

A

AV Contractor – Supplier of audio visual equipment.

Access Panel – Removal panel or section of exhibit to permit access to lamps, projector mechanisms, etc.

Acetate – Film positive or negative from which silk screens are produced. Also, a family of plastics for light transmission and surface protection.

Adlux – A black and white photo transparency.

Advance Order – An order for show services sent to the service contractor before move in.

Advertising Specialties – Promotional items, ranging from key rings to expensive pens, with a firm's name and/or advertising message.

Advisory Capacity – A term indicating that a shipper's agent or representative is not empowered to make definitive decisions or adjustments without approval of the group or individual represented. Compare WITHOUT RESERVE.

Afreightment (Contract of) - An agreement between a steamship line (or similar carrier) and in importer or exporter in which cargo space is reserved on a vessel for a specified time and at a specified price. The import/exporter is obligated to make payment whether or not the shipment is made.

Air Freight – Materials shipped via airplane.

Air Waybill – A bill of lading that covers both domestic and international flights transporting goods to a specified destination. Technically, it is a nonnegotiable instrument of air transport that serves as a receipt for the shippers indicating that the carrier has accepted the goods listed therein and obligates itself to carry the consignment to the airport of destination according to specified conditions. Compare INLAND BILL OF LADING, OCEAN BILL OF LADING, THROUGH BILL OF LADING.

Aisle – Area for audience traffic movement.

Aisle Carpet – Carpeting laid in the aisles.

Aisle Signs – Signs, usually suspended, indicating aisle numbers of letters.

Ambient Light – Uncontrolled and unintentional illumination.

Antidiversion Clause – See DESTINATION CONTROL STATEMENT

Arc Light – Illumination produced by a carbon electrode gap employed in slide projection and silk screen production.

ATA Carnet - See CARNET.

At-Site – Location of exhibit or project. Also called ON-SITE.

Attendance – Number of people at show or exhibit.

Attendee – One who attends an exposition. May also be a Delegate or Visitor.

Audit – An independent verification of attendance figures submitted by an exposition's producers.

B

B/P – Bills Payable.

Baby Spots – Small spotlights in a booth. Usually 15 watt.

Back Light – A light source that illuminates any transparent or translucent material from behind.

Backwall – Panel arrangement at rear of booth area.

Backwall Exhibit – An exhibit that is back to back with another exhibit or against a building wall.

Bonjo (Fabric) – Type of lightweight cloth used for backdrops.

Banner – A suspended decorative or communicative panel, usually a temporary cloth or paper structure.

Barter – Trade in which merchandise is exchanged directly for other merchandise without use of money. Barter is an important means of trade with countries using currency that is not readily convertible.

Beaded Screen – Front projection material with high reflective surface (usually minute glass beads).

Bed Hook – Metal hardware in pairs (male and female) that are attached onto a panel edge, permitting an easy coupling of panels.

Ben-Day – Technique of photographing continuous tone art through screen to break up subject for reproduction.

Bill of Exchange (B/E) – See DRAFT.

Bill Of Lading (B/L) – 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. Usually prepared by the shipper on forms issued by the carrier. It serves as a document of title, a contract of carriage, and a receipt of goods. Also see AIR WAYBILL, INLAND BILL OF LADING, OCEAN BILL OF LADING, THROUGH BILL OF LADING.

Black Light – Ultraviolet lighting that when applied causes phosphorescent paints to glow.

Blanket Wrap – Non-crated freight shipped via van line covered with protective blankets or padding.

Bleed – Area beyond usable section of blowup or copy block that allows for trimming or wrapping.

Blister Pack – Vacuum formed transparent plastic cover.

Block Out – Usually refers to painting out portions of photo, negative on screen.

Blow-Up – Photographic enlargement.

Blueprint – A mechanical drawing of both layout, construction and specifications.

Bonded Warehouse – A warehouse authorized by customs authorities for storage of goods on which payment of duties is deferred until the goods are removed.

Boneyard – A contractor's warehouse or other area where empty crates are stored during exposition. Also known as DUMP.

Booth – One or more standard units of exhibit space.

Booth Area – the amount of floor space occupied by exhibitor.

Booth Number – Number designated by show management for each exhibitors space.

Booth Personnel – Staff assigned to represent exhibitor in assigned space.

Booth Sign – Sign stating names, city, state and booth number of exhibitor.

Booth Size – Dimensions of assigned space.

Boothmanship – The booth staff's necessary skills to effectively present an exhibiting company's message. Includes body language, opening line and message presentation.

Bootleg Wages – The wages above those at the prevailing rate or the union scale that an employer may pay in a tight labor market to hold or attract employees. May also refer to wages at rate below the prevailing or union rate that an employee may accept in order to obtain employment.

Border Chaser – Programmed lighting around signs.

Box Framing – Perimeter frame with lumber on edge.

Break Terminal – Location at which common carriers separate consolidated freight.

Breakpoint – Level at which discounts are allowed for volumes of freight.

Brushed Finish - Finish primarily on aluminum or steel achieved by rubbing with wire brush or steel wool to achieve a "matte" quality.

Build-Up – Systems of programming flasher to light lamps in cumulative sequence with time intervals between.

Burned in Copy – Written copy appearing on photographs.

Buying Agent – See PURCHASING AGENT.

BX Cable – Flexible armored electrical cable accepted as insulated by most codes; two, three or more wires.

C

C&F – Cost and Freight. A pricing term indicating the freight costs are included in the quoted price.

C & I (Cost and Insurance) – A pricing term indicating the insurance costs are included in the quoted price.

C.C. – Current Cost.

