

Glossary

Glossary of Terms

2, 3, 4

24 Hour Power / Service - When power must be left on in a booth for 24 hours during the run of the show. Often required when there are refrigerators, fish tanks, computers, etc. in a booth.

3rd Party Billing - A contractual agreement between a party other than the exhibiting firm, the exhibiting firm and GES in which the third party is invoiced for all or part of the services or products purchased by the exhibiting firm. If the third party has not paid the invoice by the last day of the show, responsibility for the charges is reverted to the exhibiting firm for payment.

4th Side Counter Skirt - A standard counter skirt is 3-sided with one side open. A 4th side counter skirt encompasses all four sides of the counter.

4th Side Table Skirt - A standard table skirt is 3-sided with one side open. A 4th side table skirt encompasses all four sides of the table.

A

A/V (Audio/Visual) - Materials such as films and tape recording that present information in audible and pictorial form.

A/V Contractor - Supplier of audio/visual equipment, projectors, screens, microphones, etc.

Access Panel - Removable panel or sections of an exhibit that permit access to lamps, projector mechanisms, etc.

Accessible Storage - The holding of goods in an area from which goods may be removed during shows.

Acetate - The common name for a type of strong, transparent or semitransparent sheets of plastic, available in various thickness, and used in making covers for artwork, as the basis for photographic film in color separation, in retouching, as cells in animated filmmaking; as a material for printing plates, and as an ingredient in some plastics, textile fabrics, and lacquers.

Acrylic - The family of clear, color and translucent thermoplastic resins such as Plexiglas.

Actual Weight - True weight of a shipment.

Adjustable Standard - Vertical support which allows shelf bracket to be affixed at any point in the support.

Advance Date - Any time prior or up to the last day allowed for crated shipments to arrive at the advance warehouse without a surcharge being applied. A 30% late arrival surcharge is applied to each shipment received at the advance warehouse after the last day allowed for the advance date.

Advance Order - Goods and/or services ordered prior to setup.

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

Advance Shipments to Warehouse - Includes unloading crated freight; storing at the GES warehouse for up to 30 days; reloading onto trucks for delivery to the exhibit site; unloading freight at the site; delivery to your booth, picking up, storing, and returning empty shipping containers; reloading freight for return to your specified destination from the exhibit site. GES warehouse cannot receive uncrated shipments. Any materials stored beyond 30 days will incur additional costs applied to your invoice.

Affixed Merchandise - Exhibitor's products fastened to display.

Agent - A bona fide representative with proper credentials from the party represented.

Air Freight - Materials shipped via airline.

Air Waybill - A bill of lading which covers both domestic and international flights transporting goods to a specified destination.

Aisle - Traffic area between booths.

Aisle Bill of Lading (B/L) - A document that establishes the terms of a contract between a shipper and transportation company under which freight is to be moved between specified points for a specified charge. Usually prepared by the shipper on forms issued by the carrier, it serves as a document of title, a contract of cartage and a receipt of goods. Also known as Air Waybill, Inland Bill of Lading, Ocean Bill of Lading, and Through Bill of Lading.

Aisle Carpet - Carpet installed in aisles.

Aisle Signs - Signs (typically suspended) to indicate aisle numbers.

Americans With Disabilities Act (ADA) - A federal law that bars discrimination against qualified individuals with a disability that limits a major life function with regards to hiring, promotion, termination, compensation, job training or other terms and conditions of employment.

Amp - Strength of an electrical current in amperes.

Ampere - Unit of electrical current.

Anti-Static for Carpets - A spray that helps reduce static electricity in carpets.

Arch - An exhibit display ceiling or entryway which spans two points.

Assembly - The process of erecting an exhibit from its components. Also called Installation or Set Up.

Association - An organization of people sharing a common interest. Some associations sponsor a trade show.

At-Site - See On-site.

Attendance - Number of people at the show.

Attendee - One who attends the convention/trade show.

B

Back-light - A light source that illuminates translucent material from behind.

Backloader - A type of truck that loads through its rear door.

Back-to-Back Booth - The standard exhibit configuration where booths are placed in rows, back to back.

Back-to-Back Peninsula Booths - Two or more peninsula booths that butt up against each other in a linear fashion.

Backwall - The panels at the rear of an exhibit.

Backwall Booth - Booth located on the most outer wall of the exhibit hall. Also known as Perimeter Booth.

Backwall Exhibit - An exhibit that is back-to-back with another exhibit or against a building wall.

Badge - A type of identification supplied to an attendee, exhibitor or worker to allow access to a show or convention. Typically a card that can be clipped onto the attendee's clothing.

Baffle - A partition designed to control light, air, sound, or traffic flow.

Ball Lights - Stationary adjustable lights most often used in a header or for overhead use.

Banding - Thin, flat wire used to hold cartons or crates together.

Banjo - Type of fabric used to make backwall drape. In some GES cities the term banjo is synonymous with booth draperies.

Banner - A suspended panel used as a decoration or a sign, usually made of fabric or paper for temporary use.

Barn Doors - A set of small metal doors that install into a floodlight to control how much light is emitted.

Base - Steel floor support piece for upright post. GES has three standard sizes of bases (small, medium and large).

Base Rate - The hourly rate or salary paid for a job performed. It does not include payments for overtime, incentives, or other differentials.

Batten - Piece of wood, typically 1" x 3" or 1" x 4", which are used to fasten drape or other material.

BCP (Branch Circuit Panel) - Distribution panel often used when high voltage power is required in a booth. It turns high voltage power into 120-volt power.

Bead - Metal edge of lath or framing which finishes corners or openings and gives plaster finish continuous, smooth corners.

Bed Hook - Metal hardware in pairs (male and female) used for inserting into panel edge to permit easy coupling of panels.

Bill of Lading (B/L) - A document that establishes the terms between a shipper and a transportation company for the transport of goods between specified points for a specified charge. Also see Air Waybill, Inland Bill of Lading, Ocean Bill of Lading, Through Bill of Lading.

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

Blow-up -

1. The enlargement of a two-dimensional item by photography.
2. Digital imaging.

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

Bonded Warehouse - A warehouse authorized by customs authorities for storage of goods on which payment of duties is deferred until the goods are removed.

Bone Yard - A storage area for empty crates and contractor materials.

Boom Lift - Refer to: Man Lift.

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

Booth Area - The amount of floor space assigned to an exhibitor.

Booth Equipment - GES standard term that refers to aluminum and steel framework that supports the booth draperies that define the linear booth spaces. Also known as Booth Steel or Booth Hardware.

Booth Number - A number assigned by show management to identify an exhibitor's floor space.

Booth Package - When an exhibitor receives a variety of services for one single price (e.g. each booth receives carpet 1-6' draped table, a 500-watt outlet and 500 lbs. of drayage.). Refer to: Package Plan.

Booth Personnel - Staff members assigned by an exhibitor to work in an exhibit.

Booth Sign - I.D. sign indicating company name and booth number of exhibitor.

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Booth Size - The dimensions of the floor space contracted by an exhibitor. Usually sold in 10' x 10' increments.

Booth Stringer - A cord with several quad boxes located 10' from each other. They supply our inline booths with their required power.

Booth to Booth - The installation and / or removal of coaxial, fiber optic and / or twisted-pair cables for a booth to booth connection.

Booth to Satellite Dish - The installation and / or removal of coaxial, fiber optic and / or twisted-pair cables for a booth to satellite dish connection.

Box Framing - Perimeter frame with lumber on edge.

Break Terminal - Location at which common carriers separate consolidated freight. Refer to: Consolidate.

Buck-Boost Transformer - Electrical transformer used to transform 208-volt power to 220-volts.

Building Rules - Regulations set by building management outlining procedures for their property.

Bungee Cord - An elastic type cord used for hanging drape around columns.

Bunting - Rows of brightly-colored little flags that are hung across roads or above a stage as decoration for special occasions.

Bus Duct - Metal raceway enclosing high-voltage power feeds, suspended from overhead or in the floor, from which high voltage power over 100 amps must be fed.

BX Cable - Flexible armored electrical cable consisting of two or more wires.

C

C.O.D. - Cash on Delivery, Collection on Delivery.

Cable - Used for suspending objects and is much stronger than wire. Its thickness ranges from 1/8" to 1/2".

CAD/CAM - Computer-Aided Design / Computer-Aided Manufacturing.

Camera Ready - Artwork or pasted up material that is ready for reproduction.

Canopy -

1. An ornamental projection, over a door, window, niche, etc.
2. Roof type of covering, supported on pillars over an altar, a statue, a fountain, etc.

Carpenter - A skilled worker used to uncrate, install, dismantle, and recreate exhibit properties.

Carpet - Floor covering for booths or aisle.

Carpet Package - Offered for all three carpet grades. Packages include visqueen and padding as well as material handling, installation, front edge taping and pick-up at the close of the show.

Carpet Tape - Double-sided tape used to adhere the edge of a carpet to the floor.

