

# Helpful Resources



You have a great head start now! As you run into new opportunities or issues, reference the following helpful resources:

- Exhibitor Magazine: <http://www.exhibitoronline.com/topics/>
- Trade Show Advisor: <http://www.trade-show-advisor.com/>
- The Trade Show Coach: <http://thetradeshowcoach.com/>
- The Hill Group podcasts: <http://www.hillgroup.com/podcast.html>
- The Trade Show Teacher: <http://www.exhibitcitynews.com/category/columns/the-tradeshow-teacher/>

# Glossary of Terms



See the following glossary of common trade show terms, or view online:

<http://goo.gl/pM7Hdb>

## A

**Advance Mailer** - Promotional literature sent to prospective attendees prior to an event's opening.

**Advance Order** - An order for show services sent to the service contractor before move-in and usually less expensive than an order placed on site.

**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 the show. Freight is stored at this location and then shipped to the show at the appropriate time.

**Advance Warehouse** - Location set by show management to receive freight before the start of the show. Freight is stored at this location and then shipped to the show at the appropriate time (Synonymous with Advance Receiving).

**Agent** - An individual authorized to act on behalf of another person or company.

**Air Freight** - Materials shipped via airplane.

**Air Ride Shipment** - The safest, smoothest ride made possible by two or four air bags located at the rear axle of the trailers, tractor and/or fifth wheel as opposed to spring ride (Also called Van Shipment, Air Ride).

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

**Aisle** - Area for audience traffic movement.

**Aisle Carpet** - Carpet laid in aisles between booths. Color to be determined by show management.

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

**Arm Lights** - A light with an extended arm, typically clamp-on style.

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

**Assigned Broker** - A broker that is assigned to handle the freight for an exhibitor for an international shipment.

**Attendee** - A visitor to the exposition, a potential buyer or customer.

**Audio Visual** - Equipment, materials and teaching aids used in sound and visual (Also called AV).

**Authorized Signature** - Signature of a person who is authorized to execute a binding legal agreement.

**AV** - Audio/Visual support such as television monitors, sound systems, projection systems, VCRs or taped music.

**AV Contractor** - A supplier of audio/visual equipment and services. (Also see AV)

## B

**Backloader** - Truck that loads from back-opening door.

**Backwall** - Panel arrangement at rear of booth area.

**Backwall Booth** - Perimeter booth.

**Badges** - A form of identification; every exhibitor and attendee must wear a badge when on the show floor.

**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** - A document that establishes the terms of a contract between a shipper and a transportation company under which freight is to be moved between specified points for a specified charge (Also referred to as a Packing List or Waybill).

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

**Blister Wrap** - Vacuum-formed, transparent plastic cover.

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

**Bobtail** - A term used for a vehicle that is truck and trailer combined. U-Haul and Ryder trucks are in this category. Typically less than 24 feet of box.

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

**Booth** - A display designed to showcase an exhibitor's products, message and business ideas.

**Booth Carpet/Padding** - Carpet and padding purchased by the exhibitor, used to enhance the exhibit look and feel.

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

**Booth Personnel** - Staff assigned to represent exhibiting company in assigned space.

**Booth Size** - Measure of assigned space. Can be represented by the booth dimensions (e.g., 10" x 10") or by square feet (e.g., 100 sq. ft.).

**Booth Space** - The amount of floor area occupied by an exhibitor (Also see Booth Size).

## C

**Call for Presentations** - Used by associations and organizations as a formal method of asking for and screening suitable presentation topics for use in the conference sessions.

**Canopy** - Drapery, awning, or other rooflike covering.

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

**Caravan Shipping** - A shipping method that combines several clients on several trucks, from the same origin, to the same destination, thus traveling together (Grouped for efficiencies).

**Carnet** - A customs document permitting the holder to carry or send merchandise temporarily into certain foreign countries (for display, demonstration or similar purposes) without paying duties or posting bonds.

**Carpenter** - Skilled craftsman used in the installation and dismantle of exhibits. Also used in the construction of exhibit properties.

**Carrier** - Transportation line that moves freight from one shipping point to another (van line, common carrier, railcar and airplane).

**Cartage** - <sup>(1)</sup> The fee charged for transporting freight. <sup>(2)</sup> The moving of exhibit properties over a short distance.