CAD/CAM – Computer-Aided Design/Computer-Aided Manufacturing.

CAEM – Canadian Association of Exposition Managers

CEIR - See CENTER FOR EXHIBIT INDUSTRY RESEARCH.

CI.F. (Cost, Insurance, Freight) – A pricing term indicating that these costs are included in the quoted price.

C.I.F. & C (Cost, Insurance, Freight and Commissions) – A pricing term indicating that these costs are included in the quoted price.

C.I.F & E (Cost, Insurance, Freight and [Currency] Exchange) - A pricing term indicating that these costs are included in the quoted price.

C.O.D. – Cash on Delivery; Collection on Delivery

C.O.S. – Cash on Shipment

C.R. – Carrier's Risk.

CWT – Hundred weight. A weight measurement for exhibit freight. Usually 100 lbs.

Call-Out – Notation on drawings or exhibits of special significance, i.e., finish, edge, color, detail or features.

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.

Carrier – Transportation line moving freight (van line, common carrier, rail car, airplane).

Cartage – 1. Fee charged for transporting freight between destinations. 2) Short distance hauling of exhibit properties.

Cash Against Document (C.A.D.) – Payment for goods in which a commission house or other intermediary transfers title documents to the buyer upon payment in cash.

Cash in Advance (C.I.A.) – Payment for goods in which the price is paid in full before shipment is made. This method is usually used only for small purchases or when the goods are built to order.

Cash With Order (C.W.O.) – Payment for goods in which the buyer pays when ordering and in which the transaction is binding on both parties.

Center for Exhibition Industry Research (*Formerly known as the Trade Show Bureau*). A membership organization representing the entire exhibition industry, whose mission is to promote the growth of the exhibition industry through research, information and communication, and to position exhibitors as primary marketing tools.

Certificate of Inspection – A document certifying that merchandise (such as perishable goods) was in good condition immediately prior to its shipment.

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

Certificate of Manufacture – A statement (often notarized) in which a producer of goods certifies that the manufacturing has been completed and the goods are now at the disposal of the buyer.

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

Certified Exposition Manager (CEM) – An exposition management professional, as officially designated by the International Association of Exposition Management.

Certified Manager of Exhibits (CME) – An exhibit industry professional as officially designed by the Trade Show Exhibitors Association.

Channel – Generally, any material milled or extruded in a continuous “U” shape.

Chevron – Type of cloth used for backdrops.

Clean Bill of Lading – A receipt for goods issued by a carrier with an indication that the good were received in apparent good order and condition, without damages or other irregularities. Compare FOUL BILL OF LADING.

Collective Bargaining – The process of negotiation between an employer or employers and an employee organization, union or unions to reach agreement on the terms and conditions of employment for a specified period.

Column – A pillar in an exposition facility that supports the roof or other structures. Usually denoted on FLOOR PLAN as a solid square.

Commercial Invoice – An itemized list of goods shipped, usually included among an exporter’s COLLECTION PAPERS.

Commission Agent - See PURCHASING AGENT.

Common Carrier – An individual partnership or corporation that transports persons or good for compensation. For exhibit materials, usually accepts only crated or cased goods and consolidates freight of more than one customer into one shipment headed for a particular location.

Comp – Comprehensive layout or design.

Confirmed Letter of Credit – A letter of credit, issued by a foreign bank, whose validity has been confirmed by an American bank. An exporter who payment terms are confirmed letter of credit is assured of payment even if the foreign buyer or the foreign bank defaults. See LETTER OF CREDIT.

Consignee – Person to whom goods are shipped.

Consignment - Delivery of merchandise from an exporter (the consignor) to an agent (the consignee) under agreement that the agent sell the merchandise for the account of the exporters. The consignor retains title to the goods until the consignee has sold them. The consignee sells the goods for commission and remits the net proceeds to the consignor.

Consolidate – Shipping freight to a central depot where several loads bound for the same destination are put together before being shipped to that destination.

Consumer Show – An exposition of what are generally known as consumer products.

Contractor – An individual providing services to a trade show and/or its exhibitors. May be the Officio (show management appointed) or Independent (exhibitor-appointed)

Convention Center – A facility where oppositions are held. Also known as EXPOSITION CENTER, FACILITY or HALL.

Copy Panel – Item or area for graphic communication.

Corner Booth – An exhibit space with exposure on at least two sides.

Corporate Exhibit – An institutional exhibit telling the story of the company without intentionally marketing their products or service.

Counter mount – Technique for mounting material to rear of panel equal to weight and consistency to face mounted material to prevent warping.

Cover Plate – A protective, removable panel used with self-contained exhibits in transit.

C-Print - A type of color reproduction print.

Crating List – Names the contents of what is enclosed inside a crate, i.e., exhibit piece, carpet, etc.

Credit Risk Insurance – Insurance designed to cover risks of nonpayment for delivered goods. Compare MARINE INSURANCE.

Crop Mark – Indication on original art or photo defining area that is to be reproduced.

Cross Aisle – An aisle at a right angle to a main aisle.

Custom Exhibit – An exhibit created to be a unique solution to the specific requirements of the user.

Customhouse 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.

Cycles – The amount of “movement” in electrical current. International standard is 50 cycles, in U.S. 60 cycles.

D

DAT – Dangerous Articles Tariff.

D.D. – Demand Draft

D.O.T. – Department of Transportation

D.W. – Deadweight (tons of 2240 lbs.)

D.W.C. – Deadweight for cargo.

Date Draft (D/D) – A draft that matures a specific number of days after the date it is issued, without regard to the date of ACCEPTANCE. Compare SIGHT DRAFT, TIME DRAFT.

