label – The label on the crate or container that has the number or ID of the crate or container.

Crated Freight – Containerized freight, items shipped in protective containers.

Crating List – A document that names the contents of a crate (e.g., exhibit pieces, carpet, signage, etc.).

Cross Aisle – An aisle at a right angle to the main aisle.

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

Custom House Broker – An individual or firm licensed to enter and clear goods through Customs.

Customs – The authorities designated to collect duties levied by a country on imports and exports. The term also applies to the procedures involved in such collection.

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

CWT – Hundred weight. A weight measurement for exhibit freight, usually 100 pounds. Often used as cost per hundred weight.

D

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

Dark Day – Terminology for a day during the move-in or move-out of the convention facility when show-site services are shut down.

Deadweight – See DW.

Decking – Term used to describe a false floor built into a van to allow stacking of freight in order to prevent damage as well as to utilize more of the van's capacity.

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

Decorating – Dressing up an exhibition with carpet, draping, foliage, etc.

Decorator – An individual or company providing installation and dismantling of exhibits and booth and hall dressing services for a trade show and/or its exhibitors. (*Also called General Contractor or Official Contractor*)

Deferred Freight – Long-haul freight that waits (usually one to two days) for available cargo space, shipped at a reduced rate.

Demonstrators – Persons hired to illustrate or explain products.

Dimensional Weight – A method that a carrier will use, instead of actual weight of shipment, to calculate the cost of shipment. This method will consider a weight based on the shipment's dimensions instead of the shipment's actual weight. Most always, carriers will apply the more expensive of the two.

Direct Sales – The direct personal presentation, demonstration and sale of products and services to customers, usually in their homes or at their jobs.

Direct-to-Show-Site – Shipments sent directly to show location.

Dismantle – The process of tearing down, packing up and moving out exhibit materials after show closes.

Display Rules & Regulations – Exhibit construction specifications endorsed by major exhibit industry associations. Also refers to the specific set of rules that apply to an exhibition.

Dock – A place where freight is loaded and unloaded from vehicles. *(Also see Loading Dock)*

Dock High – Usually refers to a truck or bobtail truck that has a bed is at least 4 feet high, thus being “dock high.”

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

Door-to-Floor – Shipment which is picked up at origin site and is delivered direct to show floor; shipment stays on one truck to reduce handling and reduce risk of damages.

Double Decker – Two-storied exhibit. *(Also called a Multiple Story Exhibit)*

Double-Time – Refers to a pay rate for work performed beyond straight time and over-time. Double-time is double the normal hourly rate.

Down-Size – When an exhibitor reduces the size of its total exhibit space (e.g., having a 400 square foot space and moving to a 200 square foot space).

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 (Also see Material Handling).

Drayage Contractor – Company responsible for handling exhibit properties.

Drayage Form – Form for exhibitor requesting handling of materials.

Duplex Outlet – Double electrical outlet.

Duty – A tax imposed on imports by the customers' authority of a country. Duties are generally based on the value of goods (ad valorem duties), some other factor such as weight or quantity (specific duties), or a combination of value and other factors (compound duty).

DW – Abbreviation for “deadweight.” 1) Machinery or exhibition material that is “static” – not moving. 2) Materials that have reached their final resting place as opposed to moving across the exhibit floor as relates to floor load capacity of the exhibition facility. Especially concerning for machinery and heavy equipment exhibition.

E

Egress – A direction or path or escape from harm; to move away from.

Electrical Contractor – Company contracted by show management to provide electrical services to the exhibitors.

Electrician – Handles installation of all electrical equipment.

Empty Crate – Reusable packing container in which exhibit materials were shipped. When properly marked with “EMPTY CRATE” labels are completed with booth number and company name. The empty crates are removed from the booth area, stored and returned at no charge. *(Also called “Empties”)*

Empty Crate Labels – Special stickers available at the Exhibitor Service Center. Special crews pick up empties during setup and return them during tear-down; (that's why the correct booth number is so important).

Est. Wt. – Abbreviation for “Estimated Weight.”

Exclusive Contractor – Contractor appointed by show or building management as the sole agent to provide services. *(Also called “Official Contractor”)*

Exclusive Use – Rental of entire truck or van by one shipper.

Exhibit Booth/Stand – Individual display area constructed to exhibit products or convey a message.

Exhibit Directory – A catalog of basic information about the show, including exhibitors, floor plan and schedule of events. (Also called Show Directory, Directory of Exhibits, DOE, Final Program)

Exhibit Hall – The area in the convention center where the exhibits are located.

Exhibit Manager – Person in charge of individual exhibit booth.

