

GLOSSARY OF TERMS

ADVANCE ORDER: Goods and/or services ordered prior to deadline date, usually at a discount price.

ADVANCE WAREHOUSE: Shipments sent to the Freeman Warehouse for up to 30 days prior to move-in.

AIR FREIGHT: Materials shipped via air – International Air Freight must clear customs.

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 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.

BAFFLE: Partition to control light, air, sound or traffic flow.

BANNER: A horizontal or vertical sign made out of foam core, cloth, vinyl or magnetic materials, hung for promotional/directional purposes.

BILL OF LADING: Document or form listing goods to be shipped. Mandatory for return shipping.

BLANKET WRAP: Non-crated freight shipped via van line covered with protective blankets or padding.

BOOTH ID SIGN: 7" X 44" sign indicating company name, city, state and booth number.

BONE YARD: Show Decorator equipment storage area.

BOOTH FLOOR COVERING: Carpet or other floor material 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.

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/Company to whom goods are shipped.

CONTRACTOR: Company who contracts with Show Management to supply certain labor, furniture, carpet and/or materials.

CORNER BOOTH: Exhibit space with aisles on two sides or on "corner" of aisle.

CRATED FREIGHT: Containerized freight, items shipped in protective containers.

CUT & LAY: Installation of carpet cut to specific size.

CWT: Each 100 pounds is considered one "cwt" (one hundred weight).

DECORATOR: Craft person used to install drape, fabric, signs, etc.

DIRECT TO SHOWSITE: Shipments sent directly to show location.

DISMANTLE: Take-down and removal of exhibits.

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, platform usually two feet square, on four wheels used for carrying freight.

DRAYAGE: Transfer of freight from loading docks to exhibit space.

DRAYAGE CONTRACTOR: Company responsible for handling exhibit materials & delivering to booth.

EAC: Exhibitor Appointed Contractor, any company (other than the designated "official" contractors listed in the ESM) providing a service (display installation and dismantling, models/demonstrators, florist, photographers, AV, etc.) and needing access to an exhibit any time during installation, show dates, and/or dismantling. An EAC must comply with all rules and regulations and all must have required insurance.

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 HALL: Area(s) within the facility where exhibits are located.

EXHIBIT MANAGER: Person in charge of an individual exhibit.

EXHIBITOR SERVICE CENTER: A centralized area where representatives of various show services can be contacted or located.

FHC: Notation of floor plans indicating location of fire hose/fire hose cabinets.

FIRE EXIT: Door(s); 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 the installation, dismantling, and operation of the exhibit area and assist exhibitors.

FLOOR MARKING: Method of marking booth space.

FLOOR ORDER: Order for labor or services placed on-site, usually at substantially higher rates.

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

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

FREIGHT FORWARDER: Shipping Company – often used to get exhibitor freight to show site.

FULL BOOTH COVERAGE: Carpet/flooring covering entire area of booth.

GARMENT RACK: Frame that holds apparel.

GENERAL CONTRACTOR: Company which provides all labor and services to Show Management and exhibitors (same as official contractor). Exhibitors can order carpet, furniture, labor, etc. from General Contractor.

GUARANTEE F&B: 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 handles for transporting small loads.

HARDWALL EXHIBIT: Exhibit constructed of plywood or similar materials (versus exhibits 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.

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 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.

LEKO LIGHT: High wattage (usually 1,000+ watts) theatrical lighting.

LIFO (Last in/First out): An exhibitor whose booth is blocking the load-in/load-out docks. Their move-in/move-out time is compressed.

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

LINEAR BOOTH: Also called "in-line" booths - 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 of facility where freight is received.

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

MASKING DRAPE: Drapes used to cover (mask) unsightly areas of the show floor.

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 specified for beginning of exhibit installation.

MOVE-OUT: Date specified for dismantling of exhibits.

NET SQUARE FEET: The amount of revenue producing 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. Generally, the maximum level is 85 DB.

OFFICIAL CONTRACTOR: Company designated by Show Management to provide labor and/or services to exhibitors (same as General Contractor).

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.

OT LABOR: Work performed on overtime that is billed at either time and ½ or twice the published labor rates. 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 strictly prohibited by show management.

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

PADDED VAN SHIPMENT: Freight shipped via van lines where material is pad wrapped but not crated.

PALLET: Wooden platform used to stack or carry goods for shipment or storage.

PENINSULA BOOTH: Exhibit space with aisles on three sides.

PERIMETER BOOTH: Exhibit space located on the outermost wall of the exhibit hall with no booths behind it. Generally a height limit of 12' is granted.

PIPE AND DRAPE: Metal tubing with panel drapes that delineate exhibit booths. Color of drape determined by Show Management.

POV: Privately Owned Vehicle (POV) is designated as a vehicle primarily designed for passenger use such as a car, pick-up, small mini-van or SUV. If freight docks are used, Material Handling Fees will apply.

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 plug-in unit.

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.

RIGGER: Skilled person for the handling and assembly of machinery, steel construction and heavy materials.

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.

SHOWCASE: Glass or plastic enclosed case for articles on display.

SHOW DIRECTOR: Person from Show Management who is responsible for all aspects of the show.

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

SHOW OFFICE: Management office at exhibition.

SHRINK-WRAP: Process of wrapping loose items on pallet with transparent plastic wrapping.

SIDE RAIL: Low divider wall, usually pipe and drape, used to divide one exhibit space from another.

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 special/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.

ST 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: Freight delivery target 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.

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 STEWARD: On-site union official. The steward is elected to oversee his particular union's work in the facility. Stewards are responsible for resolving disputes which may occur regarding union jurisdiction.

VAN SHIPMENT: Shipment of exhibit properties via van lines, often consisting of large piece, crated or uncrated, such as furniture or exhibit materials.