Carrier - A transportation line moving freight. Usually a van line, common carrier, rail line, or air carrier. Also see Common Carrier.

Cartage -

1. Fee charged for transporting freight between destinations.
2. Hauling exhibit properties short distances.
3. Freight hauling between locations in the same city, town, suburb, or local area.

Carton - A small shipping container made of cardboard.

Cases - Shipping containers usually made of plastic or fiberglass.

Ceiling Décor - Suspended decorations to enhance the appearance of an exhibition hall, or create a more intimate environment by "lowering" the ceiling.

CEM - Certified Exposition Manager - An individual who has completed a training program offered by the International Association of Exposition Managers, and has been certified as a competent manager of tradeshow and exhibitions.

Centra Panels - A trademark name for a particular type of hard plastic panel used in exhibit booths and is typically encased by a metal frame. Can be used for any kind of booth paneling and / or certain kinds of signage.

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

Certificate of Insurance - A document provided by an insurance carrier outlining coverage on their clients. When insurance is discontinued, all holders of certificates of insurance are notified. These are required by show management before an Exhibitor Appointed Contractor (EAC) can work on the show floor.

Certified Weight Tickets - Required for all shipments. Drivers with inbound shipments must check in at the GES warehouse or exhibit site by 2:00 PM to obtain a certified weight ticket and to be guaranteed same day unloading.

Chain Motor Hoist - Motorized piece of equipment that is hung from the high steel in a building used for lifting truss and heavy hanging signs.

Chaser Lights - Lights placed around the border of a sign or graphic that blink on and off in a rapid pattern.

Cherry Picker - Equipment used to lift people to a given height.

Chevron - Type of cloth used for backdrops.

Clamp-On Fixture - Electrical fixture with c-clamp device for attaching to display.

Clamp-On Lights - A light fixture that has a clamping device that allows it to attach to a wall or pole. They are 150 watts to 250 watts.

CLC - Convention Liaison Council.

Cleaning Service - Janitorial service provided to exhibitors by a service contractor.

Cloth - A term used in some regions to refer to booth drapery.

CO2 Fire Extinguisher - Dry chemical fire extinguisher used primarily for electrical fires.

Coat Rack - Stand for hanging coats and hats. Also known as clothes tree or hatrack.

Coaxial Cable - An electrical cable consisting of a round conducting wire which is surrounded by an insulating spacer which is then surrounded by a cylindrical conducting sheath. The entire cable is then usually surrounded by a final insulating layer. It is used as a high-frequency transmission line to carry a high-frequency or broadband signal.

Cobra Head Extension Cord - A two-wire extension cord that has the capability of having two or more items plugged into the end. These cords are not allowed in some convention facilities (i.e., Las Vegas) due to the possible overload and tripping of breakers. They are also considered a fire hazard.

Cold Storage - The holding of goods in a climate controlled area.

Column - A pillar in an exposition facility which supports the roof or other structures. Usually denoted on a floor plan as a solid square.

Commercial Invoice - An itemized list of shipped goods.

Commission Show - Show for which a fee is paid to a third party (generally a management company).

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

Condor - Refer to: Man-Lift.

Consignee - A person to whom goods are shipped.

Consignment - A delivery of merchandise from an exporter (the consignor) to an agent (the consignee) under the agreement that the agent will sell the merchandise, receive a commission, and remit the net proceeds to the exporter.

Consignment Instructions - Conveys instructions from a principal to a provider of such services, without assuming any contractual status in relation to such services.

Consignor - A person who sends freight.

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

Constricted Space Loading/Unloading - Freight loaded "high and tight" or down one side as to make shipments not readily available or accessible.

Construction Drawing - A drawing which gives detailed diagrams and instructions for building an exhibit.

Contractor - An individual or company that provides services or materials to a trade show and/or its exhibitors. Also see Official Contractor or Exhibitor Appointed Contractor.

Convention Center - A facility where expositions are held. Also known as Exposition Center, Facility or Hall.

Cord Caps - A cover placed over the plug of an electrical cord; typically used to match up electrical equipment.

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

Counter -

1. A table raised with leg extensions to 42" in height.
2. A working cabinet for display, demonstration or registration (42" height).

Crafting List - Names the content of what is enclosed inside a crate, i.e., exhibit pieces, carpet, etc.

Craftsperson - A skilled worker who provides services at the exposition facility. Also called Labor.

Crate - A container, such as a slatted wooden case, used for storing or shipping. Typically needed for shipping displays.

Crated Exhibit - An exhibit that is transported from show to show in crates (small to huge wooden boxes). Crates make handling the exhibit easier and minimize damages during shipping.

Crated Materials - Materials that are skidded or is in any type of shipping container that can be loaded or unloaded at the dock with no additional handling required.

Crosby - A type of clamp to temporarily secure cable when installing overhead work.

Cross Aisle - An aisle at a right angle to a main aisle.

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

Cubic Footage - To determine cubic footage for each piece, use the following calculation: width x length x height ÷ 1728 = cubic footage.

Custom Carpet - Upgraded carpet with special colors provided by the Official Contractor.

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

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 collections.

Customs Broker - A person or company licensed to enter and clear goods through Customs.

Cut and Lay - Installation of carpet other than standard booth size, generally at an increased cost.

Cut Rate - Cost per hundred weight.

Cut-Out - Profile cut display item such as letters, photos, etc.

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

CWT Rate - Cost per hundred pounds.

D

D.O.T. - Department of Transportation.

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

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

Dead Man - Temporary post used during installation to help support the weight of an overhead structure.

Deadline Date - The date when orders are received with payment by GES at least 14 days prior to exhibitor move-in.

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

Decorator - An individual (skilled craftsperson) or company (a contractor) providing services for a trade show and/or its exhibitors.

Dedicated Power - A unique power service running from the building utility to the exhibitor with no other exhibitors connected to that particular line.

Dedicated Service - A unique service running from the building utility to the exhibitor with no other exhibitors connected to that particular line. These services include compressed air, telephone, T-1 lines and wireless and connected network and Internet.

Deferred Air Freight - Long haul air freight that waits available cargo space (usually 1 to 2 days) at a reduced rate.

Demonstrators - Persons hired to work in a booth demonstrating or explaining products.

Density - Pounds per cubic foot, determined by mathematical formula where the weight of an article or shipment is divided by the cubic feet it occupies.

Design - Sketch or visual presentation showing how an area will look. GES uses their Design Department as a powerful sales tool.

Designated Piece Loading/Unloading - When a trailer must be loaded / unloaded in a particular sequence so as to ensure proper fit.

Detail Drawing - A drawing showing method of construction, plan views, elevations, floor ports, drains, etc.

Die Cut - Method of producing repetitive cutout shapes in quantity.

Diffuser - An open grid or a solid translucent plastic to soften or conceal light sources.

DIM (Dimension) Weight - Length x width x height divided by 194 for domestic shipments, or divided by 166 for international shipments.

Dimmer - A device to control light intensity. Refer to: Rheostat.

Direct Date - Refers to the first day for shipments to arrive at the exhibit site.

Direct Shipments to Exhibit Site - Includes unloading freight and delivery to your booth; picking up, storing and returning empty shipping containers; reloading freight for return to your specified destination from the exhibit site. Any materials shipped back to the GES warehouse from the exhibit site will incur additional costs applied to your invoice.

Directional Signs - Signs directing attendees to exhibits, meeting or special areas.

Directory - A catalog of basic information about the show, including exhibitors, floor plan and schedule of events. (This is also sometimes referred to as an On-site Program or Program.)

Disconnect - Device to permit easy and rapid separation of electrical components.

Discount Display Labor Rates - Discount rates available for display labor if ordered by the deadline date.

Discount Porter Service Labor Rates - Discount labor rates for porter service if service is ordered by the deadline date.

Discount Price - An item's unit price when it is ordered and paid for prior to the deadline date or through IntelliKit.

Dismantle - To take apart an exhibit. Also known as Take-down, Teardown.

Display - Method used to show a product or service.

Display Builder -

1. Company that fabricates (builds) displays.
2. Show worker capable of fabricating displays.

Display Case - Counter unit with glass top and/or front, for displaying product. Also known as Showcase.

Display Labor - Required for all installation and dismantling of exhibits, including signs and floor covering installation.

Display Rules and Regulations - Exhibit construction specs endorsed by major exhibit industry associations. Also the specific set of rules that apply to an exposition.

Divider - Partition between exhibitors. Refer to: Side Rail.

Dock - A platform where freight is loaded onto and removed from vehicles or vessels.

Dock Receipt - A receipt issued by an ocean carrier to acknowledge receipt of a shipment at the carrier's dock or warehouse facilities.

Dog Bone - A one-foot, five-wire cord that is used to help transfer high voltage power to 120 volt power on the BCP.

Dog House - A piece of equipment that is plugged into a high voltage power drop making it 120 volt power and allowing six places to plug in, shaped like a doghouse. Also known as a Six Box.