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*)

Exhibitor Prospectus – Promotional brochure sent to prospective exhibitors by show management to encourage participation in a trade show.

Exhibitor Service Center – A centralized area where representatives of various show services can be contacted or located (Also see Service Desk).

Exhibitor Service Manual – Manual containing general information, labor/service order forms, rules and regulations as well as other important information pertaining to exhibitor participation in an exhibit. (Also called *Exhibitor Manual or Service Manual*)

Expedited Freight – Freight that is done at the last minute and is handled in a special manner (Expedited).

Expocard Reader – A device that electronically reads an attendee's name and demographics for use by exhibitor in postshow lead follow-up.

Export – Freight that leaves the country.

Exhibition – An event in which products or services are exhibited. (Also referred to as *Exhibition, Expo, Trade Show, Consumer/Public Show, Business-to-Consumer Show, Business-to-Business Show and Trade Fair*)

Exhibition/Show Manager – Person responsible for all aspects of exhibition.

F

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

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

Flame Proof – Term used to describe material that is, or has been treated to be, fire-retardant.

Flatbed Truck – A truck or trailer that is equipped with a flat bed (Not an enclosed box).

Floater – Worker(s) used by foreman to help assigned labor for short periods of time.

Floor Manager – Individual representing show management who is responsible to overseeing all or part of the exhibition area. They are also available to answer questions related to the show floor, show hours and show services and act as the liaison between exhibitors and the general service contractor's desk.

Floor Marking – Method of indicating the boundaries of each booth space.

Floor Order – Order for services placed by the exhibitor with the service contractor after exhibit setup begins and is usually more expensive than an advance order.

Floor Plan – A map showing the layout of exhibit spaces.

Floor Port – Utility box, recessed in the floor, containing electrical, telephone and/or plumbing connections.

Foam Core – Lightweight material with a styrofoam center used for signs, decorating and exhibit construction. (Also called *Gator Foam, Gator Board*)

Force Freight – Term used when drayage contractor assigns a carrier to pickup freight from a show.

Foreman – The person given charge of a project.

Fork Lift – Vehicle used to transport heavy exhibit materials for short distances, also used for loading and unloading materials.

Fork Truck – Vehicle used to transport heavy exhibit materials short distances, also for loading and unloading materials.

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 Desk – The area where inbound and outbound exhibit materials are handled at a trade show.

Freight Door – A large door located on the perimeter of an exhibit hall that accommodates large trucks and freight management operations.

Freight Foreman – A title that is given to the person that controls the freight movement on show site.

Freight Forwarder – Shipping company.

Freight on Board (F.O.B.) – Typically seen as origin or destination. This term establishes at what point the shipper releases their obligation of responsibility or liability.

Full Booth Coverage – Carpet covering entire area of booth.

Full Trailer – A trailer that is full.

G

Gangway – International term referring to the “aisle.”

Garment Rack – Frame that holds apparel.

General Service Contractor – A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show. *(Also called Official Contractor)*

Girth – A term used to express overall size limitations typically on a shipping unit (package, case, carton, crate, etc.) Formula... (Height [Length + Width] X 2)). *(Also see Unified Inches)*

Gobo Light – A stenciled light which projects an image on to a wall or other surface.

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

Graphics – Communicative elements: color, copy, art, photographs, etc., used to illustrate a booth theme or décor.

Gross Square Feet – Total space available in exhibit hall as compared to net square feet, usable exhibit space or occupied exhibit space.

Gross Weight – The full weight of a shipment, including goods and packaging; compare tare weight.

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

H

Hall – A generic term for an exhibition facility. May also refer to an individual area within a facility, such as “Hall A” or “Halls A-C.”

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.

Hard Card – Sometimes referred to as the short-form bill of lading. Hard card copy may also indicate the number of the vehicle, its position in line, to load or unload.

Hardwall – A type of exhibit construction in which the walls are of a solid material rather than fabric.

Hardwall Booth – Booth constructed with plywood or similar material as opposed to booth formed with drapery only.

Hard Wire – Any electrical connection other than receptacle-to-receptacle; charged on a time plus material basis.

Header – A sign or other structure across the top of an exhibit, usually displays company name.

High Cube – A term used to describe that type of container required for a shipment that is taller than 9 feet, typically used with regard to sea bound shipments.

High Jacker – Equipment used to lift people to a given height. *(Also called Cherry Picker, Scissor Lift)*

Hold Harmless – Clause in contracts ensuring that a group or company will not be responsible in the event of a claim.

Hospitality – An event or gathering either in the exhibit or a separate location from the exhibit, in which refreshments are served and exhibitor personnel and invited guests socialize.