**Cash on Delivery (C-O-D)** - Collection or payment on delivery.

**Caulk Block** - Large wedge of plastic or rubber used to block the tires of a truck parked at the dock. (Also see Dock)

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

**Certificate of Insurance** - A basic element of an effective risk management program. It serves as evidence of the financial capability of an indemnitor who has executed an agreement in favor of an organization.

**Certificate of Origin** - A document required by certain foreign countries for tariff purposes, certifying as to the country of origin of specified goods.

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

**Chevron** - Type of cloth used for backdrops.

**Client** - Arranged Freight - Freight movement that has been arranged by the customer. They are responsible for the paperwork and liability of the freight movement.

**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 or Union Contract.

**Column** - A pillar in an exposition facility that supports the roof or other structures, usually denoted on floor plan as a solid square or dot.

**Commercial Invoice** - A detailed, itemized list of shipped goods used for international shipments.

**Common Carrier** - Transportation company that handles crated materials.

**Computer Aided Design (C-A-D)** - Computer software program that is typically used by design and engineering workers to draw or illustrate simple to complex shapes and figures.

**Conference** - Educational and informational seminars generally held in conjunction with an event or convention.

**Consignee** - Person or company to whom goods are shipped.

**Consignor** - Person or company who sends freight.

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

**Contact Person (P-O-C)** - The person that is on the show floor or origin that one can contact for questions or answers; otherwise known as the "point of contact."

**Contractor** - An individual or company providing services to a trade show and/or its exhibitors.

**Convention Center** - A facility where expositions and/or conferences are held.

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

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

**Counter to Counter** - A shipment that is made at last minute. This will have to be delivered and picked up from the counter of an airline or bus depot. (Also see Expedited Freight).

**Crate Label** - The label on the crate or container that has the number or ID of the crate or container.

**Crated Freight** - Containerized freight, items shipped in protective containers.

**Crating List** - A document that names the contents of a crate (e.g., exhibit pieces, carpet, signage, etc.)

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

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

**Custom House Broker** - An individual or firm licensed to enter and clear goods through Customs.

**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 collection.

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

**CWT** - Hundred weight: A weight measurement for exhibit freight: usually <sup>100</sup> pounds. Often used as cost per hundred weight.

## D

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

**Dark Day** - Terminology for a day during the move-in or move-out of the convention facility when show-site services are shut down.

**Decking** - Term used to describe a false floor built into a van to allow stacking of freight in order to prevent damage as well as to utilize more of the van's capacity.

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

**Decorating** - Dressing up an exhibition with carpet, draping, foliage, etc.

**Decorator** - An individual or company providing installation and dismantling of exhibits and booth and hall dressing services for a trade show and/or its exhibitors (Also called General Contractor or Official Contractor).

**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.

**Dimensional Weight** - A method that a carrier will use, instead of actual weight of shipment, to calculate the cost of shipment. This method will consider a weight based on a shipment dimensions instead of the shipment's actual weight. Most always, carriers will apply the more expensive of the two.

**Direct-to-Show-Site** - Shipments sent directly to show location.

**Dismantle** - The process of tearing down, packing up and moving out exhibit materials after show closes.

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

**Dock** - A place where freight is loaded and unloaded from vehicles (Also see Loading Dock).

**Dock High** - Usually refers to a truck or bobtail truck that has a bed is at least 4 feet high, thus being "dock high."

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

**Door-to-Floor** - Shipment which is picked up at origin site and is delivered direct to show floor; shipment stays on one truck to reduce handling and reduce risk of damages.

**Double Decker** - Two-storied exhibit (Also called a Multiple Story Exhibit).

**Double-Time** - Refers to a pay rate for work performed beyond straight time and over-time. Double-time is double the normal hourly rate.

**Down-Size** - When an exhibitor reduces the size of its total exhibit space (e.g., having a <sup>400</sup> square foot space and moving to a <sup>200</sup> square foot space).

**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 see Material Handling).

**Drayage Contractor** - Company responsible for handling exhibit properties.

**Drayage Form** - Form for exhibitor requesting handling of materials.

**Duplex Outlet** - Double electrical outlet.

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

**DW** - Abbreviation for "dead weight"

# E

**Egress** - A direction or path or escape from harm; to move away from.

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

**Electrician** - Handles installation of all electrical equipment.

**Empty Crate** - Reusable packing container in which exhibit materials were shipped. When properly marked with "EMPTY CRATE", labels are completed with booth number and company name. The empty crates are removed from the booth area, stored and returned at no charge (Also called "Empties").