Dead Time – Time when a worker is unable to work because of factors beyond his or her control. Also called DOWN TIME, IDLE TIME, or WAITING TIME.

Declared Value – Shipper's stated value of entire shipment in terms of dollars.

Decorator – An individual or company providing installation & dismantle and 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.

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

Deferred Air Freight – Long haul air freight that waits for available cargo space, usually one to two days, at a reduced rate.

Demonstrators – Persons hired to illustrate or explain products.

Demurrage – Excess time taken for loading or unloading a vessel. Demurrage refers only to situations in which the character or shipper, rather than the vessel's operator, is at fault.

Density – Density means pounds per cubic foot. The cubic footage of loose articles or pieces, or packaged articles of a rectangular elliptical or square shape on one plane shall be determined by multiplying the greatest straight line dimensions of length, width and depth in inches. Including all projections, and dividing the total by 1728 (to obtain cubic feet). The density is the weight of the article divided by the cubic feet thus obtained.

Design – Graphic and pictorial representation of an idea.

Die Cut – Method of producing repetitive cutout shapes in quantity.

Diffuser – An open grid or a solid translucent plastic to soften or conceal light sources.

Dismantle – 1. To take to pieces or apart. 2. Teardown of exhibit.

Dispatcher – Person responsible for scheduling and routing freight, labor, etc.

Display Builder – Company that fabricates displays.

Display Rules and Regulations – A set of specifications for exhibit construction endorsed by major exhibit industry associations. Also the set of rules for an exposition that are used by management.

Dock – A place where freight is loaded onto and taken from vessels or vehicles.

Dock Receipt – A receipt issued by an ocean carrier to acknowledge receipt of a shipment at the carrier's dock or warehouse facilities. Also see WAREHOUSE RECEIPT.

Documents for Acceptance (D.A.) – Instructions given by a shipper to a bank indicating that documents transferring title to goods should be delivered to the buyer (or drawee) only upon the buyer's acceptance of the attached draft.

Dolly – Any of several kinds of low, flat wheeled frames for transporting heavy objects.

Double Decker – Two-storied exhibit. Also called MULTIPLE STORY EXHIBIT.

Draft (Bill of Exchange) – An unconditional order in writing from one person (the drawer) to another (the drawee) directing the drawee to pay a specified amount to a named payee at a fixed or determinable future date.

Draper – Person who installs drapes, pleats, and special décor.

Drawback – A refund of duties paid on imported goods that is provided at the time of their reexportation.

Drawee – The individual or firm on whom a draft is drawn and who owes the indicated amount. Compare DRAWER, also see DRAFT.

Drayage – Delivery of exhibit materials to assigned space, removing empty crates, returning crates at end of show for re-crating and delivering materials for carrier loading.

Drayage Contractor – Company responsible for handling exhibit properties.

Drayer – Official show handler designated to move exhibits from truck dock to booth space.

Dressing the Exhibits – Placing graphics, plants, literature and applying any finishing touches to the display.

Duplex Outlet – Double electrical outlet.

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

E

E & D – Erection and Dismantling.

E & O.E. – Errors and Omissions Excepted

EDAC – Exhibit & Display Association of Canada.

EDPA (Exhibit Designers & Producers Association) – trade association for exhibit designers and builders.

E.E. – Error's Excepted.

ESCA (Exposition Service Contractors Association) – Trade association for trade show contractors; usually exposition manager-appointed contractor.

EVC (Exposition Validation Council) – A subsidiary of the Trade Show Bureau that validates audited attendance statistics submitted by exposition managers.

Easel – A stand or frame for displaying objects.

Effects Projector – Device combining theatrical projector with variable throw, and rotating decorated lens; used to project ripples, waves, clouds, etc.

Electrical Contractor – Company contracted by show management to provide electrical services to exhibitors.

Electricians – Laborers who handle installation of all electrical equipment, which may include headers, signs, depending on the jurisdiction.

Embedding – Technique of capturing object in Lucite or other materials.

Erection – Assembling of exhibit properties.

Est. Wt. – Estimated Weight.

Estimate – Approximate calculation of exhibit costs.

Eurodollars - U.S. dollars placed on deposit in banks outside the United States (primarily in Europe).

Exclusive Contractor – Contractor appointed by show or building management as the sole agent to provide services.

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

Exhibit – A display used to convey a message. A specific tool of the communications medium of exhibiting. Also EXHIBIT BOOTH.

Exhibit Designer/Producer: - Company responsible for designing and constructing exhibit booth.

Exhibit Directory – Program book for attendees listing exhibitors and exhibit booth location.

Exhibit Prospectus - Promotional materials for prospective exhibitors to encourage participation.

Exhibition – Event at which products and services are displayed.

Exhibitor – One who displays in an exposition.

Exhibitor-Appointed Contractors – Service organizations appointed by the exhibitor.

Exhibitor Manual – See SERVICE KIT.

Exhibits Manager - See FLOOR MANAGER

Export – To send or transport goods out of the country for sale in another country. In International sales, the exporter is usually the seller or the sellers agent. Compare IMPORT.

Export Broker – An individual or firm that brings together buyers and sellers for a fee but does not take part in actual sales transactions.

Export License – A government document that permits the "Licensee" engage in the export of designated goods to certain destinations.

Export Management Company – A private firm that serves as the export department for several manufacturers, soliciting and transacting export business on behalf of its clients in return for a commission, salary or retainer plus commission.

Export Merchant – A company that buys products directly from manufacturers, then packages and marks the merchandise for resale under its own name.

Export Trading Company – A firm that purchases foreign goods for resale in its own local market.