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

Hotel Cut-Off Date – The date agreed to in the housing contract when the hotel is no longer obligated to honor the room block or group rate, usually 30 days prior to the show.

Hotel Delivery – A delivery of freight to a hotel location. This will most always have special considerations as they may or may not have the adequate material handling equipment or facility.

ID Sign – Booth identification sign.

I&D/Decorator – An individual or company providing installation and dismantle, booth and hall dressing services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters or others depending upon union jurisdiction. (Term applies to both contractor and skilled craftsperson)

Illuminations – Lighting available in hall, built into exhibit, or available on a rental basis.

Import – Bringing of goods or products into a country from another.

Independent Service Contractor – Any company (other than the designated “official” contractor listed in the Exhibitor Service Manual) providing a service (display installation and dismantling, models/demonstrators, florists, photographers, audiovisual, etc.) and needing access to an exhibit any time during installation, show dates and/or dismantling.

Infringement – Use of floor space outside exclusive booth area, or breaking of the official rules and regulations.

Inherent Flame Proof – Material that is permanently flame resistant without chemical treatment.

Inline Booth – Exhibit space with exhibit booths on both sides and behind, or backing up to a wall. This type of booth will generally have only one exhibit side open to an aisle.

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

Installation/Dismantle – Also referred to as I & D. The set-up and tear down of exhibits.

Insurance Policy – A contract between an exhibitor and an insurance company securing payment of a sum of money in the event of loss or damage.

Interactive Exhibits – Exhibits in which the visitor is involved with the exhibit in a proactive way.

Inventory – Total amount of furniture and equipment available for show.

Invoice – An itemized list of goods and services specifying the price and terms of sale.

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

ISO Certified – Certification obtained by performing to a set of standards created by the International Organization of Standards (ISO). This outlines the requirements for quality management systems and functions as the model for quality management systems and serves as the model for quality assurance in production, installation and servicing. It defines in generic terms how to establish, document and maintain an effective quality system.

J

J Handle – A handle with wheels located on one end that is used to leverage and move crates and skids by hand.

Job Foreman – One who is in charge of supervising and coordinating workers and projects.

Junction Box – A distribution point for electrical power, otherwise known as Jbox.

K

Kiosk – A small structure, open on one or more sides, for the display of a product or for use as an information station or for material distribution.

L

Labels – A method to tag and identify exhibit properties which includes information as to where the shipment is to be shipped to and from.

Labor – Refers to contracted workers who perform services for shows. (*Also called craftspersons*)

Labor Call – Method of securing union employees.

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

Lead – The demographic information retrieved from visitors to your booth which helps you determine that person's intent to buy products/services. A tool to help your sales force close the sale.

Lead Man – The person in charge of I & D crew. This individual is responsible for the installation or dismantling of an exhibit booth.

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

Less than Truckload (LTL) – The rate charged for freight weighing less than the minimum weight for a truckload.

Liability – Legal term usually used to describe a point or amount of responsibility damages or injuries incurred or sustained.

Liftgate – A power lift attached to a van to enable loading and unloading without the use of a dock.

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

Limits of Liability – A term used in a shipping contract to specify the monetary limit that a carrier will pay with regard to damages incurred on freight during a shipment.

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

Linear Display – Another term for an in-line exhibit space.

Loading Dock – Area on premises where goods are received.

Lobby – Public area that serves as an entrance or waiting area.

Lock-Up – Storage area that can be locked up.

Logo – A trademark or symbol, unique to each company.

M

Make Ready – To mount or prepare artwork for photography or reproduction. (i.e. make camera-ready)

Manifest – A list of cargo.

Marshalling Yard – Specific retention area (lot) for all vehicles to park prior to going to the show hall/convention center for loading or unloading.

Masking Drape – A cloth used to cover storage or other unsightly areas.

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 called Drayage).

Material Handling Agreement (M.H.A.) – Bill of Lading; contract for freight movement services.

Material Handling Charge – The drayage dollar cost based on weight. Drayage is calculated by 100 pound units; or hundredweight, abbreviated CWT; there is usually a minimum charge.

Means of Egress – an approved stairway or ramp constructed to the specification of the fire code used for access and exiting.

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

Mixed Load – The term “mixed load” used by contractors indicates pieces for separate shipments that are loaded mixed throughout the delivery vehicle, or shipments of crated and uncrated goods where the percentage of uncrated is minimal and does not warrant full uncrated rate.

Modular – Structural elements that are interchangeable. Allows for maximum flexibility in arrangement and size.

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 plastic material.

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.