**Empty Crate Labels** - Special stickers available at the Exhibitor Service Center. Special crews pick up empties during setup and return them during tear-down; (that's why the correct booth number is so important).

**Est. Wt.** - Abbreviation for "Estimated Weight."

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

**Exclusive Use** - Rental of entire truck or van by one shipper.

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

**Exhibit Directory** - A catalog of basic information about the show, including exhibitors, floor plan and schedule of events. (Also called Show Directory, Directory of Exhibits, DOE, Final Program)

**Exhibit Hall** - The area in the convention center where the exhibits are located.

**Exhibit Manager** - Person in charge of individual exhibit booth.

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

**Exhibitor Prospectus** - Promotional brochure sent to prospective exhibitors by show management to encourage participation in a trade show.

**Exhibitor Service Center** - A centralized area where representatives of various show services can be contacted or located (Also see Service Desk).

**Exhibitor Service Manual** - Manual containing general information, labor/service order forms, rules and regulations as well as other important information pertaining to exhibitor participation in an exhibit (Also called Exhibitor Manual or Service Manual).

**Expedited Freight** - Freight that is done at the last minute and is handled in a special manner (Expedited).

**Expocard Reader** - A device that electronically reads an attendee's name and demographics for use by exhibitor in postshow lead follow-up.

**Export** - Freight that leaves the country.

**Exposition** - An event in which products or services are exhibited (Also referred to as Exhibition, Expo, Trade Show and Trade Fair).

# F

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

**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 has been treated to be, fire-retardant.

**Flatbed Truck** - A truck or trailer that is equipped with a flat bed (Not an enclosed box).

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

**Floor Manager** - Individual representing show management who is responsible to overseeing all or part of the exhibition area. They are also available to answer questions related to the show floor, show hours and show services and act as the liaison between exhibitors and Freeman Service Desk.

**Floor Marking** - Method of indicating the boundaries of each booth space.

**Floor Order** - Order for services placed by the exhibitor with the service contractor after exhibit setup begins and is usually more expensive than an advance order.

**Floor Plan** - A map showing the layout of exhibit spaces.

**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 called Gator Foam, Gator Board).

**Follow-Up** - To send literature or other information and/or have representatives call on prospects identified at a trade show.

**Force Freight** - Term used when drayage contractor assigns a carrier to pickup freight from a show.

**Foreman** - The person given charge of a project.

**Fork Lift** - Vehicle used to transport heavy exhibit materials for short distances, also used for loading and unloading materials.

**Fork Truck** - Vehicle used to transport heavy exhibit materials short distances, also for loading and unloading materials.

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

**Freight Door** - A large door located on the perimeter of an exhibit hall that accommodates large trucks and freight management operations.

**Freight Foreman** - A title that is given to the person that controls the freight movement on show site.

**Freight Forwarder** - Shipping company.

**Freight on Board (F.O.B.)** - Typically seen as origin or destination. This term establishes at what point the shipper releases their obligation of responsibility or liability.

**Full Booth Coverage** - Carpet covering entire area of booth.

**Full Trailer** - A trailer that is full.

## G

**Gangway** - International term referring to the "aisle".

**Garment Rack** - Frame that holds apparel.

**General Contractor** - A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show (Also called Official Contractor).

**Girth** - A term used to express overall size limitations typically on a shipping unit (package, case, carton, crate, etc.) Formula: (Height (Length Width) X 2) (Also see Unified Inches).

**Gobo Light** - A stenciled light which projects an image on to a wall or other surface.

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

**Graphics** - Communicative elements - color, copy, art, photographs, etc. used to illustrate a booth theme or décor.

**Gross Square Feet** - Total space available in exhibit hall as compared to net square feet, usable exhibit space or occupied exhibit space.

**Gross Weight** - The full weight of a shipment, including goods and packaging; compare tare weight.

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

# H

**Hall** - A generic term for an exposition facility. May also refer to an individual area within a facility, such as "Hall A" or "Halls A-C."