Dolly - A platform where freight is loaded onto and removed from vehicles or vessels.

Double Faced Panel - Finished on both sides.

Double Faced Tape - Tape with adhesive on both sides used to adhere carpet to the floor or for signs.

Double-Decker - A two-storied exhibit. Also known as Multiple Story Exhibit.

Draped Booth - A booth made up of back wall and sidewall of pipe and drape.

Drapery - A craftsperson who installs drapes, fabric, and special decor.

Draping -

1. Decorating with drapes.
2. Putting a pre-pleated table skirt on a table.

Drayage - The 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. (It is a two way charge, incoming and outgoing.)

Drayage Charge - The cost of moving exhibit materials within the confines of the exhibit hall, based on weight. This charge is calculated in 100-pound units, or hundredweight, abbreviated CWT. (There is usually a minimum charge for all drayage.)

Drayage Contractor - A company responsible for handling exhibit materials at a trade show.

Drayage Form - A form completed by an exhibitor requesting handling of materials.

Dressing the Exhibit - Placing graphics, plants, literature and applying any finishing touches to the display.

Duct Tape - Fabric tape that comes in various colors to match carpet and drape.

Duplex Outlet - A double electrical outlet.

Duty - A tax imposed on imports by the customs authority of a country. Duties are generally based on the value of the goods some other factors such as weight or quantity (specific duties), or a combination of value and other factors (compound duties).

Duventyne - A napped fabric of cotton, silk, or rayon that has a twilled weave. Commonly used for making or for one-time decorative applications.

DW - Deadweight (tons of 2240 lbs.)

E

Easel - A stand for displaying objects.

Economy - Mechanical one-man crank-lift on wheels that have an effective working height of 16'. Also known as Genie Lift.

Egg Crate - Construction technique of joining two materials by notching both and inserting slots into each other. Also known as gridded diffuser panels.

Electrical Contractor - A company hired by show management to provide electrical services to exhibitors.

Electricians - They are hired for the installation of electrical equipment. This may include lighted headers, hanging signs and truss work depending on the work jurisdiction.

Elevated Table - Table raised to counter height.

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Elevations - Scaled drawings depicting front and side views of an exhibit.

Empties - Crates or containers that are empty or not needed and marked to go into empty storage.

Empty Crate - Reusable packing container in which exhibit materials were shipped.

Empty Crate Labels - Special stickers supplied by GES. Special crews patrol the exhibit hall picking up empties (empty crates with empty stickers) during installation and return them during dismantling.

Encapsulated Postscript (EPS) - A PostScript file format used to transfer a graphic image between applications and platforms. EPS files contain PostScript code as well as an optional preview image in TIFF, WMF, PICT or EPSI, the latter being an ASCII-only format.

End Cap - An exhibit space with aisles on three sides.

Est. Wt. - Estimated Weight.

Estimate - A statement of the approximate cost of work performed.

ETA - Estimated Time of Arrival.

Excess Declared Value - A higher limitation of liability than what is stated in the GES terms and conditions not to exceed \$100,000.00 covering loss or damage to property that may occur during a show. This requires an additional fee. Items such as plasma screens and other fragile electronic equipment as well as original art and prototypes are not covered under Excess Declared Value.

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

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

Exhibit - Structure used to display products or convey a message.

Exhibit Designer / Producer - Company responsible for designing and constructing exhibit booths.

Exhibit Directory - A guide for exhibition attendees which lists exhibitors and exhibit locations.

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

Exhibit House - The exhibit builder or the company who rents the exhibit to the exhibitor.

Exhibit Manager -

1. Person in charge of an individual exhibit.
2. Show management staff person in charge of exhibit area.

Exhibit Prospectus - Promotional materials for prospective exhibitors to encourage participation in an exhibition. (Provided by show sponsor).

Exhibition - Event at which products and services are displayed.

Exhibitor - Our customer - company or persons offering goods or services at a show.

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

Exhibitor Kit - A package of information which contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also called Service Kit.

Exhibitor Manual - A manual containing general show information, labor / service order forms, rules and regulations and other information pertinent to an exhibitor's participation in an exposition. Refer to:

Service Kit. Exhibitor Services Manual / Kit - Manual containing general show information, labor/service order forms, rules and regulations and other information pertinent to an exhibitor's participation in an exposition. Also known as Service Kit, Service Manual or Exhibitor Manual.

Expedited Service - Service offered by a transportation company to assure prompt delivery.

Export - To send or transport goods out of one country for sale in another.

Export Broker - An individual or company that brings together buyers and sellers for a fee.

Export Management Company - A company that transacts manufacturers' export business for a fee.

Export Merchant - A company that buys products directly from manufacturers, then packages the merchandise for resale under its own name.

Export Trading Company - A company that buys foreign merchandise for resale in its own local market.

Exposition - An event in which products or services are exhibited. Also known as Exhibition.

Exposition Manager - The organizer and operator of an exposition. See Show Manager.

Exposition Rules - The set of regulations which govern a given trade show.

Exposition Service Contractor (ESC) - Contractor appointed by management to provide services to exhibitors. Refer to: General Contractors, Official Contractors.

Extruded - The formation of metal or plastic to push out.

Extrusions - Products produced in continuous shapes by forcing materials under great pressure through dies (i.e. "T" molding channel, angle.)

Eye Bolts - Eye bolts or eye screws have a looped head or an opening in the head.

F

Fabrication - The construction of an exhibit.

Facility - Refer to: Convention Center, Hall.

Fade - Term used to describe transition from one scene to next by slowly darkening image.

Fascia - The panel at the top of an exhibit, typically bearing the company name. Also known as the Header.

Federal ID - Corporation identification number issued by the federal government.

Felt - A thick material that has two "good sides".

FHC - Fire Hose Cabinets - A notation on floor plans indicating the locations of fire hose cabinets.

Fiber Optic Cable - A fiber-optic cable guides light from end to end. A signal is injected in one end by an LED (light-emitting diode) or by semiconductor lasers. LEDs are used for short-distance optical links such as enterprise backbones while lasers are used for longer distance networks. Silica cable is categorized as either multimode cable, which is used for short-distance connections (LANs, campus networks, and short-distance metro networks), or single-mode cable that is used for long-distance (cross-country networks and intercontinental submarine links). The light source for the former is typically an LED, while the light source for the latter is a laser. Long-haul fiber-optic cable is often bundled with anywhere from 100 to 800 fibers per cable.

Fiber Optics - The use of cut glass fibers to display colored light.

Fire Exit - A door designated for emergency egress, which must be kept clear of obstructions.

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

Fire Marshal - Civic or building official responsible for enforcing fire prevention regulation.

Fire Retardant - Term used to describe a finish that coat materials with a fire resistant cover. This does not render the material fireproof.

Flame Proof - A term used to describe material that is or has been treated to be fire retardant.

Flasher - A Device to activate one or more lamps by intermittently interrupting current.

Flat Cable - Cable and extension cords that are used to lie on the floor under the carpet. It is flat to help reduce tripping hazards and provide a safer walk area within a booth space.

Flatbed - A tractor 40' x 48' in length with a flat bed (no sides).

Floor Load - Maximum weight per square foot a floor can support. (May also refer to the maximum amount of power available from floor outlets and ports).

Floor Manager - An individual representing show management who is responsible for the exhibition area.

Floor Marking - A method used to mark booth spaces.

Floor Order - Order for services placed after exhibit installation has begun. Compare with Advance Order.

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 connections.

Florist - Contractor providing plants and floral arrangements.

Flush Mounted - Mounting of one material to another with no space between them.

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

Font - An complete alphabet of letters of one style or type.

Font to Outline - A process used in vector graphic design software such as Adobe Illustrator or CorelDRAW in which a font can be converted to "outlines" or a graphic representation of the font. The reason for this conversion is that not all computers will have the same fonts installed and, therefore, will sometimes not show the original font correctly from one computer to the next. When fonts are converted to "outlines", there is no other conversion required and they will show on the computer monitor and in print as originally intended.

Foreign Trade Zone - Refer to: Free Trade Zone.

Forklift / Forktruck - Motorized vehicle used to load, unload, and transport heavy items.

Forklift Operator - Person who operates a forklift and is certified to do so.

Foyer - Public area in hotel or hall for assembly or registration.

Free Form Exhibit - This is an exhibit with aisles on all four sides. Also known as Island Exhibit.

Free Standing - Self-supporting and independently displayed material.

Free Trade Zone - A port designated by the government of a country for dutyfree entry of non-prohibited goods. Merchandise may be stored, displayed, used for manufacturing, etc. within the zone and re-

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exported without duties paid. Duties are imposed on the merchandise (or items manufactured from the merchandise) only when the goods pass from the zone into an area of the country subject to the Customs Authority.

Freight - Exhibit properties and other materials shipped for an exhibit.

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

Freight Forwarder - A shipping company which handles export shipments for a fee.