Noise Decibel – A unit for measuring the relative loudness of sounds. For example; the Consumer Electronics Show maximum level is 85 db.

No-Show – A scheduled exhibitor who does not show up to claim booth space or ordered services.

O

Official Service Contractor – Show management-appointed company providing services to a trade show and/or its exhibitors. (Also called *General Service Contractor or Decorator*)

Off-Target – A move-in date which is outside (before or after) of the officially assigned target date.

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.

On-Site – Location of exhibits or projects.

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.R. – Owner's Risk.

O.T. Labor – Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday and all hours on Saturdays, Sundays and holidays (depending on the union trade).

Overtime – Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time-and-a-half.

P

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

Packing List – A list included with a shipment showing the quantity and description of items being shipped, as well as other information needed for transportation purposes. *(Also referred to as a Bill of Lading or Waybill)*

Padded Van Shipment – Shipment of crated or uncrated goods such as product or display material. *(Also see Van Shipment, Air Ride)*

Pad-Wrapped (Blanket Wrap) – Non-crated freight shipped via van line covered with protective padding or blankets.

Pallet – Wooden platform used to support machinery or a collection of objects for easier handling. Also thick wood blocks attached to crates that allow forklift access for easier handling. *(Also skid)*

Pegboard 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 – Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

Point of Contact (P.O.C.) – The primary contact person with regard to a business or service.

Point to Point – A shipment that is direct and never changes trucks.

Pop-up Booth – A term generally referring to a booth that requires minimal tools to set up and is set up by the exhibitor.

Portable Exhibits – Lightweight, cased display units that do not require forklifts to move.

Post-show – Refers to any activity that occurs following the closing of the event.

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 POVs where material is unloaded at prevailing drayage rates. To get on a POV line, driver reports first to the marshalling yard.

Pre-registered – A registration that has been made in advance with necessary paperwork.

Pre-show – Refers to any activity that occurs prior to the show opening.

Priority Point System – Method of assigning booth space. Often the system is based on the number of years a company has been exhibiting, sponsorship dollars and size of the booth.

Private Security – Security personnel hired from a privately operated company. *(Also Booth Security)*

Pro Forma Invoice – An invoice sent to a buyer prior to the shipment of merchandise, which provides detailed information about the kinds and quantities of goods to be shipped.

Promotional Opportunity – The ability to use advertising to create additional publicity.

Pro-Number – Shipment number designated by the common carrier to a single shipment used in all cases, where the shipment must be referred to. Usually assigned at once.

Proof – Any preliminary reproduction by photography, typesetting or lithography, provided by processor for approval prior to finished product.

Proof of Delivery (POD) – A carrier can supply POD upon request.

Q

Quad Box – Four electrical outlets enclosed in one box.

Qualifying – The act of determining an exhibit visitor's authority to purchase or recommend a product or service on display.

R

Rail – Low drape divider between exhibit booths.
(Also *Side Rail*)

Raw Space – The actual space for an exhibit with no furnishings or decoration. In-line spaces do included a pipe-and-drape back wall and side rails.

Rear-Lit – Method of lighting transparency from behind.

Rear Projection – A video technique in which images are projected on a screen positioned between the projector and the audience.

Refurbish – To repair damage, renew surfaces and replace graphics as necessary to recondition the exhibit to extend its lifespan.

Registration – Process of obtaining demographic information from an attendee in exchange for an entrance badge to the show. An exhibitor will also register its booth personnel in order to obtain exhibitor badges.

Release Form – A document that by signature, consents an individual release another from responsibility.

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

Request for Information (R.F.I.) – This document is requesting information be provided for the described goods or service, or information regarding the company and or its' services.

Request for Price (R.F.P.) – A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a price be provided for the described goods or service.

Request for Quotation (R.F.Q.) – A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a quotation/estimate be provided for the described goods or service.

Rigger – Union or person that is responsible for uncrating, un-skidding, positioning and re-skidding of all machinery. Also used when special equipment or apparatus is needed for hanging or fastening.

Right-to-Work State – Where joining a union is not a condition of employment. In right-to-work states, exhibitors do not have to use union laborers.

Riser – A platform for people or product.

ROI (Return on Investment) – Measurement of how much benefit a company receives from participation in a trade show. Broadest example formula: $\text{income} - \text{costs} = \text{ROI}$.

S

Scrim – A light or loosely woven covering or cloth used for decorative purposes.

Security Cages – Cages rented by exhibitors to lock up materials.

Self-Contained Exhibit – A display that is an integral part of the shipping case.

Self-Contained Unit – Type of exhibit where crate is opened and becomes part of the exhibit.