**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.

**Hard Card** - Sometimes referred to as the short-form bill of lading. Hard card copy may also indicate the number of the vehicle, its position in line, to load or unload.

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

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

**Hard Wire** - Any electrical connection other than receptacle-to-receptacle; charged on a time plus material basis.

**Header** - A sign or other structure across the top of an exhibit, usually displays company name.

**High Cube** - A term used to describe that type of container required for a shipment that is taller than 9 feet, typically used with regard to sea bound shipments.

**High Jacker** - Equipment used to lift people to a given height (Also called Cherry Picker, Scissor Lift).

**Hold Harmless** - Clause in contracts ensuring that a group or company will not be responsible in the event of a claim.

**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.

**Hotel Cut-Off Date** - The date agreed to in the housing contract when the hotel is no longer obligated to honor the room block or group rate, usually 30 days prior to the show.

**Hotel Delivery** - A delivery of freight to a hotel location. This will most always have special considerations for they may or may not have the adequate material handling equipment or facility.

# I

**ID Sign** - Booth identification sign.

**I&D/Decorator** - An individual or company providing installation and dismantle, booth and hall dressing services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters or others depending upon union jurisdiction; (Term applies to both contractor and skilled craftsman).

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

**Import** - Bringing of goods or products into a country from another.

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

**Infringement** - Use of floor space outside exclusive booth area, or breaking of the official rules and regulations.

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

**Inline 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.

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

**Installation/Dismantle** - Also referred to as I & D. The set-up and tear down of exhibits.

**Insurance Policy** - A contract between an exhibitor and an insurance company securing payment of a sum of money in the event of loss or damage.

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

**Inventory** - Total amount of furniture and equipment available for show.

**Invoice** - An itemized list of goods and services specifying the price and terms of sale.

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

**ISO Certified** - Certification obtained by performing to a set of standards created by the International Organization of Standards (ISO). This outlines the requirements for quality management systems and functions as the model for quality management systems and serves as the model for quality assurance in production, installation and servicing. It defines in generic terms how to establish, document and maintain an effective quality system.

## J

**J Handle** - A handle with wheels located on one end that is used to leverage and move crates and skids by hand.

**Job Foreman** - One who is in charge of supervising and coordinating workers and projects.

**Junction Box** - A distribution point for electrical power, otherwise known as Jbox.

## 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

**Labels** - A method to tag and identify exhibit properties which includes information as to where the shipment is to be shipped to and from.

**Labor** - Refers to contracted workers who perform services for shows. (Also called craftsmen).

**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.

**Lead Man** - The person in charge of I & D crew. This individual is responsible for the installation or dismantling of an exhibit booth.

**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)** - The rate charged for freight weighing less than the minimum weight for a truckload.

**Liability** - Legal term usually used to describe a point or amount of responsibility damages or injuries incurred or sustained.

**Liftgate** - A power lift attached to a van to enable loading and unloading without the use of a dock.

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

**Limits of Liability** - A term used in a shipping contract to specify the monetary limit that a carrier will pay with regard to damages incurred on freight during a shipment.

**Linear Booth** - Any booth that shares a common back wall and abuts other exhibits on one or two sides.

**Linear Display** - Another term for an in-line exhibit space.

**Loading Dock** - Area on premises where goods are received.

**Lobby** - Public area that serves as an entrance or waiting area.

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

**Logo** - A trademark or symbol, unique to each company.

# M

**Mailing Lists** - A list of contact names and addresses used for marketing purposes. These lists can be obtained by gathering information on site or by purchasing or renting from an agency or company.

**Make Ready** - To mount or prepare artwork for photography or reproduction (i.e. make camera ready).

**Manifest** - A list of cargo.

**Marshalling Yard** - Specific retention area (lot) for all vehicles to park prior to going to the show hall/convention center for loading or unloading.

**Masking Drape** - A cloth used to cover storage or other unsightly areas.

**Material Handling** - 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 (Also called Drayage).

**Material Handling Agreement (M-H-A)** - Bill of Lading; contract for freight movement services.

**Material Handling Charge** - The drayage dollar cost based on weight. Drayage is calculated by <sup>100</sup> pound units; or hundredweight; abbreviated CWT; there is usually a minimum charge.

**Means of Egress** - an approved stairway or ramp constructed to the specification of the fire code used for access and exiting.