Frontages - Refers to dimension across the front of an exhibit (e.g., a 30x10 exhibit has 30' of front space and 10' of depth.) Also known as Front Space.

Full Booth Coverage - Carpet covering entire area of booth.

Full Service Contractor - Contractor capable of providing all services for management and exhibitors. Refer to: Official Contractor, General Service Contractor.

Furniture - Rental furniture provided by contractor for use by exhibitor or management.

G

Gang Box - A box on wheels that contains misc. supplies which the labor force uses. Also known as Johnny Box.

Gangway - An International term referring to the aisle.

Garcy Strip - Trade name of manufacturer that produces brackets and standards for the mounting of materials, usually shelves.

Garment Rack - Metal frame to support large numbers of apparel.

Gels - Pieces of plastic that are installed over a floodlight to change the color of light emitted. They are available in many different colors and hues.

GEM - PA modular exhibit system of extruded aluminum material that gives clients the individual design and look of a complete custom built booth.

General Contractor - Show management appointed company providing services to a trade show and/or its exhibitors. Also called Official Contractor. Compare with Exhibitor Appointed Contractor.

Genie Lift - Refer to: Man-Lift.

GES Logistics - A service provided to clients that includes transportation by truck or by air, vehicle rental, warehousing, exhibit management, accommodations and personalized events and services.

GES National Servicenter® - Provides consistency and continuity of customer service for all GES exhibitors at all GES shows offering services such as: single point of contact for all GES shows; coast to coast time zone coverage; personalized exhibitor service for all pre- and post-show orders. The GES Servicenter® is also on site at the show to assist with any last minute order placement and provide show information. For pre-show questions call 800-475-2098 or simply visit the GES Servicenter at the show.

GES Receiving Report - Completed at the loading dock after unloading. Needs to be shown at the Marshaling Yard when vehicle is weighed to obtain the "light weight".

Glossy - Common term for black and white photographs, reproduced on high gloss paper.

Gobo - This is a flat piece of metal that has been cut out like a stencil with words or shapes. It is placed in front of a floodlight so the light comes through like the shape that has been stenciled in it on the floor and exhibit space.

Gooseneck Light - Small (75 to 150 watt) spot light with a flexible stem.

Graphics - Communicative elements/color, copy, art, photographs, translights, etc. used to decorate a booth or space.

Gratuities - GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts of any kind by any employee (union or non-union). GES employees are paid appropriate wages denoting professional status. Therefore, tipping of any kind is not allowed and cannot be accepted.

Grid System - Technique of providing system of structural supports, electrical conduit, etc. on a pattern of centers.

Grommet - Rubber, metal or plastic element for reinforcing holes in weaker materials.

Gross - The aggregate, cumulative or total amount.

Gross Square Feet - Total space available in exhibit hall.

Gross Weight - Full weight of shipment excluding goods and packaging. Refer to: Tare Weight.

Ground Loading / Unloading - Vehicles that are not dock height, preventing the use of loading docks.

H

Hall - A generic term for an exposition facility; may also refer to an individual area within a facility such as south hall, etc.

Halon Fire Extinguisher - Hypothermal fire extinguisher generally used on computer and sensitive electronics fires. Should not harm computers or destroy silicon chips.

Hand Carry - Items that an exhibitor is allowed to carry unaided into a convention facility without being charged.

Hand Truck - Small hand-propelled implement with two wheels and handles used for transporting small loads.

Hand Truck - Small hand-propelled implement with two wheels and handles used for transporting small loads.

Hard Wire - Electrical connections that are other than receptacle to receptacle. These are charged on a time plus materials basis.

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

Hardwall Exhibit System - A type of exhibit structure in which walls are made of a solid material, rather than fabric.

Hazardous Materials - Any solid, liquid, or gas that can harm people, other living organisms, or the environment. A hazardous material may be radioactive, flammable, explosive, toxic, corrosive, biohazardous, an oxidizer, an asphyxiant, an allergen, or may have other characteristics that make it hazardous in specific circumstances.

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

Heavy Hauler - Special trailers utilized to transport large heavy equipment.

Height Limitation - Rules set by show manager to control height of exhibits.

High Drape - Drape over 8' high that requires special equipment.

High Jacker - Equipment capable of lifting a person or persons to a given height. Refer to: Man-Lift.

High Lift - Refer to: Man-Lift.

Hire - International term referring to rent a service or product.

Horizontal Bar - Cross Bar used for hanging drapes.

Horse Power - A unit of measure for the power of an engine, equal to 550 foot / pounds per second. In electrical terms, 1 horsepower is equivalent to 746 watts of power.

Hospitality Suite / Event - An area separate from the exhibit, in which refreshments are served and exhibitor personnel and visitors socialize. Most shows require hospitality events to be opened only after exhibit hours.

I

I & D Company - Installation & Dismantle Company - A company that is hired to install and dismantle exhibits.

I & D Labor - Installation and dismantle of an exhibit, or set-up and tear down of an exhibit.

ID (Identification) Sign - Company name and booth number sign. Also known as Booth Sign.

Imprinter - Machine used for recording information from embossed cards.

Improper Delivery Receipts - Shipments that arrive without an individual Bill of Lading.

In Bond Transportation Requirements - In Bond Transportation refers to the system of admitting merchandise provisionally to a country without payment of duties and under customs supervision -- either for storage in a bonded warehouse or for trans-shipment to another point.

Independent Service Contractor - A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also known as Exhibitor Appointed Contractor (EAC).

Industrial Show - Private show sponsored by one company to introduce new products, etc. Also known as a Franchise Show or a Users Group show.

Infringement - Unauthorized use of floor space outside exclusive booth area.

Initial Focus Time - The time required for directing or aiming the lights that have been mounted on the trusses.

Inland Bill of Lading - A bill of lading used in transporting goods overland to the exporter's international carrier. Although a bill of lading can sometimes be used, it is usually necessary to prepare both an "inland bill of lading" and an "ocean bill of lading" for export shipments.

In-Line - An exhibit that is constructed in a continuous line along an aisle. Also known as Linear Display.

Inquiry Cards - Cards, collected from attendees, requesting information.

Inserts - Interchangeable copy or art panels.

Inside Booth - Exhibit space with exhibit booths on either side or back. Also known as an Inline Booth.

Installation - The time frame for installing a show or an exhibit.

Installation & Dismantle (I & D) - Installation and dismantle of an exhibit, or set-up and tear down of an exhibit.

Installation Contractor - May be either official, hired by show management or independent, an EAC, hired directly by an exhibitor who is responsible for supervision and coordination of installation and dismantle labor.

Installation Date - The date the general services contractor first receives access to the facility for move-in.

Glossary of Terms

IntelliKit - This product enables our exhibitors to order carpet, booth furniture and many other products and services through the GES external website or via PDF "Smart Forms" on CD.

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

International Freight Forwarder - Refer to: Freight Forwarder.

International Trade Show Forwarder - Refer to: Freight Forwarder.

Invoice - A statement sent to clients for monies owed to a corporation for services or items provided.

Island Booth - Booth space with aisles on all four sides.

Island Display / Exhibit - An exhibit that is exposed on all sides to an aisle in a show. A unit with aisles on four sides.

Island Unit - A display that may be viewed from four sides.

J

Jigged Crate - A special-purpose crate with hardware to secure exhibit properties in place to prevent shifting during shipment.

Johnny Box - Refer to: Office Dolly, Gang Box.

Johnson Bar - Long handled wooden pry bar with metal tip and wheels used in freight handling. Also known as a J-Bar.

Jones Plug - Theatrical term for multi-prong electrical disconnect.

Joule - Metric unit of work or energy.

Journeyman - Worker who has satisfactorily completed an apprenticeship in a skilled trade.

Junction Box - A distribution point for electrical power.

K

K.D. - Knockdown - An exhibit with separate components that must be assembled on-site.

Kick Base - Base molding or added to structure to absorb marring caused by brooms, mops, etc. Also known as Toe Base.

Kiosk - A small informational counter, open to one or more sides, used within an exhibit for the display of product.

Kit - See Service Kit.

KOH - A light fixture that is installed from the catwalks, ceiling or truss systems and can be easily light up a 10 x 20-booth space. They cannot be installed on the exhibit itself due to the temperature at which they burn.

L

Labor - For shows, refers to workers who perform services. Also known as Craftspersons.

Labor Desk - Area from which laborers are dispatched to work areas at show site.

Labor Form - The form used by exhibitors to order labor.

Labor Order - Refers to an order for exhibit installation and dismantle or any job that GES will bill labor.

Laborer - Refer to: Craftsperson.

Lamination - The process of bonding two or more substances together.

Landscape (Horizontal) - Sign where width is larger than height.

Late Arrival Surcharge - A surcharge applied to each shipment received at the advance warehouse after the deadline date.

Lead Retrieval - A system for capturing and follow-up of leads generated at an exposition.

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) - A shipment that utilizes less than a truckload of space; the rate charged for freight weighing less than the minimum weight for a truckload.