Semi – A slang term for a tractor-trailer truck used for hauling freight.

Serial Number – A sequential number stamped on a product that is unique to that item. It is necessary to list serial numbers on materials that are shipped internationally.

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

Service Desk – A centrally located service area in which exhibitors can order or reconfirm the services provided by exhibition management such as electrical, decorating, telecommunications, etc.

Service Kit – Packet for exhibitor containing information and forms relating to the exhibition.

Shop – Service contractor's main office and warehouse.

Short Form B.O.L. – A document that establishes the terms of a contract between a shipper and a transportation company under which freight is moved between specific point for a specified charge.

Showcard – Material used for signs.

Showcase – Glass-enclosed case used to display articles.

Show Daily – A daily publication produced on-site that offers articles on exhibitors, their products/ services and show activities.

Show Decorator – Company or individual responsible for hall draping, aisle carpeting and signage. Also performs same service to individual exhibitors.

Show/Exhibition Manager – Person responsible for all aspects of exhibition.

Show Office – The show management office at exhibition.

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

Side Rail – Low divider wall in, usually pipe and drape, used to divide one exhibit space from another.

Skid – A low, wooden frame used to support heavy objects or groups of materials for easier handling. Usually used as a platform for objects moved by forklift. *(Also called Pallet)*

Skirting – Decorative covering around tables and risers.

Slip Sheet – Method used to protect pad wrapped exhibit properties when loading or unloading at a convention center.

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.

Split Shipment – Pick up or delivery of multiple shipments at more than one place of business of the same or different companies within the confines of origin or destination points.

Spotting – Placement of equipment in exact location in booth.

Staging Area – A place for collection of materials, components, delivery units, etc.

Stanchions – Decorative posts which hold markers or flags to define traffic areas; ropes or chains may be attached.

S.T. Labor – Work performed on straight-time, most always 8:00 a.m. to 4:30 p.m., Monday-Friday.

Straight Time – The hours considered normal business hours.

Strike – Dismantle exhibits.

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

T

Table-Top Display – Exhibit designed for use on top of counter, bench or table.

Tare Weight – The weight of a container and/or packing materials without the weight of the goods it contains; compare gross weight.

Target Date – The specified date and or time to move a shipment into and/or out of an exhibit hall/show site.

Target Freight Floorplan – Color-coded floor plan indicating freight delivery for individual booths.

Tariff – Rules and rates of a specific carrier.

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

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

Tow Motor – Forklift.

Tracking – A method used to locate a shipment or acquire a status of a delivery.

Trade Show – An exhibition held for members of a common or related industry.

Traffic Flow – A common or directed path the audience will take through an exhibition or exhibit.

Trans Ship – A shipment that is on tour; shipping from event to event or shipments between events that do not include a shipment to or from the point of origin.

Truss – A collection of structural beams forming a rigid framework.

U

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

Unified Inches – A method of calculating the size of a shipping unit. It is calculated by adding the Height (Length + Width) X 2. UPS has a 130 total UI limit and FEDEX has 150 UI limit. (Another form of girth.)

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.

Union Steward – On-site union official.

V

Van Shipment – Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or exhibit materials.

Velcro – Material used for fastening.

Visqueen – Plastic covering over carpet for protection.

W

Waitlist – A list of companies which are either interested in obtaining exhibit space, or relocating to a different space, but for whom no such space is yet available.

Waste Removal – Removal of trash from the building.

Waste Straight Oil Removal – Oils to be removed at end of show. Consult Exhibit Service Manual for form.

Waybill – List of enclosed goods and shipping instructions, sent with material in transit.

W/B – Waybill. (*Also see Waybill*)

Work Time – Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.

XYZ

ADDITIONAL EXHIBITOR RESOURCES

Powerful Exhibit Marketing, Barry Siskind

ICEEM.net – Exhibitor and Event Marketer resources (restricted to IAEE members)

Select CEIR Reports:

Available at www.ceir.org – no charge to IAEE/CEIR members

- *Successful Boothmanship – Do's and Don'ts of Exhibit Staffing*
- *The Spend Decision: Analyzing How Exhibits Fit into the Overall Marketing Budget*
- *Exhibitions Staff Practice Summaries*
- *Approaching Prospects on the Show Floor*
- *An Analysis of Changes in the Key Factors Affecting Exhibit Recall in the Last Decade*
- *How the Exhibit Dollar is Spent*
- *Exhibitor Sales Lead Capture and Follow-up Practice Trend*

ABOUT IAEE

IAEE provides resources and assistance to all persons and organizations involved in the creation and conduct of exhibitions and events.

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