**Meter** - The most common width for a backwall panel. (1 Meter = <sup>39.37</sup> inches)

**Modular** - Structural elements that are interchangeable. Allows for maximum flexibility in arrangement and size.

**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.

**Mylar** - Trade name for plastic material.

# N

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

**Negotiation** - The action or process of negotiating or being negotiated -- often used in plural: negotiations.

**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.

**Noise Decibel** - A unit for measuring the relative loudness of sounds. For CES, the maximum level is <sup>85</sup> db.

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

# O

**Official Contractor** - Show management-appointed company providing services to a trade show and/or its exhibitors (Also called General Contractor or Decorator).

**Official Program & Exhibitor Directory** - Program book distributed to attendees and exhibitors; listing information about the show; conferences sessions and provides a listing of the exhibitors and services offered.

**Off-Target** - A move-in date which is outside (before or after) of the officially assigned target date.

**One-Time Spotting** - The unloading of freight/machinery and the placing of it in a designated location. Exhibitors must be present for spotting of materials. This service does not include unskidding; balancing or extended time.

**On-Site** - Location of exhibits or projects.

**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-R** - Owner's Risk.

**O-T Labor** - Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m. Monday through Friday and all hours on Saturdays, Sundays and holidays (depending on the union trade).

**Overtime** - Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time and a half.

## P

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

**Packing List** - A list included with a shipment showing the quantity and description of items being shipped, as well as other information needed for transportation purposes (Also referred to as a Bill of Lading or Waybill).

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

**Pad-Wrapped (Blanket Wrap)** - Non-crated freight shipped via van line covered with protective padding or blankets.

**Pallet** - Wooden platform used to support machinery or a collection of objects for easier handling. Also thick wood blocks attached to crates that allow forklift access for easier handling (Also skid).

**Pegboard Panel** - Framed panel of perforated hardboard.

**Peninsula Booth** - Exhibit space with aisles on three sides.

**Perimeter Booth** - Exhibit space located on an outside wall.

**Pipe and Drape** - Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

**Point of Contact (P-O-C)** - The primary contact person with regard to a business or service.

**Point to Point** - A shipment that is direct and never changes trucks.

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

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

**Postshow** - Refers to any activity that occurs following the closing of the event.

**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. (see the following)

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

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

**Preshow** - Refers to any activity that occurs prior to the show opening.

**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 intended for use by the media about a company, product, service or individual.

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

**Priority Point System** - Method of assigning booth space. Often the system is based on the number of years a company has been exhibiting, sponsorship dollars and size of the booth.

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

**Pro Forma Invoice** - An invoice sent to a buyer prior to the shipment of merchandise, which provides detailed information about the kinds and quantities of goods to be shipped.

**Promotional Opportunity** - The ability to use advertising to create additional publicity.

**Pro-Number** - Shipment number designated by the common carrier to a single shipment used in all cases where the shipment must be referred to. Usually assigned at once.

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

**Proof of Delivery (POD)** - A carrier can supply POD upon request.

## Q

**Quad Box** - Four electrical outlets enclosed in one box.

**Qualifying** - The act of determining an exhibit visitor'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. In-line spaces do include a pipe and drape back wall and side rails.

**Rear Lit** - Method of lighting transparency from behind.

**Rear Projection** - A video technique in which images are projected on a screen positioned between the projector and the audience.

**Refurbish** - To repair damage, renew surfaces and replace graphics as necessary to recondition the exhibit to extend its lifespan.

**Registration** - Process of obtaining demographic information from an attendee in exchange for an entrance badge to the show. An exhibitor will also register its booth personnel in order to obtain exhibitor badges.

**Release Form** - A document that by signature, consents an individual release another from responsibility.

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

**Request for Information (R-F-I)** - This document is requesting information be provided for the described goods or service, or information regarding the company and or its' services.

**Request for Price (R-F-P)** - A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a price be provided for the described goods or service.

**Request for Quotation (R-F-Q)** - A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a quotation/estimate be provided for the described goods or service.

**Rigger** - Union or person that is responsible for uncrating, unskidding, positioning and re-skidding of all machinery. Also used when special equipment or apparatus is needed for hanging or fastening.

**Right to Work State** - Where joining a union is not a condition of employment. In right to work states, exhibitors do not have to use union laborers.

