



## Trade show questions?

The answers may be here in this Glossary of Terms.

**Advance Warehouse** – The warehouse available to receive your exhibit shipment prior to set up for a show; check your exhibitor show manual for the location and dates they will receive shipments for your show

**Air-Ride Suspension** – Air-assisted suspension on the carrier's vehicle that helps cushion and reduce vibration

**Aisle** – A walkway intended for audience movement through an exposition or exhibit hall

**Assembly** – Setting up an exhibit from its components; also called installation, set up

**At-Show** – A term used to refer to something happening at the show

**Attendees** – Individuals who attend a show or exhibit who are not exhibiting or connected with the event itself. These are your potential customers.

**Backlight, Backlit** – A light source that illuminates translucent material/graphics from behind

**Backwall** – Panels at the rear of the exhibit

**Banner** – A suspended sign or panel, usually made of fabric

**Banner Stand** – A free-standing sign that provides a quick solution to display a message.

**Bill of Lading** – A document that establishes the terms between a shipper and a transportation company for the transport of goods between specified points for a specified charge. This is where you will find your tracking or pro number.

**Blanket Wrap** – Uncrated goods covered with blankets or other protective padding shipped via carriers; also called pad wrap or shrink wrap

**Booth** – An area made up of one or more standard units of exhibit space

**Booth Number** – A number assigned by show management to identify an exhibitor's floor space

**Booth Personnel** – Staff members assigned by an exhibitor to work in an exhibit

**Booth Size** – The dimensions of the floor space contracted by an exhibitor; this is usually rented in 10' x 10' increments.

## Glossary of Trade Show Terms

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**Carrier** – A transportation line moving freight; usually a van line, common carrier, rail line or air carrier

**Common Carrier** – A carrier who usually accepts only crated material and consolidates the properties of several customers into one shipment bound for the same destination

**Crate** – A wooden box custom built for packing and shipping an exhibit

**Crate Manifest** – An itemized list of the contents of a crate

**Custom Exhibit** – A display designed and built to meet the specific needs of an exhibitor

**Dismantle** – To take apart an exhibit; also known as take down or tear down

**Drayage** – The service that includes delivery of materials to an exhibit space, removal of empty crates, storage of crates during the show, returning of crates at the end of the show and delivery of materials to the carrier loading area

**Drayage Contractor** – A company responsible for handling exhibit materials at a trade show

**Dye Sublimated Fabric/ Dye-Sub** - Sublimation printing is a technique that uses heat sensitive inks. These inks turn into gas under the influence of heat and combine with a polyester medium.

**Electrical Contractor** – A company hired by show management to provide electrical services to exhibitors

**Exhibit Directory** – A guide for exhibition attendees that lists exhibitors and exhibit locations

**Exhibit Manual** – A package for exhibitors of a particular show that contains all rules, regulations, restrictions and forms relating to that show. Also called a show kit, this is provided by show management.

**Exhibit Hall** – The area within an exposition center where exhibitions are held

**Forklift** – Motorized vehicle used to load/unload and transport heavy items

**Graphic** – A printed piece of artwork, image or copy

**I & D** – Installation and Dismantle of an exhibit; also known as set up and take down

**Installation** – The process of setting up an exhibit according to specifications; also known as assembly, set up

**Installation Contractor** – A company responsible for supervising and coordinating workers who install and dismantle exhibits

**In-line Display** – See linear display

**Labor** – Contracted workers who perform services

**Lamination** – The process of bonding two or more substances together

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**Linear Display** – An exhibit that is constructed in a continuous line along an aisle; also called an in-line exhibit

**Loading Dock** – An area within an exposition facility where freight is received and shipped

**Modular Exhibit** – An exhibit constructed of interchangeable components designed to set up in various arrangements and sizes

**Pad Wrap** – See blanket wrap

**Padded Van Shipment** – Uncrated goods covered with blankets or other protective padding and shipped via van line

**Panel System** – A display composed of prefabricated connected panels of various sizes

**Peninsula Display** – An exhibit with aisles on three sides

**Pipe and Drape** – Tubing covered with draped fabric to make up the rails and back wall of a show

**Pop-Up Display** – A display with a collapsible frame that expands to create a back wall for graphic or fabric panels

**Portable Display** – A lightweight structure that can be shipped via FedEx or UPS, or transported in most vehicles; they are easy to assemble (usually by one person with no tools), and use fabric or graphic panels

**Pre-Show** – Anything that is done or happens prior to the start of a show

**Prospectus**- A document that details a specific tradeshow for potential exhibitors. It commonly provides potential visitors with attendee profiles, a list of past exhibitors, media and PR opportunities and past show audits.

**Rigging** – Pre-show hanging of signs and other structures from the ceiling of the exhibit hall over your booth space

**SEG** – Silicon edged graphic

**Service Desk** – The location at which exhibitors order and schedule services from show management on the show floor

**Set Up** – The process of erecting an exhibit from its components; also called assembly or installation

**Shipping Case** – A reusable container for transporting exhibit materials; usually used as a podium or storage

**Shipping Crate** – A wooden container for transporting exhibit materials, which may be designed for a single use or custom built for extended use

**Show Carrier** – The carrier that show management has contracted for shipping



## Glossary of Trade Show Terms

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**Show Manager** – The organizer and operator of an exposition

**Skirting** – Decorative covering around tables and risers; also called table drape

**Teardown** – The dismantling of an exhibit; also known as take down or dismantle

**Turn Key** – Built, supplied and/or installed complete and ready to operate

**Union** – An organization of workers formed with the purpose of protecting workers' rights and increasing bargaining power with an employer on issues such as wages, hours and benefits

**Velcro®** - The trade name for a fabric closure with two components: hooks and loops; the two components adhere when pressed together and separate when pulled apart, allowing repeated use