Exposition – An event in which products or services are exhibited.

Exposition Manager – The organizer and operator of an exposition.

Exposition Rules – The regulations prepared by exposition management for a given event.

Extrusions – Products produced in continuous shapes by forcing materials under great pressure through dies; i.e., "T" molding channel, angle.

F

FAS – Free Along Side (vessel). A price quotation under which the exporter quotes a price that includes delivery of the goods to the vessel's side and within reach of its loading tackle. Subsequent risks and expenses are for the account of the buyer.

F.I. – Free In. A pricing term indicating that the character of a vessel is responsible for the cost of loading goods onto the vessel.

F.I.O. – Free In and Out. A pricing term indicating that the character of a vessel if responsible for the cost of loading and unloading goods from the vessel.

F.O. – Free Out. A pricing term indicating that the character of a vessel is responsible for the cost of loading goods from the vessel.

F.O.B. – Free On Board (vessel). A price quotation under which the exporter quotes a price that includes delivery of the goods on board the vessel. Subsequent risks and expenses are for the account of the buyer. The term FOB may also be used in conjunction with an inland shipping point in the country of exportation or on inland point in the country of destination. This means that the expenses up to the point specific are for the account of the seller.

Fabrication – The building or construction of an exhibit display.

Facility – See CONVENTION CENTER, HALL.

Fascia – Panel at top of an exhibit, usually bearing company name.

Featherbedding – Term used to describe a union practice of creating additional jobs or spreading work by placing limits on production, requiring more craftpersons than necessary to do a job and requiring performance of unnecessary work.

Field Services – Handling installation and dismantling, including freight, drayage, carpentry, electrical, plumbing, ironworkers, riggers and maintenance.

Fixed Jig – Permanent felt support mounted within shipping container.

Flocking – An electrostatic spraying process producing a velvety finish on any surface.

Floor Load – Maximum amount of weight per square foot a floor can support.

Floor Manager – Individual representing show management who is responsible for the exhibition area.

Floor Marking – Method of marking booth space

Floor Order – Order for services placed after exhibit setup begins. Usually more expensive than an ADVANCE ORDER.

Floor Plan - A map showing layout of exhibit spaces.

Foam Core - Corrugated material sandwiching rigid foam.

Force Majeure – The title of a standard clause in contracts exempting the parties for non-fulfillment of their obligations as a result of conditions beyond their control, such as earthquakes, floods or war.

Foreign Exchange – The currency or credit instruments of a foreign country. Also, transactions involving purchase and/or sale of currencies.

Foreign Freight Forwarder – See FREIGHT FORWARDER.

Foreign Sales Agent – An individual or firm that serves as the foreign representative of a domestic supplier and seeks sales abroad for the supplier.

Foreign Trade Zone – See FREE TRADE ZONE.

Forklift, Forktruck – Vehicle used to transport heavy exhibit materials short distances and for loading and unloading materials.

Formica - A trade name for a plastic laminate.

Foul Bill of Lading – A receipt for goods issued by a carrier with an indication that the goods were damaged when received. Compare CLEAN BILL OF LADING.

Four Hour Call – Minimum work period for which union labor must be paid.

Free Form – Self-supporting and independent exhibit material.

Free Port – An area such as a port city into which merchandise may legally be moved without payment of duties.

Free Standing – Self-supporting and independent exhibit material.

Free Trade Zone – A port designated by the government of a country for duty-free entry of any non-prohibited goods. Merchandise may be stored, displayed, used for manufacturing, etc., within the zone and re-exported without duties being paid. Duties are imposed on the merchandise (or items manufactured from the merchandise) only when the goods pass from the zone into an area of the country subject to the Customs Authority.

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

Freight Desk – At a show, handles inbound and outbound exhibit materials.

Freight Forwarder – An independent business that handles export shipments for compensation.

Frontages, Front Space – Refers to dimensions across the front of an exhibit (for example, a 10' x 30' exhibit has 30' of front space and 10' of depth).

Full Booth Coverage – Carpet covering entire area of booth.

G

Gang Box - See TROUBLE BOX.

GATT – General Agreement on Tariffs and Trade. A multilateral treaty whose purpose is to help reduce trade barriers between the signatory countries and to promote trade through tariff concessions.

Gauge – Where tariffs refer to gauge, they mean the U.S. Standard Gauge for determining thickness of sheet or plate steel; Browne & Sharpe Gauge for rod and sheets of aluminum, copper, brass and bronze; U.S. steel Wire Gauge for iron and steel wire.

General Contractors – Service organizations appointed by exposition management. Also OFFICIAL CONTRACTORS.

Goals – Measurable accomplishments that contribute to exhibit's objectives.

Graphics – communicative elements – color, copy, art, photographs, translights, etc. used to illustrate a booth theme or décor.

Gross Square Feet – Total space available in exhibit hall as compared to net square feet, which is usable exhibit space.

Gross Weight – The full weight of a shipment, including goods and packaging. Compare TARE WEIGHT.

H

HCEA (Health Care Exhibitor's Association) – Trade association for firms exhibiting in health care events.

Hall – A generic term for an Exposition Facility. May also refer to an individual area within a facility.

Hardwall – A type of exhibit construction in which the walls are of solid material, rather than fabric.

Header – A sign or other structure across top of exhibit. Usually displays company name.

High Jacker – Equipment capable of lifting a person or persons to a given height.

Hold Harmless Clauses – A contract clause that eliminates the liability of one party in case of a claim.

Hologram – A photographic effect using lasers to obtain a three dimensional image on a flat surface.

Horizontal Show – A show in which the products or services being displayed represent all segments of an industry or profession.

