

A

AV

Audio/visual support such as television monitors, VCRs, or taped music.

AV Contractor

A supplier of audio/visual equipment and services.

Accessible Storage

A secure storage area within an exposition facility.

Advance Order

An order for services sent to the service contractor prior to the installation date. Compare with Floor Order and On-site Order.

Advance Rates

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

Advance Receiving

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

Aisle Carpet

Carpeting installed in trade show aisles.

Assembly

The process of erecting an exhibit from its components. Also known as Installation, Set Up.

Attendees

Those persons who visit an event that are not exhibiting or connected with the event itself.

B

Back Drape

A back wall, usually pipe and drape, used to divide one exhibit space from another.

Back-light

A light source that illuminates translucent material from behind.

Back Wall

The panels at the rear of an exhibit.

Back Wall Exhibit

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

Banner

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

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.

Blueprint

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

Booth

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

Booth Number

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

Booth Personnel

Staff members assigned by an exhibitor to work in an exhibit.

Booth Size

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

C

CAD/CAM

Computer-Aided Design/Computer-Aided Manufacturing.

Carpenter

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

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 known as Common Carrier.

Certificate of Inspection

A document certifying that merchandise was in good condition immediately prior to its shipment.

Cherry Picker

Equipment used to lift people to a given height.

Clean Bill of Lading

A carrier-issued receipt indicating that transported merchandise was received in apparent good condition. Compare with Foul Bill of Lading.

Collective Agreement

A contract between an employer and a union specifying the terms and conditions for employment, the status of the union, and the process for settling disputes during the contract period. Also known as Labor Agreement, Union Contract.

Column

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

Commercial Invoice

An itemized list of shipped goods.

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.

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.

Consignor

A person who sends freight.

Contractor

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

Corner Booth

An exhibit space with exposure on at least two aisles.

Cross-aisle

An aisle at a right angle to a main aisle.

Cubic Content

Literally, length x width x height. With references 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.

Custom Exhibit

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

Customhouse Broker

A person or company licensed to enter and clear goods through customs.

CWT

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

D**D.T. Labor**

Double Time Labor. Work performed on overtime and charged at a substantially higher rate. Compare with O.T. Labor, S.T. Labor.

Damage Report

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

Decorator

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

DIM Weight

Length x width x height divided by 194 for domestic shipments, or divided by 166 for international shipments.

Dismantle

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

Display Builder

A company which fabricates exhibits.

Display Rules & Regulations

Exhibit construction specifications endorsed by major exhibit industry associations. Also the specific set of rules that apply to an exposition.

Dock

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

Dolly

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

Double-decker

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

Draper

A craftsperson who installs drapes, fabric, and special décor.

Drayage

The movement of show materials from shipping dock to booth for show set up and back to dock for return shipment at end of show. Also known as Material Handling. Compare with Freight or Shipping.

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.

Duplex Outlet

A double electrical outlet.

E

EAC

Exhibitor Appointed Contractor.

Easel

A stand for displaying objects.

Electrical Contractor

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

Elevations

Scaled drawings depicting front and side views of an exhibit.

End Cap

An exhibit space with aisles on three sides.

Est. Wt

Estimated Weight

Event Marketing

Face-to-face promotional experiences between customers and companies.

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 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 Manager

Person in charge of a company's exhibit program.

Exhibitor Appointed Contractor

A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also known as Independent Contractor, EAC. Compare with Official Contractor

Exhibitor Service Manual

A package of information about the show, including exhibitors, floor plan and schedule of events. It also contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also known as Kit, Manual and Service Kit.

Exposition Manager

The organizer and operator of an exposition. Also known as Show Manager.

Exposition Rules

The set of regulations which govern a given trade show.

F

FHC

A notation on floor plans indicating the locations of fire hose cabinets.

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 Retardant

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

Floor Manager

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

Floor Marking

Method used to mark booth spaces.

Floor Order

Order for services placed after exhibit installation has begun. Also known as On-site Order. 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.

Foam Core

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

Forklift, Fork Truck

Motorized vehicle used to load, unload, and transport heavy items.

Foul Bill of Lading

A carrier-issued receipt indicating that transported merchandise was damaged when received. Compare with Clean Bill of Lading.

Free Trade Zone

A port designated by the government of a country for duty-free entry of any non-prohibited goods.

