



Glossary of Trade Show Terms

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Accessible Storage – An area provided by show contractors that is accessible during trade show hours for storage of collateral, giveaways, and other items that cannot be stored in the booth but to which an exhibitor needs access.

Advance(d) Order – An order for show services sent to the contractor before move-in.

Air Freight – Materials shipped via airplane.

Air Walls – Movable barriers that partition large areas of exhibit hall or meeting rooms. May be sound-resistant, but not necessarily soundproof.

Aisle Signs – Signs, usually suspended from ceiling, indicating aisle numbers or letters.

ASUV – Automobile or small utility vehicle.

Audio/Visual – Equipment, materials and teaching aids used in sound and visual (also AV).

Backloader – Truck which loads from back opening door.

Backwall – The wall panels that make up the back of a trade show exhibit.

Backwall Booth – see Perimeter Booth.

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

Bill of Lading – Document or form listing goods to be shipped.

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

Blister Wrap – Vacuum formed transparent plastic cover.

Bone Yard – Storage area at show site for empty crates and show contractor materials.

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

CAD – Computer-Aided Design.

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

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

Cherry Picker – Equipment capable of lifting a person(s) in an open bucket or cage to a given height (also High Jacker, Scissors Lift) to perform aerial work such as hanging signs from exhibit hall ceiling.

C.O.D. – Cash on Delivery; Collection on Delivery.

Column – A pillar in an exhibition facility that supports the roof or other structures.

Common Carrier – Transportation Company that handles crated materials.

Consignee – Person to whom goods are shipped.

Contractor – An individual or company that provides services or materials such as furniture rental, cleaning, utilities, drayage, rigging, etc. to a trade show or its exhibitors; also referred to as Official Contractor or Exhibitor Appointed Contractor.

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. – Hundredweight. A weight measurement for exhibit freight. Usually 100 pounds.

Decorating – Dressing up exhibition with carpet, draping, furniture, plants, etc.

Decorator – General Contractor or Service Contractor.

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

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Dismantle – Take-down and removal of exhibit.

Display Builder – Company that fabricates trade show exhibits.

Dock – A place where freight is loaded onto and taken from vehicles (also see Loading Dock).

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

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.

Duplex Outlet – Double electrical outlet.

EAC or Exhibitor Appointed Contractor – Any company other than the designated official contractor the exhibitor hires to do work in the exhibitor's booth.

Electrical Contractor – Company contracted by Show Management to provide electrical services to the exhibitor.

Electrician – Handles installation of all electrical equipment.

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

Exhibit Booth – Individual display area constructed to exhibit products or conveys a message.

Exhibit Directory – Program book for attendees listing exhibitors and exhibit booth location (also Show Directory).

Exhibit Manager – Person in charge of individual exhibit booth.

Exhibitor Service Desk – A location in the trade show hall at which exhibitors can order services from official show contractors.

FHC – Floor plan notation for Fire Hose Cabinet – usually attached to a column. Display items must be kept clear of this cabinet.

Fire Exit – Door designated by local authorities for egress that must be kept clear of obstructions.

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

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

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

Floor Manager – Person retained by Show Management to supervise exhibit area and assist exhibitors.

Floor Marking – Process of marking booth spaces on the trade show floor prior to booth set up.

Floor Order – Foods and/or services ordered on-site.

Floor Plan – A map showing the layout of exhibit spaces, booth numbers, and booth sizes.

Floor Port – Utility box located in the floor to house electrical, telephone, or plumbing connections for exhibitors.

Foam Core – Lightweight material with a Styrofoam center used for signs, decorating and exhibit construction.

Foreman – A lead worker who manages the work of union workers and the overall project. A foreman can work for the Official Contractor or for an Exhibitor Appointed Contractor.

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

Four-Hour Call – Minimum work period for which union labor must be paid.

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

Freight Forwarder – Shipping company.

Full Booth Coverage – Carpet covering entire area of booth.

Garment Rack – Frame that holds apparel.

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

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

Hardwall Booth – A trade show exhibit with walls and components constructed of a solid material rather than fabric or other flexible materials.