Hospitality – An event in the U.S. usually separate from the exhibit, in which refreshments are served and exhibitor personnel and visitors socialize.

I

IAEM (International Association for Exposition Management) – Trade association for exposition producers.

I&D – Installation and dismantle of an exhibit (setup/tear down). Generally an exhibitor-appointed contractor.

IEA (International Exhibitors Association) – See TRADE SHOW EXHIBITORS ASSOCIATION.

Import – To bring foreign goods into a country, in international sales, the importer is usually the buyer or an intermediary who accepts and transmits good to the buyer. Compare EXPORT.

Import License – A document required and issued by some national governments authorizing the importation of goods into their individual countries.

Infringement – Use of floor space outside exclusive booth area.

In Hall – In the building where an exposition or show is held.

Inland Bill of Lading – A bill of lading used in transporting goods overland to the exporters international carrier. Although a through bill of lading can sometimes be used, it is usually necessary to prepare both an inland bill of lading and an ocean bill of lading for export ships. Compare AIR WAYBILL, OCEAN BILL OF LADING, THROUGH BILL OF LADING.

Injection Modeling – formed by means of injecting heated resins into mold cavity.

Inquiry Cards – forms, collected from attendees, used to request information about exhibitors.

Inserts – Interchangeable copy or art panels.

Inside Booth – Exhibit space with exhibit booths on either side and back.

Installation Contractor – May be either “official” (as designated by exposition management) or “independent” (hired directly by exhibitor). Has control over labor pool, or has access to labor pool. Responsible for supervision and coordination of installation & dismantle labor.

Installation and Dismantle – Also referred to as I&D. The setup and tear down of exhibits.

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

Internegative – Film negative of motion picture made from original raw negative to facilitate making of positive copies in quantity.

International Freight Forwarder – See FREIGHT FORWARDER.

Inventory – Total amount of furniture and equipment available for show.

Irrevocable Letter of Credit – A letter of credit in which the specified payment is guaranteed by the bank if all terms and conditions are met by the drawee. Compare REVOCABLE LETTER OF CREDIT.

Island Display – One that is exposed on all sides to an aisle in a show.

Island Exhibit – A unit with aisles on four sides.

Installation – Setting up exhibit material to prescribed setup instructions and drawings.

Itinerant – A reusable exhibit or display with scheduled shipping from place to place.

J

Jacobs Ladder – A series of horizontal panels held together with a vinyl bank. These panels flip to expose the opposite side when top horizontal panel is mechanically turned.

Jewel Light – Colored plastic or gloss insert used in front of light source in panel faces to identify, pinpoint, etc., areas.

Jig – Shop or bench setup for making repetitive assemblies.

Jigging – Special dividers, sectioning and protective padding inside exhibit crates.

Job Foreman – One who is in charge of specific projects.

Joining – Technique of rendering lumber surfaces perfectly straight and smooth so as to permit a perfect fit. This operation is usually performed on continuous automatic machine called a Jointer.

Johnson Bar – Long handled wooden pry bar with metal tip and wheels used in freight handling.

Junction Box – A distribution point for electric power.

K

K.D. (Knockdown) – Exhibit or display components requiring on-site assembly.

Kiosk – A small structure, open to one or more sides, used within an exhibit for the display of product.

Kit - See SERVICE KIT.

Kronoflex – An inexpensive transparent or colored transparency.

L

L&D – Loss and Damage.

L.A. – Letter of Authority.

Labor – For shows, refers to contracted workers who perform services.

Labor Call – Method of securing union employees.

Labor Desk – Location in exhibit hall where you can order labor.

Labor Form – Form used by exhibitors requesting labor at exhibition.

Laborer – A skilled individual who provides actual services on the show floor. Usually a unionized worker.

Lacquer Finish – Coating sprayed on wood, metal and other materials, pigment colored or clear, that is durable and washable. Composition of coating includes lacquer, from which it derives its name.

Laminated – The bonding under pressure of two or more materials to form a layer or sandwich of material, i.e., plywood, Formica.

Lead Tracking – A system for follow-up of leads generated at an exposition.

Less than Truckload (LTL) – Rates applicable when the quantity of freight is less than the volume of truckload minimum weight.

Letter of Credit (L/C) – A document, issued by a bank per instructions by a buyer of goods, authorizing the seller to draw a specified sum of money under specified terms, usually the receipt by the bank of certain documents within a given time.

Licensing – A business arrangement in which the manufacturer of a product (or a firm with proprietary rights over certain technology, trademarks, etc.) grants permission to some other group or individual to manufacture that product (or make use of that proprietary material) in return for specified royalties or other payment.

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

Linear Display – One that is set in a continuous line.

Line Art – Term for artwork composed of lines only with no tone.

Lit. Rack – Devices used to hold literature or brochures.

Loading Dock – Area on premises where goods are received.

Loadlock – A metal brace to secure partial loads within trailers and railway cars.

Logo – A trademark, unique to each particular company.
Loop Fabric – Fabric to which Velcro fastener fabric will adhere.

Loop Projector – Projector modified to run film that has been spliced into continuous loop.

Loose Jig – Removable support in shipping case.

M

MW – Minimum Wage.

M.A. Form – Special form of invoice required for shipment to Canada.

Manual – See SERVICE KIT.

Marine Insurance – Broadly, insurance covering loss or damage of goods at sea. Marine insurance will typically compensate the owner of merchandise for losses sustained from fire, shipwreck, piracy, and various other causes, but excludes losses that can be legally recovered from the carrier. Compare CREDIT RISK INSURANCE.

Marking – Letters, numbers and other symbols placed on cargo packages to facilitate identification. Also MARKS.