Liability - Legal issue of responsibility for damage or injuries.

Lift-a-Lift - Commercial name for High Lift. Refer to: Man-Lift.

Light Box - Enclosure with lighting and translucent face of plastic or glass used to back light signs or graphics.

Light Weight - The weight of a vehicle after unloading.

Lighting - The amount or type of illumination in an exhibit or show site.

Line Booth - Line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "Linear" booths or "In-Line" booths.

Line Spiking - Irregularities in power supply.

Linear Display - An exhibit that is constructed in a continuous line along an aisle. Also called In-Line.

Literature Rack (Lit Rack) - Devices used to hold literature or brochures.

Load List - Anticipated number of items required for a show to be loaded onto a truck for delivery to show site.

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

Lobby - Public area outside hall or meeting room.

Lock-Up - Secure storage area, which is either guarded or locked.

Logistics - The movement of freight shipments on a commercial basis, where a general services contractor buys transportation at a wholesale price, and sells it to their customers at a retail price.

Logo - Symbol identifying an organization, company or event.

Long Term Storage - Storage available at GES warehouse for long periods of time between shows.

Loop Fabric - Fabric to which Velcro will adhere.

Loose Jig - Removable support in shipping cases.

Loss Prevention Guidelines - A set of injury prevention and overall safety guidelines for exhibitors to follow at the showsite.

Lounge - A space in the exhibit area provided by show management for attendees to rest.

Low Voltage - Term applied to electrical currents of 24-volts or less; must be transformed from normal 110-volt input and may be used in animation or specialty lighting.

Lowboy - A type of truck that can be adapted for picking up loads at ground level.

Lucite - A transparent thermoplastic acrylic resin.

M

Man-Lift - A mechanical device that can be motorized or manually operated to lift a laborer above floor level.

Manual - See Service Kit.

Marshaling Yard - An offsite location where trucks are checked in and held until space for unloading is available onsite.

Mask - To cover for painting or protection.

Masking Drapes - Drapes used to cover storage and other unsightly areas.

Masonite - A trade name for commercial hardboard.

Material Handling - Movement of materials inside a convention hall.

Materials Requiring Special Handling - Refers to shipments that are loaded by cubic space and / or packed in such a manner as to require additional labor and handling. Additional fees are applied to special handling shipments. These include: ground loading; side door loading; constricted space loading; designated piece loading; stacked, cubed out or loose shipments; multiple shipments; mixed shipments; improper delivery receipts; uncrated shipments.

Merchandise Pass - A form issued by show management and signed by the exhibitor that tells the security guard that removal of an item is authorized by the exhibitor.

Mercury Vapor Lamp - A type of light used in many convention centers that produces a high intensity ultra-violet light. They are most commonly used in fabricated tent structures.

Meter - The most common width for a back wall panel.

Method of Shipment: 2nd Day Air - Air shipment for 2nd day delivery.

Method of Shipment: Deferred Air - Long haul air freight that waits available cargo space (usually 1 to 2 days) at a reduced rate.

Method of Shipment: LTL Ground - See Less than Truckload (LTL).

Method of Shipment: Next Day Air - Air shipment for next day delivery.

Method of Shipment: Truck Load Ground - Ground shipment by truck - full truck load.

Mixed on the Truck Shipments - 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 for shipment.

Mobile - Self-propelled equipment (e.g. cars).

Modular Exhibit - Exhibit constructed with interchangeable components.

Move-In - Date(s) set for installation of exhibits.

Move-Out - Date(s) set for dismantling of exhibits.

MPO - Marketing Promotional Opportunity - Billboard advertising contracted through an association.

Multimedia - Combining two or more types of audio/visual support in a presentation.

Multiple Shipments / Delivery Areas - Shipments that are loaded mixed on the truck, failing to maintain shipment integrity and / or have multiple delivery areas.

Multiple Story Exhibit - Refer to: Double-Decker.

Mylar - A trade name for thin plastic material in sheets or tape, translucent and opaque.

Glossary of Terms

N

N.I.B. - Not in Booth - Refers to freight listed on bill of lading, but not in booth at time of loading.

No Freight Aisle - An aisle that must be kept clear at all times during installation and dismantling.

Non-Official Contractors - A company other than the "general" or "official" service provider on the show or a third party service provider who is designated by show management in the exhibitor kit as the provider of a specific service and requires access to your booth during installation and dismantling. A non-official contractor may only provide services in the venue which are not designated by the venue as "exclusive" to a venue provider or by show management in a contract as an exclusive service for the "official" or "general" contractor or other third party. No solicitation or providing of services not contracted is allowed by the non-official contractor.

No-Show -

1. When exhibitors do not show up to claim booth space or ordered services.
2. A scheduled laborer fails to report to work.

O

O.R. - Owner's Risk.

Ocean Bill of Lading - A bill of lading (B/L) indicating that the exporter consigns a shipment to an international carrier for transportation to a specified foreign market. Unlike an inland B/L, the ocean B/L also serves as a collection document. If it is a "Straight B/L," the foreign buyer can obtain the shipment from the carrier by simply showing proof of identity. If a "Negotiable B/L" is used, the buyer must first pay for the goods, post a bond, or meet other conditions agreeable to the seller. Also known as Air Waybill, Inland Bill of Lading, Through Bill of Lading.

Off Target Shipment - Any shipment arriving after its target time.

Official Contractor - General contractor appointed by exposition management. Refer to: Exhibition Service Contractors.

Official Opening - Ceremony, ribbon cutting, etc. to proclaim show officially opened.

OMHF - Outbound Material Handling Form.

On-Center - Refers to measurement of space from center of a solid object (such as a column) to another point.

One Shot - Exhibit or display fabricated for one use only.

On-Site - Location of exhibit or event.

On-Site Order - A labor or service order placed on-site.

Order Form - Form for ordering various services.

Organizer - Show Manager.

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

OT/OT - OT/OT refers to the rate if machinery / material is handled on overtime both into and out of the show. Straight time is defined as Monday through Friday from 8:00 AM to 4:30 PM. Trucks signing in after 2:00 PM may be charged at the overtime rate. Overtime is defined as any time after 4:30 PM as well as Saturdays, Sundays and Holidays.

Outbound Material Handling Document / Form - An OMHF (Outbound Material Handling Form / Bill of Lading) must accompany all outgoing shipments. Shipping information, outbound forms and labels will be available at the GES Servicercenter®.

Outside Exhibit - Booth located outdoors.

Overhead Work - Work performed over the exhibit floor usually requiring a scissor lift or man lift.

Overlay - A panel mounted to another surface; usually used to hide an error in graphics or material.

Overtime (OT) - A designation for work performed outside the hours specified as normal working hours. Usually work performed on overtime is charged at a substantially higher rate. Work performed in excess of 40 hours in any week for which, under the Fair Labor Standards Act; employees must be paid one-and one half times their normal wage rates.

P

P.A. System - Microphone and speakers used to convey message to audience.

P.W. - Packed Weight.

Package Plan - Show management provides furniture and/or services to exhibitors for a single fee. Also known as Booth Package.

Packing Case - Refer to: Shipping Case.

Packing Drawing - A visual aid to supplement written instruction.

Packing List - A list showing the number and kinds of items being shipped as well as other information needed for transportation purposes.

Packing Wrap - Wrapping uncrated items in pads or blankets for shipping by van line. Also known as Blanket Wrap.

Padded Van - Similar to household goods moving vans. Operators specialize in moving fragile goods, carefully suspended and blanket wrapped if necessary.

Padded Van Shipment - Freight shipped via van lines where material is padwrapped but not crated.

Padding - Usually blanket protection for uncrated material.

Painters - Responsible for sign painting and graphics. May also have other duties depending upon union jurisdiction and CBAs.

Pallet - A low wooden platform onto which goods are loaded for easier handling. Usually used as a platform for objects moved by fork lift.

Panel System - A prefabricated exhibit composed of connected rectangular panels of various sizes.

PAR - Parabolic Aluminized Reflector - Common term used for scaled beam spot or flood lamp with self-contained lens-surfaced glass.

Particle Board - A structural panel of compressed, glued wood chips.

Paste-Up - A mounted assembly of graphics prior to reproduction.

Pavilion - An exhibit area of different companies with similar characteristics for the purpose of generating collected impact such as Canadian Pavilion.

Peg Board - Trade name for perforated hardboard. Available with holes on various centers.

Peninsula Booth - Booth space with aisles on three sides. Also known as End Cap.

Peninsula Display - An exhibit with aisles on three sides.

Perimeter Booth - Booth located on the outer most wall of the exhibit hall.

Permanent Exhibit - A product display held on a long-term basis (i.e. mart exhibit, museum exhibit, office exhibit, etc.)

Petroleum Surcharge - A surcharge designed to help offset the increasing costs of petroleum which has impacted numerous products including gasoline, carpeting, plastics, visqueens, propane and diesel fuel.