**Riser** - A platform for people or product.

**ROI (Return on Investment)** - Measurement of how much benefit a company receives from participation in a trade show. Broadest example formula:  $\text{income} - \text{costs} = \text{ROI}$ .

## S

**Scrim** - A light or loosely woven covering or cloth used for decorative purposes.

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

**Self-Contained Exhibit** - A display that is an integral part of the shipping case.

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

**Semi** - A slang term for a tractor-trailer truck used for hauling freight.

**Serial Number** - A sequential number stamped on a product that is unique to that item. It is necessary to list serial numbers on materials that are shipped internationally.

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

**Service Desk** - A centrally located service area in which exhibitors can order or reconfirm the services provided by exposition management such as electrical, decorating, telecommunications, etc.

**Service Kit** - Packet for exhibitor containing information and forms relating to the exhibition.

**Shop** - Service contractor's main office and warehouse.

**Short Form B-O-L** - A document that establishes the terms of a contract between a shipper and a transportation company under which freight is moved between specific point for a specified charge.

**Showcard** - Material used for signs.

**Showcase** - Glass-enclosed case used to display articles.

**Show Daily** - A daily publication produced on-site that offers articles on exhibitors, their products/services and show activities.

**Show Decorator** - Company or individual responsible for hall draping, aisle carpeting and signage. Also performs same service to individual exhibitors.

**Show Manager** - Person responsible for all aspects of exhibition.

**Show Office** - The show management office at exhibition.

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

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

**Skid** - A low, wooden frame used to support heavy objects or groups of materials for easier handling. Usually used as a platform for objects moved by forklift (Also called Pallet).

**Skirting** - Decorative covering around tables & risers.

**Slip Sheet** - Method used to protect pad wrapped exhibit properties when loading or unloading at a convention center.

**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.

**Split Shipment** - Pick up or delivery of multiple shipments at more than one place of business of the same or different companies within the confines of origin or destination points.

**Spotting** - Placement of equipment in exact location in booth.

**Staging Area** - A place for collection of materials, components, delivery units, etc.

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

**S-T Labor** - Work performed on straight time, most always 8:00 am to 4:30 pm, Monday-Friday.

**Straight Time** - The hours considered normal business hours.

**Strike** - Dismantle exhibits.

**Supplemental Invoice** - An additional invoice for services after initial invoicing has taken place.

## T

**Table-Top Display** - Exhibit designed for use on top of counter, bench or table.

**Tare Weight** - The weight of a container and/or packing materials without the weight of the goods it contains; compare gross weight.

**Target Date** - The specified date and or time to move a shipment into and or out of an exhibit hall/show site.

**Target Freight Floorplan** - Color-coded floor plan indicating freight delivery for individual booths.

**Tariff** - Rules and rates of a specific carrier.

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

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

**Tow Motor** - Forklift.

**Tracking** - A method used to locate a shipment or acquire a status of a delivery.

**Trade Show** - An exhibition held for members of a common or related industry.

**Traffic Flow** - A common or directed path the audience will take through an exposition or exhibit.

**Trans Ship** - A shipment that is on tour; shipping from event to event or shipments between events that do not include a shipment to or from the point of origin.

**Truss** - A collection of structural beams forming a rigid framework.

## U

**Uncrated Freight** - Items shipped outside of protective containers, typically shipped either loosely loaded and/or pad wrapped in trailers.

**Unified Inches** - A method of calculating the size of a shipping unit. It is calculated by adding the Height (Length Width) X 2. UPS has a <sup>130</sup> total UI limit and FEDEX has <sup>150</sup> UI limit (Another form of girth).

**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.

**Union Steward** - On-site union official.

## V

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

**Velcro** - Material used for fastening.

**Visqueen** - Plastic covering over carpet for protection.

## W

**Waitlist** - A list of companies which are either interested in obtaining exhibit space, or relocating to a different space, but for whom no such space is yet available.

**Waste Removal** - Removal of trash from the building.

**Waste Straight Oil Removal** - Oils to be removed at end of show. Consult Exhibit Service Manual for form.

**Waybill** - List of enclosed goods and shipping instructions, sent with material in transit.

**W/B** - Waybill (Also see Waybill).

**Work Time** - Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.

# Congratulations!

You made it! Good luck on your next trade show.