Matte – Lusterless surface.

Measurement Ton – The measurement ton (also known as the cargo ton or freight ton) is a space measurement, usually 40 cubic feet or one cubic meter. The cargo is assessed a certain rate for every 40 cubic feet of space it occupies.

Middy – A van shipment weighing 500 lbs. or less, for which the minimum charge is the 500 lb. Rate.

Mock-Up – A full-scale model of proposed structure.

Model – An object made in miniature representing something to be made.

Models – (Note: The term is falling into disuse). A person stationed in an exhibit to demonstrate a product, provide attraction to booth or greet visitors. See TALENT.

Modular – Structural elements that are interchangeable. Maximum flexibility in arrangement and size.

Module – A repeating element within an exhibit.

Move-In – Date set for installation.

Move-Out – Date set for dismantling.

Multiple Story Exhibit – See DOUBLE DECKER.

N

NMFC – National Motor Freight Classifications.

Naugahyde – A synthetic, leather-like material.

Neoprene – A rubberlike mold reproduction material.

Nested – Three or more different sizes of an article are placed within each other so that each article will not project above the next lower article by more than 33 1/3% of its height.

Net Square Footage – The amount of space occupied by exhibits in a facility, not including aisles, columns, registration areas, etc.

Nomenclature of the Customs Cooperation Council – The customs tariff used by many countries worldwide, including most European nations, but not the United States. It is also known as the Brussels Tariff Nomenclature. Compare STANDARD INDUSTRIAL CLASSIFICATION or STANDARD INTERNATIONAL TRADE CLASSIFICATION.

No Show – When a scheduled exhibitor does not show up to claim booth space or ordered services.

O

O/A - Open Account.

O.S. & D. – Over, Short and Damage

O.T. – On Truck or Railway.

Objectives – Statement of expected achievement in a marketing event. See GOALS.

Ocean Bill of Lading – A bill of lading (B/L) indicating that the exporter consigns a shipment to an international carrier for transportation to a specified foreign market. Unlike an inland B/L, the ocean B/L also serves as a collection document. If it is a "straight B/L," the foreign buyer can obtain the shipment from the carrier by simply showing proof of identity. If a "negotiable B/L" is used, the buyer must first pay for the goods, post a bond, or meet other conditions agreeable to the seller. Compare AIR WAYBILL, INLAND BILL OF LADING, THROUGH BILL OF LADING.

Official Contractors – Service organizations appointed by exposition management. Also GENERAL CONTRACTORS.

On-Site – Location of exhibits or project. Also called AT-SITE.

On-Site Order – Floor order placed at show site.

Open Insurance Policy – A marine insurance policy that applies to all shipments made by an exporter over a period of time rather than to one shipment only.

OT Labor – Work performed on overtime.

Outside Exhibit – Booth located outdoors.

Overlay – A panel mounted to another surface.

P

P.D. - Per Diem.

Package Plan – Management providing furniture and/or services to exhibitors for a single fee.

Packing Case – See SHIPPING CASE.

Packing List – A list showing the number and kinds of items being shipped, as well as other information needed for transportation purposes.

Pad Wrap – See BLANKET WRAP.

Padded Van – Describes vehicle used for uncrated shipments.

Padding – Usually blanket protection for uncrated material.

Painters – Laborers who are responsible for sign painting and graphics. May also have other duties depending upon union jurisdiction and agreements.

Pallet – See SKID.

Particle Board – A structural panel of compressed glued wood chips.

Paste-Up – A mounted assemble of graphics prior to reproduction.

Pavilion – A group presentation of different companies for the purpose of generating collected impact.

Pedestal – A floor support for an exhibit component.

Peninsula – An exhibit or area with aisles on three sides.

Peninsula Display – An exhibit exposed to an aisle on three sides.

People Magnets – Promotional ideas and devices that have a compelling ability to draw audiences.

Perimeter Booth – Exhibit space located on an outside wall.

Permanent Exhibit – A product display held on a long-term basis, e.g., hort exhibit, museum exhibit, office exhibit, and the like.

Photostats – A reproductive process employing paper negatives.

Pipe and Drape – Pipe material with fabric draped from it to make up side RAILS AND BACKWALL of a trade show.

Planting – Floral décor to enhance appearance of exhibition.

Plastic Laminate – Any one of several of the melamine plastics bonded to paneling for durability and appearance.

Plumbers – Laborers responsible for all plumbing.

Podium – A stand-up demonstration area.

Point of Purchase Display – An aid to retail selling. Used to promote or identify products at their point of sale.

Portable Exhibits – Lightweight, crated display units that do not require forklifts to move.

Porters – Laborers who perform sweeping, cleaning, and dusting.

Portrait – Sign where height measurement (vertical line) is greater than width measurement.

Post – Metal upright used to support drapes.

Poster Board – A stiff-weight art board usually used for printing and/or presentations.

Prefab – Pre-built exhibit ready for installation.

Presenters – Trained individuals stationed in a booth to present a scripted promotional message.

Press Kit – Materials, usually contained in a folder, in which news releases, product announcements and other materials intended for the media are distributed.

Press Releases – An article intended for use by the media about a company, product, service or individual.

Priority Rating System – Method of assigning booth space.

Producer Exhibit – An individual or company that designs and/or builds exhibits. May also provide other services.

Producer Show – An individual or company that manages trade shows; leases exhibit facility, hires official contractors and promotes events.

Pro Forma Invoice – An invoice provided by a supplier prior to the shipment of merchandise, informing the buyer of the kinds of quantities of goods to be sent, their value, and important specifications (weight, size, etc.)