Pin Up - Lighting fixture with surface mounting plate or with clamp base.

Pipe and Drape - Pipe material with draped fabric to make side rails and back wall of a booth.

Planting - Floral décor to enhance appearance of exhibition.

Platform - Raised stage for speakers, entertainers or products.

Pleat - Flat double fold in cloth.

Plexiglas - A trade name for acrylic plastic material.

Plug Strip - This is a power strip that can be plugged into a 120-volt power supply and allows up to six items to be plugged in. Also known as a Power Strip.

Plumbers - Responsible for all plumbing installation.

Plush Carpet - Middle grade of 26 oz. filament nylon or polyolefin carpeting with 4 mil poly covering, anti-static treatment and 3M Scotchgard™ protection available in pre-cut and custom sizes. Carpet packages include visqueen covering and padding. Custom order received by the discount deadline date are guaranteed new carpet.

Plywood - Laminated wood of an odd number of sheets glued together, often used in exhibit construction.

Podium - Raised cabinet used to hold speaker's notes.

POP Display - The term point of purchase (POP) usually refers to the industry concerned with customer behavior at the location of the purchase decision. POP is considered one of the most important aspects of advertising and merchandising. It is believed that the most critical time to influence buyer behavior is when they have money in hand. Points of purchase displays (or POP displays) include merchandising of all sorts, including kiosks, cardboard cutouts, signage, and end caps. Digital signage is being used more and more for pop displays due to its unique ability to seize attention at the critical time. With interactive features and sensors, digital signage can deliver messaging increasingly tailored for the immediate audience.

Pop Ups - A type of small exhibit in which the back wall structure expands to size from collapsed, interconnected members.

Portable Display - Exhibit capable of being carried by one person.

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

Porters - Job function that performs sweeping, cleaning and dusting.

Portrait (Verticle) - Sign with greater height than width.

Post - Metal upright used to support drapes. Refer to: Upright.

Poster Board - Refer to: Tack Board.

Glossary of Terms

POV - Privately Owned Vehicle - A 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 POVs where material is unloaded at prevailing drayage rates.

Power - Electricity. 120-volt power is considered regular household power. 208-volt single phase and three phase power is most commonly used for stage and theatrical lighting systems. 480-volt power is commonly used for industrial type machinery such as large bakery ovens, large washing machines and dryers, etc.

Power Drop - Electrical power which is dropped down and installed into an island booth from above the booth.

Power Strip - A movable unit having multiple electrical outlets.

Prefab - A pre-built exhibit ready for installation.

Pre-Payment - Method of collecting for goods or services before a show.

Pre-Pleated - Table skirt permanently pleated, ready for installation.

Pre-Registration - Registration of attendees prior to arrival, primarily to relieve congestion at show or event.

Pre-Rigging - An attachment of slings, shackles, lifting eyes, spreader bars, etc. at an exhibitor's plant for the lifting of the machine at show site.

Press Kit - Materials provided by show management for news releases, product announcements and other materials intended for the media are distributed.

Press Release - An article intended for use by the media about a company, product, service or individual.

Priority Rating System - System used by show management to assign booth space based on points.

Producer -

1. Exhibit Producer: An individual or company that designs and/or builds.
2. Show Producer: An individual or company that manages trade shows.

Program Book - Printed schedule of meeting events, location of function rooms, location of exhibitors, and other pertinent information.

Pro-Number - Shipment number designated by the common carrier for a single shipment, used when referencing a shipment.

Proof - A graphics copy obtained for checking purposes.

Property Pass - Release provided by the exhibitor for the removal of materials from the exhibit hall. Also known as Merchandise Pass.

Proscenium Arch - The visible opening that frames a stage (usually theatrical.)

Prospectus - A document that describes history, background of managers, objectives, financial statement, eligible investments, charges and other essential facts an investor would need to make an informed decision concerning a company or fund's prospects.

Public Shows - A show where the general public is invited to attend and an admission fee is usually charged.

Publication Bins (Pub Bins) - Slotted bin for Exhibitor and Association publications.

Publications - Exhibitor and Association materials for distribution during the show.

Pylon - A tall exhibit structure used for identification.

Q

Quad Box - Four electrical outlets in one box (usually metal.)

Que Line - Pattern of rope and stanchions used for crowd control.

Questionnaire - Form used by management to obtain information from attendees.

R

Raceway - A metal, insulated rubber, or pvc container which surrounds electrical wires (for support and protection of the wires.)

Rail - A low wall used to divide exhibits.

Raised Letters - Lettering cut out of any material and applied or mounted to a surface or background for dimensional effects.

Rating Plate - A metal plate mounted on electrical equipment engraved with the electrical information regarding the particular equipment (e.g. 120 Volt Single Phase, 60 Cycles, 1000 Watts or 230 Volts, 30 Amps, 3 Phase).

Rear Illuminated - Technique of using a light source to illuminate a translucent image from behind it. Also known as Backlit.

Rear Projected - Video technique where the projector is behind the screen, rather than in front of it.

Receiver -

1. A document that verifies goods ordered are received.
2. Someone who fills out a receiver document.

Refurbish Materials - The process of repairing damage, renewing surfaces and replacing graphics as necessary to recondition an exhibit to extend its life span.

Regional Show - A show targeted to attendees from a specific geographical area.

Registration - Procedure in which attendees receive badges for admittance.

Registration Area - Part of building where registration takes place.

Registration Counter - Cabinet designed to facilitate registration of attendees.

Regular Display Labor Rates - Applicable rates for display labor if ordered after the deadline date.

Regular Porter Service Labor Rates - Applicable labor rates for porter service if service is ordered after the deadline date.

Regular Price - An item's unit price when ordered after the deadline date.

Relay - An electrical device used to produce programmed effects by interrupting the flow of current.

Release Forms - Form provided by management to permit removal of goods from exhibition. Also known as Property Pass or Merchandise Pass.

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

Rental Exhibit - A complete hard wall exhibit rented to an exhibitor.

Rest Area - Seating area provided for attendees.

Return - Common term applied to panel joined to background at ninety-degree angle. Utilized to support the back wall of the exhibit.

Return Panels - Side panels joined perpendicular to the backwall.

Reverse Out - To reproduce as a white image out of a solid background.

Rheostat - A device for regulating strength of an electric current by varying the resistance.

Rigger -

1. A laborer responsible for machinery uncrating, unskidding, positioning, leveling and reskidding.
2. An individual that hangs overhead signs or exhibit material in some regions.

Rigging -

1. The process of attaching the cable on a crane to a piece of machinery or equipment.
2. The process for hanging material or signs.

Right to Work State - A state where no person can be denied the right to work because of membership or non-membership in a labor union.

Riser -

1. A platform for people or product.
2. Shelf added to table or counter to form tiers.

Rod - An adjustable pipe for hanging back wall and side rail drape. Also known as Telerod, Slider, Expander, Pipe or Telescopic Pipe.

Rolling Stock - Vehicle - A vehicle that moves on wheels and usually has a container for transporting things or people.

Rough - A preliminary sketch of a proposed design.

Router - A cutting tool for gouging, scooping and hollowing out.

S

Sandbags - Weights put around base to help hold up drape or exhibits.

Sandwich Board - Two boards held together with hinges that form a tent-like structure for signs. Also known as Tent Boards.

Schematic Model - A diagram in model form.

Scissor Lift - A type of motorized lift that raises a working platform straight up and down.

Scooter - Electric or gas propelled cart.

Scrim - Theatrical term for fabric that is opaque when lighted from front and transparent when rear illuminated.

Security - System used to keep exhibits safe, such as guards, closed circuit TV, etc.

Security Cage - Metal cage to lock up exhibitor materials.

Self Contained Exhibit - A display that uses the shipping case as an integral part of the exhibit.

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

Self Tapping Screw - A screw not needing a pilot hole (drywall screw.)

Sentra - A plastic material used in GEM structures.

Service Desk - On-Site location for ordering or reconfirming services provided by General Service Contractor and Specialty Contractors.

Service Kit - Manual containing general show information, labor/service order forms, rules and regulations and other information pertinent to an exhibitor's participation in an exposition. Also known as Exhibitor Services Manual or Exhibitor Kit.

Set Up - The function of assembling and installing displays. Also known as Installation.

Glossary of Terms

Set-Up Drawing - Drawings which give detailed instructions for the installation of an exhibit.

Set-Up Personnel - A labor crew that installs a show or exhibit.

Shackle - A horseshoe piece of metal used to fasten slings together temporarily.

Shadow Box - Five-sided enclosure with face open for display of art or object; a niche.

Shipment - Freight tendered to a carrier by one consignor at one place at one time for delivery to one consignee at one place on one bill of lading.

Shipments Without Delivery Receipts - Typically includes shipments through carriers such as Federal Express and UPS.

Shipper - Person who arranges transportation of goods.

Shipping - Transportation of goods.

Shipping Case - A container for exhibit components, usually with a lid fastened by nails or screws.

