GLOSSARY OF TERMS

ADVANCE ORDER–An order for Show services sent to the contractor prior to the discount deadline date

ADVANCE WAREHOUSE–Shipments sent to the Freeman warehouse for up to 30 days prior to move-in

AIR FREIGHT–Materials shipped via an airplane

AIR WALLS–Movable barriers that partition large areas. May be sound resistant, but not necessarily soundproof

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

APPROVED VENDORS–Vendors other than official Show Decorator approved by Show Management to provide exhibitor services (housing, plants/floral, security, AV, lead retrieval, etc.)

ARM LIGHTS–A light with an extended arm, typically clamp on

AUDIO/VISUAL (AV)–Equipment, materials and teaching aids used in sound and visual

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

BANNER–A horizontal or vertical sign made out of foam core, vinyl or magnetic materials, hung over a structure for promotional purposes

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

BONE YARD–Equipment storage area at Show site

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

CANOPY–Drapery, awning or other roof-like covering

CAPACITY–Maximum number of people allowed in any given area

CARTLOAD SERVICE–The amount of materials that would fit into the trunk of a standard passenger car and has a total weight of less than 250 lbs.

CHERRY PICKER (also Condor Lift, Scissor Lift)–Equipment capable of lifting a person(s) to a given height

COLUMN–A pillar in an exposition facility that supports the roof or other structures

COMMON CARRIER–Transportation company, which handles exhibit materials: crated, pad wrapped and special handling

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

CRATED FREIGHT–Containerized freight, items shipped in protective containers

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. Weight measurement for exhibit freight. Usually100 lbs.

DECORATING–Dressing up exhibition with carpet, draping, plants, etc.

DECORATOR–General Contractor or Service Contractor

DIRECT BILLING–Accounts receivable mailed to individuals or firms with established credit

DIRECT TO SHOWSITE–Shipments sent directly to Freeman Show location

DISMANTLE–Take-down and removal of an exhibit

DISPLAY BUILDER–Company that fabricates displays

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

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

DRAYAGE–See Material Handling

DUPLEX OUTLET–Double electrical outlet

EAC–Exhibitor Appointed Contractor, a third party contractor performing services like installation, dismantling, booth design, etc.

ELECTRICAL CONTRACTOR–Company contracted by Show management to provide electrical services to the exhibitors

EXCLUSIVE CONTRACTOR–Contractor appointed by building management as the sole agent to provide services (i.e.; catering, internet, telephones, etc.)

EXHIBIT BOOTH–Individual display area constructed to exhibit products or convey a message

EXHIBIT MANAGER–Person in charge of an individual exhibit booth

EXHIBITOR SERVICE CENTER–A centralized area where representatives of various Show services can be contacted or located

FIRE EXIT–Door, clear of obstructions, designated by local authorities for egress

FIRE RETARDANT–Term used to describe a finish (usually liquid) which coats materials with a fire resistant cover

FLAME PROOF–Term used to describe material, which is, or had 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 booth space

FLOOR ORDER–Goods and/or services ordered on-site (at generally higher costs)

FLOOR PLAN–A map showing layout of exhibit spaces and show features

FOAM CORE–Lightweight material with a styrofoam center used for signs, decorating and exhibit construction

FORK LIFT–Vehicle with power operated pronged platform for lifting and carrying loads

FREEMAN–Official general service contractor

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

FREIGHT DOOR–A large door located on the perimeter of an exhibit hall that accommodates large trucks and freight management operations

FREIGHT FORWARDER–Shipping company

FULL BOOTH COVERAGE–Carpet/flooring covering entire area of booth

GARMENT RACK–Frame that holds apparel

GEM WALL–Temporary wall panels used to build booths, rooms and custom structures

GENERAL CONTRACTOR–Company that provides all services to Show Management and exhibitors

GOBO LIGHT–A stenciled light which projects an image onto a wall or other surface

GUARANTEE–The number of food/beverage servings to be paid for, whether or not they are actually consumed: usually required 48-72 hours in advance of contracted function

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 by drapery only

HEADER–1. Fascia. 2. Overhead display sign (illuminated or not)

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–Use of floor space outside contracted booth area

INHERENT FLAME PROOF–Material that is permanently flame resistant without chemical treatment

INVOICE–Itemized list of goods and services specifying the price and terms of sale