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.

Proposal – To put forth an idea, design or concept for consideration or acceptance.

Public Shows – One where general public is invited to attend and an admission fee is usually charged.

Purchasing Agent – One who purchases goods in his/her own country on behalf of foreign importers such as government agencies and large private concerns.

Q

Quad Box – Four electrical outlets in one box.

Qualifying – The act of determining an exhibit visitor's authority to purchase a product or service on display.

Quota – The quantity of goods of a specific kind that a country will permit to be imported without restriction or imposition of additional duties.

Quotation – An offer to sell goods at a stated price and under specified conditions.

R

ROI (Return-On-Investment) – Measurement of how much benefit exhibiting company receives from participation in exhibit event. Broadest example formula: income minus costs equal ROI.

ROO (Return-On-Objectives) – Measurement of how much benefit exhibiting company receives from participation in exhibit event based on their objectives.

Rail - A low divider between exhibits.

Raised Letters – Lettering cut out of any material and applied or mounted to a surface or background for dimensional affects.

Ramset – Device to shoot bolt into dense material to anchor plates, etc., to floor, wall, or ceiling. Not for use in anchoring exhibits.

Rear Illuminated – Technique of lighting color transparency or adlux from rear.

Rear Projection – Movie, slide, or stop film presentation where the screen is between the viewer and the projector.

Refurbish – To repair damage, renew surfaces and replace graphics, as necessary, to recondition an exhibit extending its life span.

Regional Show – A show targeted to attendees from a specific geographical area.

Release Forms – Documents provided by management to permit removal of goods from exhibition.

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

Return – Common term applied to panel joined to background at ninety-degree angle.

Reverse Prints – Dark or black field with white line art or copy.

Revocable Letter of Credit – Document that can be canceled or altered by the drawee (buyer) after it has been issued by the drawee's bank. Compare IRREVOCABLE LETTER OF CREDIT.

Rigger – Responsible for machinery uncrating, unskidding, positioning, leveling and reskidding.

Right-to-Work State – Where joining a union is not a condition of employment.

Riser – A platform for people or product.

Rough Sketch – Quick drawing giving indications of proposed exhibit.

S

S.A. (SOCIETE ANONYME) – French expression meaning a corporation.

SIC – See STANDARD INDUSTRIAL CLASSIFICATION.

SISO (Society of Independent Show Organizers) – Trade association for independent exposition producers.

S.I.T. – Stopping in Transit.

SITC – See STANDARD INTERNATIONAL TRADE CLASSIFICATION.

S.U. – Setup.

Sandwiching – Mounting of transparent subject matter between one translucent and one clear plastic panel.

Schematic Model – A diagram of an object in model form.

Security – System used to keep exhibit safe, such as guards, closed circuit TV, etc.

Security Cages – Wire enclosures supplied to exhibitors to lock up materials for safe storage.

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

Sepia – Printed reproduction of black and white art tinted in brown tones, which imparts an antique look.

Service Desk – A central location to order or reconfirm the functions provided by exposition management.

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

Set-Up – The function of creating the displays, installation, or, articles in their assembled condition.

Set Up Drawing – The plans from which the exhibit components are assembled.

Set Up Personnel – Exhibit installers.

Shadow Box – Five sided enclosure with face open for display of art or objects, a niche.

Shell Scheme – A standard exhibit shell that is widely used throughout world, with the exception of the United States.

Shipment – A lot of freight tendered to a carrier by one consignor at one place at one time for delivery to one consignee at one place on one bill of lading.

Shipper – Company or individual to whom exhibit materials are consigned for transportation.

Shipping Case – A container for exhibit components suitable for extended reuse, usually with hinged lid and felted interior.

Shipper's Export Declaration – A form required for all shipment's by the U.S. Treasury Department and prepared by a shipper, indicating the value, weight, destination, and other basic information about an export shipment.

Ship's Manifest – An instrument in writing, signed by the captain of a ship that lists the individual shipments constituting the ship's cargo.

Shop – Service contractors main office and warehouse.

Show Breaking – Time of show closing when dismantling begins.

Showcase – General term for glazed or framed enclosure for display of objects.

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

Show Office – Management Office at exhibition.

Show Photographer – Official photographer for exhibition appointed by manager.

Show Producer – Company or individual who initiates and plans on event, is responsible for renting a site and for soliciting exhibitors. See EXPOSITION MANAGER.

Shrink Wrap – Process of wrapping loose items on pallet with heat sealed, transparent plastic wrapping.

Side Rail- A low divider panel used to separate an exhibit space from an adjacent area.

Sight Draft – A draft which is payable upon presentation to the drawee. Compare DATE DRAFT, TIME DRAFT.

Silk Screen – A printing stencil used for reproducing one or more times on a variety of materials.

Site – A particular platform or location for loading or unloading at a place. See PLACE.

Skid – Wood runners protecting the exterior of a shipping case.

Skin – A tracing of a sketch with explanatory notes.

Skirting – Decorative covering around tables and risers.

Sleeper – Leveling strip on which flooring or horizontal panels are fixed.

Space – Exhibitor location in the hall.

Space Rate – Cost per square foot for exhibit space.

Special Handling – requiring extra labor, equipment, or time in delivery to booth area.

Staging Area – A place for demonstration.

Stanchions – Upright posts used to support signage, also support ropes that prevent entry.

Stand – European term for booth.

Standard Industrial Classification (SIC) – A standard numerical code system used by the U.S. Government to classify products and services. Compare

NOMENCLATURE OF THE CUSTOMS CORPORATION COUNCIL, STANDARD INTERNATIONAL TRADE CLASSIFICATION.