Shipping Crate - Wooden containers for transporting exhibit materials, which may be designed for a single use or custom built for extended reuse.

Shirring the Drape - Gathering drape along the rods to even out the folds and give each panel of drape equal spacing.

S-Hook - Type of hanging hardware in the form of metal "S" used as a hanger for I/D signs, etc.

Shop - Service contractor's main office and warehouse.

Show Break - Time specified for the close of the exhibition and beginning of dismantling.

Show Card - A type of material used for booth identification signs.

Show Close Date - Date that a show ends.

Show Decorator - Company or individual responsible for hall draping, furniture, aisle carpeting, signage, etc. for trade shows and exhibitors.

Show Management - People totally responsible for an exposition.

Show Office - Office maintained by show management.

Show Photographer - Official photographer for exhibition, appointed by show management.

Show Producer - An individual or company that manages trade shows, including leasing the exposition facility, hiring official contractors, and promoting the show.

Show Rules - The general rules and regulations governing a specific trade show set by show management and / or facility.

Showcase - General term for glazed or framed enclosure for display of objects. Also known as Display Case.

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

Side Chair - Chair having no arms.

Side Door Loading / Unloading - Shipments tendered for delivery in such a manner as to prevent access from the rear of the trailer.

Side Rail - A low drape divider used to separate one exhibit space from another.

Sign Copy - Represents the wording, logo, etc. that will go on a sign.

Sign Holder - A frame on a stand into which a sign can be inserted for display.

Sign Service - Producing of signs for exhibitors and management.

Sign Standard - A frame on a stand into which a sign can be inserted for display. Also known as a Sign Holder.

Silk Screen - A printing stencil used for reproducing one or more times on a variety of materials.

Skid - A wooden platform used to support machinery or a collection of objects for easier handling. In addition, wood blocks attached to crates that allow forklift access for easier handling. Also known as a Pallet.

Skid Accessible Storage - A secured storage area available for exhibitor's literature and samples not requiring refrigeration. The maximum size for a single item cannot exceed 48" x 48" x 72".

Skirting or Skirts - A pre-pleated fabric made of polyester satin or taffeta, which is stapled to tables or counters.

SL and C - Shippers Load and Count.

Sling -

1. A pre-made length of cable used for hanging exhibit materials or signs.
2. A pre-made length of cable or a heavy-duty nylon strap used for rigging machinery to cranes or forklifts.

Small Package - Any cartons or envelopes with a maximum weight of 50 lbs. per shipment, per delivery that are received without documentation. These items are delivered without guarantee of piece count or condition. This would include UPS and Federal Express shipments. All shipments received via air carrier that do not fall into the small package category may be subject to special handling charges.

Smoker - An ashtray on a stand.

Snorkel - Refer to: Man Lift

Soffit - A lowered portion of a ceiling.

Soft - Refers to poor performance, i.e. sales were soft this quarter.

Sound Mix - Procedure of combining independently recorded narration, music and/or sound effect to single master tape or file, while at the same time establishing tone, volume and balance between elements.

Space - Exhibitor's location in the hall.

Space Assignment - Method of allocating space to exhibitors.

Space Rate - The cost per square foot of exhibit area.

Space Rent - Cost per square foot for exhibit space paid to Show Management by exhibitor.

Special Freight Services - Applies to small passenger type vehicles being used for material shipments. Service includes 1 laborer with 1 pushcart in 1 trip. Designed for as many as eight (8) small hand carry type items weighing less than a total of 250 lbs and will all fit on a 3' x 4' pushcart for one (1) trip only. There is one cartload allowed per vehicle.

Special Handling - Applies to display shipments requiring extra labor, equipment, or time in delivery to booth area.

Special Handling Charges - Costs or charges associated with shipments requiring special handling.

Splice - Twisting together of two or more electrical wires to provide continuous power.

Spot Colors - Refers to a method of specifying and printing colors in which each color is printed with its own ink. In contrast, process color printing uses four inks (cyan, magenta, yellow, and black) to produce all other

colors. Pantone is the most commonly used spot color specification system.

Spot Light - A lamp providing controlled circle of light.

Spotting - Placement of equipment in exact location in booth by using a forklift.

Spotting Fee - The charge to spot equipment.

Spreader - A device used with crane for special lifting of equipment.

ST Labor - Straight Time Labor - Work performed on straight time or at the regular hourly rate.

ST / OT - ST/OT refers to the rate if machinery / material is handled on straight time into the show and overtime out of the show. Straight time is defined as Monday through Friday from 8:00 AM to 4:30 PM. Trucks signing in after 2:00 PM may be charged at the overtime rate. Overtime is defined as any time after 4:30 PM as well as Saturdays, Sundays and Holidays.

ST / ST - ST/ST refers to the rate if machinery / material is handled on straight time both into and out of the show. Straight time is defined as Monday through Friday from 8:00 AM to 4:30 PM. Trucks signing in after 2:00 PM may be charged at the overtime rate. Overtime is defined as any time after 4:30 PM as well as Saturdays, Sundays and Holidays.

Stacked, Cubed Out or Loose Shipments - Shipments loaded in such a manner as to require items to be removed to ground level for delivery to booth.

Stage - Elevated platform for entertainment, speakers, etc.

Stagehands - Individuals that are responsible for the installations of theatrical and stage lighting systems, as well as, high rigging on suspended truss systems depending on the work jurisdiction.

Staging Area -

1. A location used for demonstrations.
2. Area set aside to get equipment ready to move on to show floor.
3. Area used to prepare trucks or POVs for unloading or loading at dock.

Stake-Bed Truck - A truck that has a flat bed body permanently attached to it that has slots for removable side gates.

Stanchion - Upright post to support ropes for crowd control.

Stand - European term for booth.

Standard (Classic) Carpet - Standard grade of 16 oz. filament nylon carpeting available in pre-cut and custom sizes. Custom-cut carpeting includes 4 mil poly covering. Carpet packages include visqueen covering and padding. Custom order received by the discount deadline date are guaranteed new carpet.

Standard Kit Rate - The standard material handling rates applicable when not using Transportation Plus.

Stat - A direct reproduction of two-dimensional graphics without the use of photographic film.

Standard Exhibit System - A series of 23 GES standard modular exhibits available in several sizes, configurations and colors. With a Standard Exhibit System there are no design fees, no shipping fees and no repair or refurbishing fees required. There are also a wide variety of trim, panels and accessories that allow various degrees of customization. These packages include rental, delivery, installation and dismantling.

Standard U-Ground Cap - Has a parallel blade with a cord clamp and a rubber cap with a reinforced zinc-plated steel plate. The cord grip accepts all cords from 19/64" to 9/16" dia. Solid brass with #6-32 brass

Glossary of Terms

terminal screws backed out and staked and a grounding screw. Rated: 15 amp 120 volt. Please see the following diagram.

Step Down Transformer - A device used in converting available power to meet machine power requirement.

Step Up Transformer - Electrical transformer used to transform 208-volt power to 220-volts, or other voltage.

Steward - An on-site union official elected by co-workers to oversee union's work in the facility and resolve jurisdiction issues. Also known as a Union Steward.

Stock Exhibit - A pre-designed display modified for a particular use by the exhibitor.

Storage Area - Designated areas for storage of crates or materials.

Straight Truck - A truck that has a van body permanently attached to it. Also known as Bobtail.

Strike -

1. Dismantle Exhibits.
2. Union personnel walkout.
3. To remove all scenery and props from the stage.

Structural Pick Points - Truss mounting points - more mounting points required to support more weight.

Structure / Tent - An additional, or temporary exhibit / official / association space.

Subcontractor - Company retained by prime contractor to provide services.

Supervised Labor - Union labor that is provided to a customer / exhibitor to install or dismantle a booth or exhibit space and is supervised and / or directed by GES.

Supervision Minimum - Minimum amount charged for labor supervision fee.

Surcharge - Additional charge to base rate such as a surcharge for receiving freight on overtime.

Surge Protector - A surge protector is an appliance designed to protect electrical devices from power surges and voltage spikes. Surge protectors attempt to regulate the voltage supplied to an electric device by either blocking or shorting to ground voltage above a safe threshold.

Survey - Solicitation of exhibitor's opinions regarding services.

T

T and M - Time and Materials - A form of billing in which a consumer is charged for labor costs (time) and materials.

T.L. - Truckload

Table Top Display - Exhibit designed for use on top of a table.

Tack Board - A 4' x 6' or 4' x 8' board supported on legs that can be tacked to the board and used to display posters, graphics, signs or other material.

Taffeta - Type of material used for skirting or special draping.

Talent - An individual or company hired to work in an exhibit to greet visitors, demonstrate product, or stage a performance.

Tare Weight - The weight of a container and/or packing materials without the weight of the goods it contains. Also known as the empty weigh, weigh empty. Refer to: Gross Weight.