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.

G**General Contractor**

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

Graphic

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

Grid System

A network of structural members, electrical conduits, and other support systems on a pattern of centers.

H**Hall**

General term used for an exposition facility or the exhibit area within a facility.

Hand Truck

Small hand-propelled vehicle used for transporting small loads.

Hard Wall

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

Hard Wire

Any electrical connection other than receptacle to receptacle.

Header

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

I**I & D**

Installation & Dismantle. The set up and take-down of exhibits. Also known as Set Up, Take-down.

Independent Contractor

A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also known as Exhibitor Appointed Contractors, EAC.

Infringement

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

In-line

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

Installation

The process of setting up exhibit properties according to specifications. Also known as Assembly, Set Up.

Installation & Dismantle

The set up and take-down of exhibits. Also known as I & D, Set up, Take-down.

Installation Contractor

A company responsible for supervising and coordinating workers who install and dismantle exhibits.

Inventory

Total amount of equipment available for a show.

Island Exhibit

A display with aisles on four sides.

J**Job Foreman**

A person in charge of supervising and coordinating workers.

Junction Box

A distribution point for electrical power.

K**Kit**

A package of information about the show, including exhibitors, floor plan and schedule of events. It also contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also known as Exhibitor Service Manual, Manual, and Service Kit.

L**Labor**

Contracted workers who perform services. Also known as Craftsperson.

Labor Call

(1) Method of securing union employees. (2) Time specified for labor to report (as in a 7 A.M. call). (3) Minimum amount for which labor must be paid.

Labor Form

The form used by exhibitors to order labor.

Lead Tracking

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

Liability

A legal term referring to responsibility for damages or injuries.

Light Box

An enclosure which contains lighting underneath a translucent facing material. Used to back-light signs or graphics applied to the face.

Lighting

The amount or type of illumination in an exhibit or exhibition hall.

Linear Display

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

Loading Dock

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

Logo

A specific symbol chosen to represent a company. Usually comprised of stylized type alone or in conjunction with graphic art.

M**Manual**

A package of information about the show, including exhibitors, floor plan and schedule of events. It also contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also known as Exhibitor Service Manual, Kit, and Service Kit.

Marshaling Yard

A lot where trucks gather for orderly dispatch to show site.

Masking Drape

A cloth used to cover storage or other unsightly areas.

Material Handling

The movement of show materials from shipping dock to booth for show set up and back to dock for return shipment at end of show. Also Known as Drayage. Compare with Freight or Shipping.

Meter

The most common width for a back wall panel.
(1 Meter = 39.37 inches)

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 and time specified for the closing of an exhibition and beginning of dismantling. Also known as Show Break.

Multimedia

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

N

No terms start with this letter

O**O.R.**

Owner's Risk

O.T. Labor

Work performed on overtime. See Overtime. Compare with D.T. Labor and S.T. Labor.

Official Contractor

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

On-site

A reference to the exhibit location.

On-site Order

Order for services placed after exhibit installation has begun. Also known as Floor Order. Compare with Advance Order.

Overtime

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.

P**Packing List**

A document prepared by a shipper itemizing contents of shipment and including other information needed by the carrier.

Pad Wrap

Uncrated goods covered with blankets or other protective padding and shipping via van line. Also known as Padded Van Shipment.

Padded Van Shipment

Uncrated goods covered with blankets or other protective padding and shipping via van line. Also known as Pad Wrap.

Pallet

A low wooden frame used to support heavy objects or groups of material for easier handling. Usually used as a platform for objects moved by forklift. Also known as Skid.

Particle Board

A panel made of compressed, glued wood chips.

Peg Board

The trade name for a type of hardboard with perforations at regular intervals. Usually used for hanging items.

Peninsula Display

An exhibit with aisles on three sides.

Perimeter Booth

A booth space on an outside wall.

Pipe & Drape

Tubing covered with draped fabric to make up the rails and back wall of a trade show.

Podium

A demonstration area, usually higher than the surrounding floor.

Portable Exhibit

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

Power Strip

A movable unit having multiple electrical outlets.

Press Kit

A package of materials put together for the media. Usually a folder containing press releases, product announcements, and other materials.