Standard Industrial Trade Classification (SITC) – A standard numerical code system developed by the United Nations to classify commodities used in international trade. Compare NOMENCLATURE OF THE CUSTOMS COOPERATION COUNCIL, STANDARD INDUSTRIAL CLASSIFICATION.

ST Labor – Work performed on straight time.

Stock Exhibits – A predesigned unit adopted to particular use by identification, color, graphics, and minor structural modifications.

Strike 1. Dismantle Exhibit. 2. Union walkout during exposition. 3. To remove all scenery and props from the stage.

Survey – Solicitation of exhibitor's opinions regarding services.

System – A stock set of components that can be put together to make an exhibit.

T

T & M – An abbreviation of a form of billing through labor costs (time) and materials.

T.L. – Truckload.

TSEA – See TRADE SHOW EXHIBITORS ASSOCIATION

Table Top Display – Exhibit designed for use on top of a table.

Talent – Outside personnel stationed in a trade show exhibit to demonstrate a product, provide attraction to booth or greet visitors. Includes magicians and similar attractions. See MODELS, PRESENTERS.

Tare Weight – The weight of a container and/or packing material without the weight of the goods it contains. Compare GROSS WEIGHT.

Tariff – Rules and rates of a specific carrier.

Teardown - Dismantle.

Terminal – Freight handling or dock area.

Through Bill of Lading – A single bill of lading covering both the domestic and international carriage of an export shipment. An air waybill for instance, is essentially a through bill of lading used for air shipments. Ocean shipments, on the other hand, usually require two separate documents – an inland bill of lading for domestic carriage and an ocean bill of lading for international carriage. Through bills of lading, therefore, cannot be used. Compare AIR WAYBILL, INLAND BILL OF LADING, OCEAN BILL OF LADING.

Time & Materials – Method of charging for services on a cost-plus basis.

Time Draft – A draft that matures either a certain number of days after acceptance or a certain number of days after the date of the draft. Compare DATE DRAFT, SIGHT DRAFT.

Ton – Freight rates for liner cargo generally are quoted on the basis of a certain rate per ton, depending on the

nature of the commodity. This ton, however, may be a weight ton or a measurement ton.

Touch Up – Paints accompanying an exhibit, in the necessary colors, for the purpose of painting nicks and scratches.

Tow Motor – See FORKLIFT.

Tractor Trailer – Tractor is the driving unit of a large truck; trailer is the container unit.

Trade Fair – Broadly, the commonly used international term for an exposition.

Trade Show – An exposition held for members of a common or related industry. Not open to the general public.

Trade Show Exhibitors Association – Trade association for organizations that use exhibits as a marketing, promotional or communications medium. Also designated by the acronym TSEA. Formerly known as the International Exhibitors Association (IEA).

Traffic Flow – A supposed for directed path the audience will take through an exposition or exhibit.

Transient Space – Short-term rental space.

Transparency – A black and white or color translucent (see-through) photograph or artwork.

Trouble Box – Nickname for an equipment box most exhibitors carry that contains tools and supplies to repair an exhibit or product in case of trouble. Also known as GANG BOX.

Truckload – Truckload rates apply where the tariff shows a truckload minimum weight. Charges will be at the truckload minimum weight unless weight is higher.

Turnkey Exhibit – A system whereby the exhibit manager turns responsibility of the display over to an exhibit house. In essence, the exhibitor simply “turns the key” upon arrival at the show and opens the booth.

Twenty-Footer – A 20' by (usually) 10' exhibit space. Similar terminology (a 30-footer, etc.) may be used.

Tyrex Cord – A type of cord that, within proper specifications, makes an acceptable electrical cord for exhibits.

U

U.S.S.G. – U.S. Standard Gauge.

Union – An organization of workers formed for mutual benefit 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 official.

V

V.A.T. – Value Added Tax. A tax on the estimated market value added to any product at each stage of its manufacture or distribution, ultimately passed on to the consumer.

Vacuum Forming – Technique for molding plastic sheets by heating and drawing sheets in a vacuum press.

Valance – A short overhead, decorative border normally used as a light baffle or screen.

Validated Export License – A document issued by the U.S. Government authorizing the export of commodities for which written export authorization is required by law. Compare GENERAL EXPORT LICENSE.

Velcro – Brand name of special tape used to adhere objects to a display. Has two components: loop and fabric. The two components adhere to one another but may be easily separated and reattached, allowing graphics and other materials to be moved.

Vertical Show – A show in which the products or services being displayed represent one element of an industry or profession.

Visitor – An attendee at an exposition. A potential customer.

W

W & I – Weighing and inspection.

W/B – See WAYBILL.

Wallboard – A soft wood product used in onetime paneling or where whiteness and softness is desired.

Warehouse Receipt – A receipt issued by a warehouse listing goods received for storage.

Waybill – List of enclosed goods and shipping instructions, sent with material to transit.

Wet Mount – Process of wetting photo blowup prior to wrapping it around panel.

Wheeler – An upright, manually propelled, two wheeled cart used to move objects such as boxes.

Without Reserve – A term indicating that a shipper's agent or representative is empowered to make definitive decisions and adjustments abroad, without the approval of the group or individual represented. Compare ADVISORY CAPACITY.

Working Drawing – The detail plans from which an exhibit is constructed.

Work Rules – Regulations that govern union craftspersons' working conditions. Includes what type of work an exhibitor may perform, when overtime begins, etc.

Work Time – Paid time that begins as soon as the workers are turned over to the exhibitor. Stops when the exhibitor releases them.

(Source: TSEA Exhibit Industry Glossary of Terms)