Tape - Double-faced tape is used to adhere carpet within the booth space. Duct tape is sometimes used

on the carpet edges and to secure carpet pad to the floor and carpet and pad together. Plastic tape is used to close carton, hold pads on blanket wrapped exhibits and for basic packing.

Target Date - A designated day and time for arrival of freight assigned to a particular exhibitor or exhibit area depending on their location within the facility. Helps to ensure a smooth move-in.

Tariff - Rules and rates of a specific carrier.

Tax Exempt - Customer is exempt from paying taxes.

Tax Exempt Certificate - Document needed from customer to verify tax exemption status in the state the show is held.

Tear Down - Dismantle or disassembly of an exhibit. Also known as Dismantle.

Telescopic Pipe - Drape support where one section slides inside another for use at various lengths.

Temporary Imports - Temporary importation provisions are an important tool for companies who want to show their products in foreign markets or for professionals bringing tools of the trade into a foreign country for a limited period of time.

Terminal - Freight handling or dock area of carrier.

Tent Board - See: Sandwich Board.

Thin Wall - Lightweight electrical conduit.

Three Wire - Term describing electrical cable with one continuous ground wire.

Three D - Three Dimensional - A flat image having the effect of three dimensions.

Through Bill of Lading - A single bill of lading covering both the domestic and international carriage of an export shipment. An "air waybill" for instance, is essentially a "through bill of lading" used for air shipments. Ocean shipments, on the other hand, usually require two separate documents; an "inland bill of lading" for domestic carriage and an "ocean bill of lading" for international carriage. "Through bills of lading" cannot be used. Refer to: Air Waybill, Inland Bill of Lading, Ocean Bill of Lading.

Tie-Off -

1. A method of securing shipment by use of nylon belts and block latches.
2. Securing a hanging sign once it has been leveled.

Time and Materials (T and M) - Method of charging for services on a cost-plus basis. Refer to: T and M.

Toggle Switch - A lever moved back and forth to open or close an electric circuit.

Total Weight - The weight of the actual shipment after the "heavy" weight and the "light" weight of the shipping vehicle has been taken.

Touch Up - Paint and the act of painting nicks and scratches on an exhibit.

Tow Motor - See Forklift.

Track Light - A 4' to 8' track bar that holds light fixtures. The bulbs are 75 watts. They usually come in white and can be ordered custom in black.

Tractor-Trailer - Tractor is the driving unit of a large truck; trailer is the container unit.

Trade Fair - Broadly, international term for an exposition.

Trade Show - An exposition held for members of a common or related industry. Not generally open to the general public.

Traffic Flow - The movement of attendees through an exposition or exhibit.

Trailer Accessible Storage - Available as locked access trailer storage for materials not requiring refrigeration. Space is available as 1/4 trailer, 1/2 trailer, 3/4 trailer or full trailer.

Transient Space - Short-term rental space.

Transparency - A black and white or color translucent photograph or artwork.

Transportation Plus - GES shipping and material handling savings plan. Includes round trip shipping, material handling, online tracking and smooth integration services involving everything from shipping and material handling to installing and dismantling. Not applicable to shipments that are considered Small Package or Local. Call 888-454-4437 for more information.

Traveller - A heavy-duty traverse rod for drapery.

Trouble Box - A box which every exhibitor should carry containing tools and supplies to repair an exhibit or product in case of trouble.

Truss - A triangular beam structure utilized in overhead rigging.

TSE - Trade Show Electric - A line of business within GES that provides electrical service to facilities, exhibitors and special events.

Turnbuckle - A metal device that pulls the tension and allows cable to be tightened.

Turnkey Exhibit - In essence, the exhibitor simply "turns the key" upon arrival at the show and opens the booth. Everything else is handled by the General Services Contractor.

Turntable - Electrically or manual rotating platform.

TV Monitor - A type of screen used to show a video image.

Twenty Footer - A 20-foot by (usually) 10-foot exhibit space. May also be a 30-footer, etc.

Twinkle Lights - Flickering or intermittent lights.

Twist Lock - Type of electrical plugs which are connected by twisting together as opposed to standard male and female plugs.

Twisted-Pair Cable - A type of cable that consists of two independently insulated wires twisted around one another. The use of two wires twisted together helps to reduce crosstalk and electromagnetic induction.

U

U.L. - Underwriters Laboratory - Underwriters Laboratory. An organization that grants electrical ratings.

U.S.S.G. - U.S. Standard Gauge.

U/W - Underwriter.

Ultra Plush Carpet - Highest grade of 50 oz. filament nylon premium carpeting with 4 mil poly covering, anti-static treatment and 3M Scotchgard™ protection available in custom sizes. Carpet packages include visqueen covering and padding. Custom order received by the discount deadline date are guaranteed new carpet.

Uncrated Materials / Shipments - Material that is shipped loose or padwrapped and / or unskidded machinery without proper lifting bars or hooks.

Under-Carpet Distribution - Refers to the distribution of electrical wiring beneath booth carpeting as required.

Union - An organization of workers formed for the purpose of dealing collectively with their employer in wages, hours, working conditions and other matters pertaining to their employment.

Glossary of Terms

Union Jurisdiction -

- Jobs that the union claims should be filled by its members.
- Crafts covered by specified national or international unions.

Union Steward - An on-site union official elected by co-workers to oversee union's work in the facility and resolve jurisdiction issues. Also known as Shop Steward when in a warehouse.

Unsupervised Labor - Union labor that is provided to a Customer / Exhibitor to install or dismantle a booth or exhibit space and, per customer's election, is not supervised and / or directed by GES. Customer / Exhibitor assumes the responsibility for the work of union labor when Customer / Exhibitor elects to use unsupervised labor. Upright - The vertical post that supports back wall and side rail drape. Also known as Post, Stanchion, Tube, Pipe, Steel or Pilaster.

Upson Board - Material used primarily for Tack Boards.

V

V.A.T. - Value Added Tax - A tax that has been added to the overall price of a product reflecting the value added to the product by processing.

Valance - An overhead, decorative border normally used as a light baffle.

Van Line - Crated - Freight which is enclosed in some container (e.g. a cardboard box or fiber case).

Van Line - Full Pad - A shipment that is fully padded. All pieces in the shipment are wrapped.

Van Line - Partial Pad - A shipment that is only partially padded (e.g. 5 Pcs - 3 are crated and 2 are loose pieces that need to be pad wrapped).

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

Vehicle - Applies to any rolling stock, self-propelled, towed and / or pushed vehicles or machinery. IMPORTANT: The City Fire Marshal requires disconnecting the battery, taping the gas tank and placing a protective covering under the vehicle. Check local Fire Marshal rules and regulations for additional requirements.

Velcro - Brand name for a fabric closure with two components: hooks and loops. The two components adhere when pressed together and separate when pulled apart, allowing repeated use.

Velour - A plush fabric like velvet, used for draperies.

Vinyl - Plastic material used for drape or table tops.

Vinyl Tops - Plastic tabletop coverings.

Visqueen - Plastic covering over carpet for protection.

W

W/B - Waybill.

Wallboard - Sometimes used as substitute for Tack Board.

Wall-to-Wall - Carpeting an entire area.

Warehouse - Building where goods are stored.

Warehouse Handling In - Any materials shipped back to warehouse from exhibit site.

Warehouse Handling Out - Any materials shipped to exhibit site from warehouse after the deadline to receive advance shipments.

Warehouse Receipt - A receipt issued by a warehouse listing goods received for storage.

Warehouse Storage - Advance crated freight shipments can be stored for up to 30 days prior to show without incurring additional charges. Items shipped back to GES warehouse from exhibit site will incur additional charges. Long term storage is also available.

Waste Removal - Removal of trash from an area or building.

Waste Water Drain - A temporary drain line usually leading into sewer system.

Watermark - An impression incorporated in the paper making process showing the name of the paper and/or the company logo.

Watt - Unit of electrical power, equivalent to one joule per second.

Wharfage - A charge assessed for handling cargo at a pier.

Wingnut - Commonly used threaded nut with flanges for easy adjustment by hand, also called Butterfly Nut.

Wire Nut - Plastic thimble with recessed spring, which closes spliced wires so that electrical contact is maintained.

Wireless Ambassador - This small handheld unit allows Exhibitor Service personnel to access information about exhibitor orders directly from the show floor so that exhibitors no longer need to go to the service desk.

Wishbone Leg - A type of leg found on 30" wide wood display tables.

Within the Booth - The installation and / or removal of coaxial, fiber optic and / or twisted-pair cables for a within the booth connection.

Work Order - A document prepared to authorize and detail a request for service.

Work Rules - Regulations which govern union craftspeople's working conditions such as when overtime begins, etc.

Work Time - Paid time that begins as soon as the workers are turned over to the exhibitor and stops when the exhibitor releases them.

Worker Type - Identifier in Show Services for classification of workers - such as a decorator, carpenter, rigger, teamster, etc.

Working Drawing - The detail plans from which an exhibit is constructed.

X

Y

Z

Zoo - The booth two hours before the show opens!