GLOSSARY OF TRADESHOW TERMS

A

Advanced Order-An order for show services sent to the contractor before move-in.

Advertising Specialties-Promotional items, ranging from key rings to expensive pens, with a firm's name and/or advertising message. Also referred to as giveaways or "tshatshkes" (pronounced chotch–keys).

Air Freight-Materials shipped via airplane.

Air Walls-Movable barriers that partition large areas. May be sound resistant, but not necessarily soundproof.

Aisle-Area for audience traffic movement.

Aisle Signs-Signs, usually suspended, indicating aisle numbers or letters.

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

At-Site-Location of exhibits. (Also On-Site)

Attendee-A visitor to the exhibition. A potential customer or buyer.

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

B

B2B-Business to Business – An exhibition that is only open to trade professionals, not the general public.

Backloader-Truck, which loads from back opening door.

Backwall-Panel arrangement at rear of booth area.

Backwall Booth-Perimeter booth

Badges-A form of identification. There may be different colored badges to distinguish exhibitor/booth personnel from attendees, press or other categories.

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

Banner-A suspended decorative or communicative panel, usually a vinyl or cloth structure.

Bill of Lading (B/L)-A document establishing the terms of a contract between a shipper and a transportation company for moving freight.

Blanket Wrap-Non-crated freight shipped via van line covered with protective blankets or padding.

Blister Wrap-Vacuum formed transparent plastic cover.

Bone Yard- An area used by show management to store exhibitors' packing materials, decorators' extra furniture, and any other equipment not being used during show hours.

Booth Number-Number designated to identify each exhibitor's space.

Booth Personnel-Staff assigned to represent exhibiting company in their assigned space. (Also Booth Staff)

Booth Size-Measure of assigned space. Can be represented by the booth's dimensions (i.e., 10' x 10'), square feet (i.e., 100 sq. ft.) or units (i.e., 1 unit).

Booth Space-The amount of floor area occupied by an exhibitor.

C

CAD-Computer-Aided Design

Canopy-Drapery, awning, or other room-like covering.

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

Carpenter-Union that is responsible for uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc., laying of floor tile and carpet, and re-crating of exhibits and machinery.

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

Chevron-Type of cloth used for backdrops.

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

Common Carrier-A transportation company that handles crated materials. Consolidates freight of more than one shipper.

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

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

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

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

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

D

Decorating-Dressing up exhibition with carpet, draping, plants, etc.

Decorator-Union that is responsible for hanging all signs except electrical signs, drape and cloth installation, and tacked fabric panels.

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

Demonstrators-Persons hired to illustrate or explain products.

Direct Billing-Accounts receivable mailed to individuals or firms with established credit.

Dismantle-Take down and removal of exhibits.

Display Builder-Company, which fabricates display.

Dock-A place where freight is loaded onto and taken away from vehicles. (Also Loading Dock)

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

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

Double Time-Refers to a pay rate for work performed beyond straight time and overtime. Double–time is double the normal hourly rate (i.e., if laborer normally charges $10/hour, double–time work will be $20/hour).

Drayage-The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show.

Drayage Charge-The dollar cost based on weight. 100-pound units; or hundredweight, abbreviated CWT, calculates drayage. There is usually a minimum charge.

Duplex Outlet-Double electrical outlet.

E

EAC-Exhibitor Appointed Contractor. Any company using a contractor other than those official contractors associated with the show providing display installation and dismantling.

Electrical Contractor-Company contracted by Show Management to provide electrical services to the exhibitors.

Electrician-Union that handles installation of all electrical equipment.

Empty Crate-Reusable packing container in which exhibit materials were shipped. When properly marked with "EMPTY" sticker indicating booth number and company name, they are removed, stored and returned at no charge.

Exclusive Contractor-Contractor appointed by show or building management as the sole agent to provide services. (Also Official Contractor)

Exhibit Booth-Individual display area constructed to exhibit products or convey a message.

Exhibit Directory-Program book for attendees listing exhibitors and exhibit booth location. (Also Show Guide)

Exhibit Manager-Person in charge of individual exhibit booth.

Exhibitor Services Manual-Information sent to exhibitors containing show rules, information and forms for logistical services such as electrical, carpeting, decorating, etc.

Exhibits Only Invitation-Passes available to each exhibiting firm to invite your customers and prospects to visit the exhibits at no charge. Not available at all shows.

F

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

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

Flameproof-Term used to describe material, which is, or has been treated to be fire-retardant.

