



GLOSSARY of Trade Show Exhibit Terms



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

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

Backloader - Truck which loads from back opening door.

Backwall - Panel arrangement at rear of booth area.

Backwall Booth - 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 - Equipment storage area at show site.

C.A.D - Computer-Aided-Design.

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

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.

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 - One who contracts to supply certain services or materials.

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.

C.W.T. - Hundredweight. A weight measurement for exhibit freight. Usually 100 pounds.

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

Dismantle - Take-down and removal of exhibit.

Display Builder - Company that fabricates displays.

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.

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 convey a message.

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

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

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

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

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.

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

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 booth formed with drapery only.

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

Hospitality Suite - Room or suite used to entertain guests.

I & D - Install and Dismantle.

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

Infringement - Use of floor space outside exclusive booth area.

Inherent Flame Proof - 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.

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

Labor Call - Method of securing union employees.

Loading Dock - Area on premises where goods are received.

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.

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.

Nap - Carpet grain direction.

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 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.

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).

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.

Perimeter Booth - Exhibit space located on an outside wall.

Pipe and Drape - Tubing with drapes that separate exhibit booths.

Planting - Floral décor to enhance appearance or exhibition.

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.

Rear-Lit - Method of lighting transparency from behind.

Rebond - Type of carpet padding.

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

Showcase - Glass enclosed case for articles on display.

Side Rail - Low divider wall in exhibit area.

Space Assignment - Booth space assigned to exhibiting companies.

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

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.

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

Strike - Dismantle exhibits.

Target Date - Move-in date assigned to exhibitors over 300 square feet by the general contractor and show management.

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 Steward - On-site union officials.

Velcro - Material used for fastening. (hook & loop)

WARP, WEFT & BIAS - The 3 ways fabric stretches.... length, width, and on the diagonal.

Yaw - Key stoning effect on a projection.