

# 2013 GLOSSARY

NRA SHOW 2013

May 18-21, 2013 | McCormick Place | Chicago, IL USA

## A

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

**Advance Order** – An order for services sent to the service contractor prior to the installation date or discounted pricing deadline.

**Air Freight** – Goods shipped via airplane.

**Aisle Signs** – Signs, usually suspended, identifying exposition aisles by number.

## B

**Backwall** – The panels at the rear of an exhibit.

**Bill of Lading (BOL)** – A document that establishes the terms between a shipper and a transportation company for the transport of goods between specified points for a specified charge.

**Boneyard** – A storage area for empty crates and contractor materials.

**Booth** – An area made up of one or more standard units of exhibit space.

**Buyer** – Any person who attends an exposition. Another term often used is attendee.

## C

**Canopies & Ceilings** – An exhibit component supported over a booth space for decorative or functional purposes only; may not be used for identification or display purposes.

**Certificate of Insurance** – A statement issued by an insurance company that outlines the limits of insurance coverage held by the insured.

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

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

**CWT** – Abbreviation for "hundred weight" which is equivalent of 100 lbs. Unit of measure used in drayage/material handling.

## D

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

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

**Double-Decker Exhibit** – A Double-Decker exhibit is a two-story structure where the second story is functional and may be occupied by people. Double-decker exhibits are permitted in Island and Peninsula Booths only.

**Drayage/Material Handling** – Service that includes delivery of materials to an exhibit space, removal of empty crates, storage of crates during the show, returning of crates at the end of the show, and delivery of materials to the carrier loading area.

## E

**Empty Sticker** – The sticker indicating a crate may be moved into storage. This sticker identifies the exhibitor and the return location for the crate. When properly marked with an "EMPTY" sticker indicating booth number and company name, crates, boxes and/or fibers cases are removed, stored and returned.

**Exclusive Contractor** – One who holds an exclusive contract with a facility to provide specified services to that facility.

**Exhibit Hall** – The area(s) within an exposition center where exhibits are located.

**Exhibitor & Technical Services** – Official contractor at McCormick Place that provides communication services and Internet to exhibitors.

**Exhibitor Appointed Contractor** – Also known as "Independent contractor or EAC" as designated by an exhibitor. A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors and needing access to an exhibit during installation, Show dates and dismantling hours only.

**Exhibit Guide & Program (Show Guide)** – A list of all the exhibiting companies participating in an exhibition. The guide is often broken down by product/service, in addition to alphabetical listing.

**Exhibitor Service Manual** – Information that contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management.

## F

**Fire Lane** – An aisle that must be kept clear of obstructions to allow emergency egress.

**Floor Manager** – An individual representing show management who assist exhibitors with the installation, dismantling and overall operations of the exhibit area.

**Floor Order** – Order for services placed after exhibit installation has begun.

**Floor Plan** – A map showing the size and locations of exhibit spaces.

**Floor Port** – A utility box recessed in the floor containing electrical, telephone, or plumbing connection.

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

## G

**Global Experience Specialists (GES)** – GES is the "Official Service Contractor" for NRA Show 2012. They are responsible for electrical, plumbing, drayage, material handling, signs, carpet, furnishings, booth accessories, rental displays, labor and cleaning.

## H

**Hand-Carry** – Items that one person can carry with or without the use of a manual cart or dolly.

**Hanging Sign** – An exhibit component suspended from above or supported from below a booth for the purpose of displaying graphics or identification. Hanging signs will be permitted in Island and Peninsula Booths only.

**Header** – A sign or other structure across the top of an exhibit.

## I

**I & D** – Also known as Display House. Company hired to install and dismantle exhibits. (Generally an exhibitor-appointed contractor)

**Island Booth** – Exhibit exposed to aisles on all four sides.

## L

**Labor** – Contracted workers who perform services.

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

**Liability** - A legal term referring to responsibility for damages or injuries.

## M

**Marshalling Yard** - Control point at which all freight is checked in. Freight is then dispatched to the appropriate loading dock as space becomes available. This process ensures a safe and expedient fashion in which freight is delivered to the exhibit hall.

**Merchandise Release Form** - This form, which is signed by the exhibitor, authorizes the removal of product samples by the exhibitors, manufacturers' reps and buyers only.

**Modular Exhibit** - An exhibit constructed with interchangeable components designed to be set up in various arrangements and sizes.

**Move-In** - The date specified by show management for beginning exhibit installation.

**Move-Out** - The date specified by show management for dismantling exhibits.

**Multi-Level Exhibit** - See (Double-Decker)

## O

**Official Contractors** - A select group of contracted companies (approved by NRA) responsible for various tasks or services needed to set up, maintain and dismantle the exhibits.

**Official Service Contractor** - See (GES)

**On-Line Registration** - The process of registering for an event via the internet.

**On-site Order** - Order for services placed on Show site. Prices for on-site orders are more costly and advance orders are normally processed first. In some cases, on-site orders cannot even be filled at all.

**On-site Registration** - The process of data collection and processing at the exposition facility prior to admission to the show floor.

**OT Labor** - Work performed on overtime, billed at either time-and-one-half or twice the published straight time labor rates.

## P

**Padded Van Shipment** - Similar to a household goods moving van. Operators specialized in moving fragile or uncrated goods covered with blankets or other protective padding and shipped via van line.

**Peninsula Booth** - Exhibit exposed to aisles on three sides facing a cross aisle. Peninsula Booths in NRA Show face north and south towards the cross aisles which run east and west.

**Perimeter Booth** - Standard booth located on the outer wall of the exhibit floor.

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

**Portable Exhibit** - A lightweight display unit that can be moved without a forklift.

**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.

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

**Pre-registration** - The process of gathering data about an attendee prior to their arrival at the event.

**Press Kit** - A package of materials put together for the media. Usually a folder containing press release, product announcements, and other materials.

**Press Release** - An article submitted to the media for publication. Usually announcing news about a product, company or individual.

**Product Donation Program** - A non-exhibiting company or charity that receives donation of products from the Show floor. These products are NOT shipped by the exhibiting company, via a material handling agreement.

## R

**Registration** - The process of accurately gathering and recording data about event attendees.

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

**Rigger** - Uncrate, unskid, position and reskid all machinery, i.e. refrigeration unit, dispensing machines.

## S

**Scissors lift** - A motorized platform used to lift people to a given height.

**Service Desk** - The location at which exhibitors order services from.

**Show Decorator** - See (GES)

**Show Office** - NRA Management's Onsite office that provides assistance to exhibitors and attendees at the Show.

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

**Standard Booth (In-line, 1 Corner and 2 Corner)** - An exhibit consisting of one or more standard units in a straight line; also called "In-Line" or "Linear" Booths.

**S.T. Labor** - Straight Time labor - Work performed during normal work hours at the standard rate.

## T

**Target Date & Time** - A date and time set by the official service contractor and show management for the arrival of freight at a trade show. Usually shipments received before or after this date are assessed a penalty charge. For the NRA Show, the target date and target time are considered as freight unloading days. Target Dates do not apply to the delivery of food product going into refrigerated and freezer storage.

**Teardown** - The dismantling of the exhibits.

## U

**Union Jurisdiction** - On-site union official. Stewards represent the union in the resolution of any dispute over their particular jurisdiction.