INSTALLATION–Setting up exhibit booth and materials according to instructions and drawings

ISLAND BOOTH–An exhibit space with aisles on all four sides

KIOSK–Free-standing small structure with one or more open sides

LABOR–Refers to contracted workers who perform services

LABOR DESK–On-site area from which service personnel are dispatched

LEADMAN–Teamster or Electrician supervising a crew

LIGHT BOX–Enclosure with lighting and translucent face of plastic or glass

LINEAR BOOTH–also call “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle

LOADING DOCK–Area on premises where goods are received

LOCK-UP–Storage area that can be locked up

LTL–Less than truckload

MARSHALING YARD–Check-in area for trucks delivering or picking up exhibit material

MATERIAL HANDLING–The unloading of exhibitor shipment, transporting it to the booth, storing and returning empty crates and cartons and reloading the shipment at the close of the show

MEANS OF EGRESS–An approved stairway or ramp constructed to the specification of the fire code used for access and exiting

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

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.

NOISE DECIBEL–A unit for measuring the relative loudness of sounds. For SEMA, the maximum level is 85 dB

OFFICIAL CONTRACTOR–General contractor and/or vendors hired by Show Management to provide exhibitor services

OFF-TARGET–Move in date that is before or after the officially assigned target date

ON-SITE ORDER–Floor order placed at Show site (at generally higher costs)

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 a.m. and after 5 p.m., Monday through Friday and all hours on Saturday, Sunday and Holidays

OUTBOARDING–When any non-exhibitor attempts to attract show buyers. This is prohibited by show management

PAD-WRAPPED (BLANKET WRAP)–Non-crated freight shipped via van line covered with protective padding or blankets

PADDED VAN SHIPMENT–Shipment of crated or uncrated goods such as product or display material

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 with no booths behind it

PIPE AND DRAPE–Metal tubing with drapes that separates exhibit booths

PRE-REGISTERED–Reservation that has been made in advance with necessary paperwork

PRESS ROOM–Space reserved for media representatives

PRIVATE SECURITY–Security personnel hired from a privately operated company

PROMOTIONAL OPPORTUNITY–The ability to use advertising to create additional publicity

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 drape divider between exhibit booths (also see Side Rail)

REAR-LIT–Method of lighting transparency from behind

REGISTRATION–Process by which an individual indicates their intent to attend a tradeshow

RENTAL BOOTH–Complete booth package offered to exhibitors on a rental basis

RISER–A platform for people or product

SECURITY CAGES–Cages rented by exhibitors to lock up materials

SCRIM–Light weight, loosely woven covering or cloth used for decorative purposes

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 or plastic enclosed case for articles on display

SHOW DIRECTORY–Program book for attendees, listing exhibitors and exhibit booth location

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

SKID–Wooden platform used to carry goods (also Pallet)

SKIRTING–Decorative covering around tables and 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

STAGING AREA–Area adjacent to main event area for setup, dismantling and temporary storage

STANCHIONS–Decorative posts that hold markers or flags to define traffic areas. Ropes or chain may be attached

S.T. LABOR–Work performed on straight-time. Work performed 8 a.m. to 5 p.m. Monday through Friday

SUITCASING–Solicitations by a non-exhibiting company by use of meetings, samples, brochures, catalogs and other materials. Prohibited by show management

SUPPLEMENTAL INVOICE–An additional invoice for services after initial invoicing has taken place

TARGET DATE–Move-in date assigned to exhibitors by official show decorator (Freeman)

TARGET FREIGHT FLOORPLAN–Floor plan indicating freight delivery for individual booths

TEAMSTER–Union member that handles all material in and out of the hall for all non-electrical functions

TENT–Portable canvas shelter for outside or display (if over 400 sq. ft.)

TIME & MATERIALS–Method of charging for services on a cost-plus basis

TRAFFIC FLOW–Movement of people through an area

TRUSS–A collection of structural beams forming a rigid framework

TURNKEY BOOTH–A pre-packed booth consisting of standard furniture, sign and carpet

UNCRATED FREIGHT–Items shipped outside of protective containers, typically shipped either loosely loaded and/or pad wrapped in trailers

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 officials

VELCRO–Material used for fastening

VISQUEEN–Transparent plastic cover

WASTE REMOVAL–Removal of trash from the building