Press Release

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

Pro-number

A carrier-assigned number used to designate a specific shipment on a Bill of Lading.

Q**Quad Box**

Four electrical outlets in one box.

R**Rail**

A low divider wall, usually pipe and drape, used to divide one exhibit space from another. Also known as Side Drape.

Refurbish

The process of repairing or reconditioning an exhibit to extend its life span.

Relay

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

Release Forms

Forms provided by show management to permit the removal of materials from an exhibition.

Rental Booth

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

Return Panels

Side panels joined perpendicular to the back wall.

Rigger

A skilled worker responsible for handling and assembly of machinery with forklifts and sign hanging crews.

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

A platform for people or materials.

S**S.T. Labor**

Straight Time Labor. Work performed during normal work hours at the standard rate. Compare with D.T. Labor, O.T. Labor, and Overtime.

Scissors Lift

A motorized platform used to lift people to a given height.

Scrim

Fabric which is opaque when lighted from the front and transparent when lighted from the rear.

Security Cages

Cages provided to exhibitors for locking up materials.

Self-contained Exhibit

A display which uses the shipping case as an integral part of the exhibit.

Service Desk

The location at which exhibitors order services from show management, the general contractor or other on-site vendors.

Service Kit

A package of information about the show, including exhibitors, floor plan and schedule of events. It also contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also known as Exhibitor Service Manual Kit, Manual.

Shipping Case

A reusable container for transporting exhibit materials

Shipping Crate

A wooden container for transporting exhibit materials, which may be designed for a single use or custom built for extended reuse.

Shop Steward

An on-site union official elected by coworkers to oversee a particular union's work in a facility and resolve any disputes over union jurisdiction. Also known as Union Steward.

Show Break

The date and time specified for the closing of an exhibition and beginning of dismantling. Also known as Move-out.

Show Decorator

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

Show Manager

The organizer and operator of an exposition. Also known as Exposition Manager.

Show Office

The show management office at an exposition.

Show Photographer

The show management appointed photographer for an exhibition.

Show Producer

An individual or company which 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.

Shrink Wrap

A process used to seal materials in transparent plastic.

Side Drape

A low divider wall, usually pipe and drape, used to divide one exhibit space from another. Also known as Rail.

Sign Standard

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

Silk Screen

A method of creating graphics with a reusable stencil.

Skid

A low wooden frame used to support heavy objects or groups of material for easier handling. Usually used as a platform for objects moved by forklift. Also known as Pallet.

Skirting

Decorative covering around tables and risers.

Special Handling

Applies to exhibit shipments requiring extra labor, equipment, or time for delivery to exhibit space.

Spotlight

A lamp that provides a defined circle of light.

Staging Area

A location used for demonstrations.

Stanchions

Posts used to support signage or other elevated objects.

Stand

European term for booth.

Subcontractor

An individual or company retained by a general contractor to provide services.

T**Table Top Display**

An exhibit designed for use on the top of a table or similar surface.

Take-down

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

Target date

A date set by show management for the arrival of freight at a trade show. Usually shipments received before or after this date are assessed a penalty charge.

Teardown

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

Telescopic Pipe

Tubing in which one section slides inside another. Used to support drapes.

Three Wire

Electrical cable with a continuous ground wire in addition to a positive and a negative wire.

Trade Fair

Broadly used as the international term for an exposition.

Trade Show

An exposition related to a particular industry or group, and open only to the members of that group.

Traffic Flow

The movement of visitors through an exposition or exhibit.

Truss

Structural element hung above exhibit for the purpose of hanging lighting equipment to illuminate exhibit components.

Twist Lock

A type of electrical plug that connects by twisting together.

U**U.S.S.G.**

U.S. Standard Gauge.

Union

An organization of workers formed with the purpose of protecting workers' rights and increasing bargaining power with an employer on such issues as wages, hours, and benefits.

Union Steward

An on-site union official elected by coworkers to oversee a particular union's work in a facility and resolve any disputes over union jurisdiction. Also known as Shop Steward.

V**Velcro**

The trade 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.

Visqueen

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

W**W/B**

Waybill

Wallboard

A construction product used for panels which are temporary.

Waste Removal

The removal of trash from an area or building.

X

No terms start with this letter.

Y

No terms start with this letter.

Z**Zoo**

The booth two hours before the show opens!