Header – A sign or other structure prominently located at the top of an exhibit often used to display the exhibit company's logo or tagline.

Hospitality Suite – Room or suite used to entertain guests.

I & D – Install and Dismantle.

I.D. Sign – Booth identification sign.

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

Infringement – Unauthorized use of floor space outside contracted booth area by an exhibitor.

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

In-Line Booth – Booth that is positioned in a continuous line with other booths along an aisle in the exhibit hall; also referred to as a linear booth.

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

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

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

Kiosk – Free standing pavilion or light structure.

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.

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

Line of Sight – View down an aisle of an in-line or linear display that restricts exhibitors from positioning any booth components higher than 4' in the front half of their booth space so as to not block the attendee's view of neighboring exhibits.

Linear Booth – Booth that is positioned in a continuous line with other booths along an aisle in the exhibit hall; also referred to as an in-line booth.

Loading Dock – Area at the trade show where freight is delivered, received, re-loaded, and shipped.

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

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

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

Modular Exhibit – Exhibit constructed with interchangeable components for use in various booth configurations and sizes.

Move-In – Date set for delivery and installation of exhibitors' booths. Also the process of setting up exhibits.

Move-Out – Date set for dismantling exhibitors' booths and shipping out the freight. Also, the process of dismantling exhibits.

Mylar – Trade name for plastic material.

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

News Room – Space reserved for media representatives. Exhibitors may deliver their press releases to this room for media distribution.

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

Official Contractor – General contractor or decorator appointed by Show Management to provide services to the exhibitors.

On-Site Order – Service order placed at show site.

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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.

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 material (also Van Shipment, Air-Ride).

Pallet – Wooden platform used to carry goods (also Skid).

Pegboard Panel – Framed panel of perforated hardboard.

Peninsula Booth – Exhibit Space with aisles on three sides; fourth side is adjacent to another booth.

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

Pipe and Drape – Metal tubing with drapes that separates exhibit booths.

Popup Display – A lightweight trade show display with an expanding framework that supports fabric or graphic panels; accessories include lights, shelves, monitor cut-outs, and more.

POV – Privately-Owned Vehicle. A vehicle the exhibitor drives to the show to deliver display items or booth materials.

Pre-Registered – Reservation that has been made in advance with necessary paperwork.

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

Pro-Number – Number assigned by the freight forwarders to a single shipment, used in all cases where reference is made to the shipment.

Quad Box – Four electrical outlets in one box.

Rail – Low pipe and drape divider between exhibit booths (also Side Rail).

Rear-Lit – Method of lighting transparency from behind.

Registration – Process by which an individual indicates their intent to attend a trade show or conference.

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

Rigger – A worker skilled at handling and/or assembling machinery during setup and dismantle of a trade show.

Riser – A platform for people or product.

Scissors Lift – A motorized platform used to lift people and exhibit materials to a given height to install hanging signs, support cables, truss systems, or electrical equipment in the trade show hall.

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.

Shop – Service contractor's main office and warehouse.

Showcard – Material used for signs.

Showcase – Glass enclosed case for articles on display.

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

Show Office – Management office on-site at exhibition.

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

Side Rail – Low divider wall in exhibit area.

Skirting – Decorative coverings around tables and risers.

Space Assignment – Booth space assigned to exhibiting companies.

Space Rate – Cost per square foot for exhibit area.

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Special Handling – A surcharge applied to trade show exhibit freight that is loaded in a carrier in such a way that additional labor hours or special equipment are required to load or unload; includes stacked materials, ground handling, hoisting, designated loading sequence, and side door loading and unloading.

Spotting – Placing freight in or next to your booth. Spotting might need to be repeated if your freight needs to be unwrapped or uncrated or if it was not initially correctly placed.

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

Stanchions – Posts which define traffic areas. Ropes or chains may be attached.

S.T. Labor – Work performed on straight time.

Strike – Dismantle exhibits.

Target Date – Move-in date assigned to exhibitors over 300 square feet by the general contractor and Show Management.

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

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

Traffic Flow – Movement of people through an area.

Union – An organization or 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 the employment.

Union Steward – On-site union official who supervises worker and show activities.