Floor Manager-Person retained by show management to supervise exhibit area and assist exhibitors.

Floor Marking-Method of marking boundaries of each booth space.

Floor Order-Goods and/or services ordered on-site. Usually more expensive than an Advance Order.

Floor Plan-A map showing layout of exhibit spaces. Foam Core-Lightweight material with a Styrofoam center used for signs, decorating, and exhibit construction.

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

Foam Core-Lightweight material with a Styrofoam center used for signs, decorating, and exhibit construction. (Also Gator Foam or Gator Board)

Follow-Up–To send literature or other information and/or have your representative call on prospects identified at a tradeshow.

Fork Lift-Vehicle with power-operated pronged platform for lifting and carrying loads.

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

Freight Aisle-Aisle to remain clear for incoming freight.

Freight Forwarder-Shipping company.

Frontage, Front Space-Refers to dimension across the front of an exhibit.

Full Booth Coverage-Carpet covering entire area of booth.

G

Garment Rack-Frame, which holds apparel.

General Contractor-Company, which provides all services to exhibition management and exhibitors.

Graphics-Communicative elements (color, copy, art, photographs, etc.), used to illustrate a booth theme or decor.

Gross Weight-Full weight of a shipment, including goods and packaging.

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

H

Hall-Generic term for an Exhibition Facility. May also refer to an individual area within a facility, such as North Hall.

Hand-Carryable-Items that one person can carry unaided (meaning, no hand trucks or dollies).

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

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

Header-1. Fascia 2. Overhead illuminated display sign.

Hospitality-An event or gathering usually separate from the exhibit, in which refreshments are served and exhibitor personnel and invited guests socialize.

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

I

I&D-install and dismantle.

ID Sign-Booth identification sign.

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

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

In–Line Booth-Exhibit space with exhibit booths on both sides and behind, or backing up to a wall. This type of booth will generally have only one exhibit side open to an aisle. All are 10×10, 10×20, and 10×30. (Also Linear Display)

Infringement-1. Use of floor space outside exclusive booth area. 2. Breaking of the official Rules and Regulations.

Inherent Flameproof-Material that is permanently flame resistant without chemical treatment.

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

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

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

Island Booth-An exhibit with aisles on all four sides.

J

Job Foreman-One who is in charge of specific projects.

K

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

L

Labor-Refers to contracted workers who perform services.

Labor Call-Method of securing union employees.

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

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

Less than Truckload (LTL)-Shipping rates that apply when the quantity of freight is less than the volume of truckload minimum weight.

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

Lighting-Refers to booth or general hall illumination.

Loading Dock-Area on premises where goods are received.

Lobby-Public area which serves as an entrance or waiting area.

Lock-up-Storage area which can be locked up.

M

Mailing List-A list of contact names and addresses to use for marketing purposes. These lists can be obtained by gathering information on–site, or by purchasing or renting from an agency or company.

Marshalling Yard-Check-in area for trucks delivering exhibit material.

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

Material Handling- Delivery of exhibit materials from the loading dock to assigned space, removal of empty crates, returning crates at end of show for re–crating and delivering materials for carrier loading. (Also Drayage)

Material Handling Order Form-A list or inventory of goods being shipped. It serves as a document establishing the terms between a shipper (the exhibitor) and a carrier (the transportation company) listing the number of pieces, and a total weight for the shipment. It is usually prepared by the shipper on forms provided by the carrier and is needed for both inbound and outbound shipments. (Also Bill-of-Lading)

Modular Exhibit-Exhibit constructed with interchangeable components.

Move-In-Date set for installation. Process of setting up exhibits.

Move-Out-Date set for dismantling. Process of dismantling exhibits.

N

Net Square Feet-The amount of space occupied by exhibits in a facility, not including aisles, columns, registration area, etc.

No Freight Aisle-Aisle that must be left clear at all times during set-up and dismantle. Used to deliver freight, remove empty boxes and trash, and in case of emergency.

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

O

Official Contractor-General contractor or decorator.

On–Site-Location of exhibits. (Also At–Site)

On-Site Order-Floor order placed at show site.

On-Site Registration-Process of signing up for an event on the day of, or at the site of, the event.

O.T. Labor-Work performed on overtime. Work performed before 8:00am and after 4:40pm Monday through Friday, and all hours on Saturdays, Sundays and Holidays.

P

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

Padded Van Shipment-Shipment of crated or uncrated goods such as product or display materials. (Also Van Shipment, Air-Ride)

Pallet-Wooden platform used to carry goods. (Also Skid)

Pavilion-Section of the exhibit hall where similar companies are grouped for a collective impact.

Pegboard Panel-Framed panel of perforated hardboard.

Peninsula Booth-Booth space with aisles on three sides.

Perimeter Booth-Exhibit space located on an outside wall or the outermost perimeter of the show floor.

Pipe and Drape-Tubing with drapes, which separate exhibit booths.

Planting-Floral décor to enhance the appearance of the exhibition.

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

Portable Exhibits-Lightweight, crated display units that do not require forklifts to move.

POV-A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line.

POV Line-Special loading dock reserved for POV's where materials are unloaded at prevailing drayage rates. To get on a POV line, driver typically reports first to marshalling area.

Pre-registered-Registration which has been made in advance with necessary paperwork.

Prefab-Pre–built exhibit ready for installation.

Presenters-Trained individuals stationed in a booth to present a scripted promotional message.

Press Kit-An informational kit intended to educate and inform media and analysts about an organization, event or issue. Common documents found in press kits include press releases, executive biographies, white papers, user stories, backgrounders, fact sheets and product data sheets.

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

Press Room-Location on–site where members of the media can obtain press releases, product announcements and other materials, write stories, conduct interviews, make phone calls and place stories.

Priority Point System-Method of assigning booth space, typically based on the number of years a company has exhibited in the show, corporate membership and date or receipt of application. An event may or may not use this system.

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

Pro-Number-Number designated by the freight forwarders to a single shipment, used in all cases where the shipment must be referred to.

Product Category Listing-A list of products and services that exhibitors will be highlighting at a

show. This list is usually contained in the Official Program, online and at on–site electronic kiosks.

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

Q

Quad Box-Four electrical outlets in one box.

Qualifying-The act of determining an attendee's authority to purchase or recommend a product or service on display.

R

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

Raw Space-The actual space for an exhibit with no furnishings or decoration.

Rear-Lit-Method of lighting transparency from behind.

Registration- Process of obtaining demographic information from an attendee in exchange for an entrance badge to the show. Exhibitors must also register their booth personnel in order to obtain exhibitor badges.

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

Rigger-Union that is responsible for crating, Un-skidding, positioning, and re-skidding of all machinery.

Riser-A platform for people or product.

ROI (Return on Investment)-Measurement of how much benefit a company receives from participation in a tradeshow. Broadest example formula: income minus costs equals ROI.

S

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

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

Setup-Installation of display(s).

Shop-Service contractor's main office and warehouse.

Showcard-Material used for signs.

Showcase-Glass-enclosed case for articles on display.

Show Decorator-Company or individual responsible for hall draping, aisle carpeting and signage. Performs same service for individual exhibitors. (Also Service or General Contractor)

Show Manager-Person responsible for all aspects of exhibition.

Show Office-Management office at exhibition.

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

Side Rail-Low divider wall in exhibit area, usually 36" high.

Skirting-Decorative covering around tables/risers.

Space Assignment-Booth space assigned to exhibiting companies.

Space Rate-Cost per square foot for exhibit area.

Special Handling-Applies to display and/or product shipment requiring extra labor, equipment, or time in delivery to booth area.

Sponsorships-Special events or programs that exhibitors contribute money towards in return for recognition.

Staging Area-Area adjacent to main event area for setup, dismantling, and temporary storage.

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

Stop Job-When an exhibitor is doing some type of work in the booth which is claimed by a union, that union's steward will request that you go to the service desk so that the contractor can supply the exhibitor union labor.

S.T. Labor-Work performed on straight time. Usually work performed 8:00am to 4:30pm, Monday through Friday.

SWAG-Stuff We All Giveaway. Promotional items given away by exhibitors.

T

Tabletop Display-Exhibit designed for use on top of a counter, bench or table.

Talent-Outside personnel stationed in a tradeshow exhibit to demonstrate a product, attract attendees or greet visitors. Includes magicians or similar entertainers.

Target Date-Move-in date assigned to exhibitors by the general contractor and the show management.

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

Tent-Portable canvas shelter for outside.

Theater-A place within an exhibitor's booth for presentations or demonstrations.

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

Traffic Flow-Movement of people throughout an area.

U

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

Union Steward-On-site union official.

V

Visitor-An attendee at an exhibition. A potential customer or buyer.

W

Waitlist-A list of companies that are either interested in obtaining exhibit space or relocating to a different space, but for whom no such space is yet available. Waitlist can also apply to hotel rooms or promotional opportunities.

Waste Removal-Removal of trash from building.