

GLOSSARY OF TRADESHOW TERMS

Since virtually every industry uses their own "language", we have provided a glossary of common tradeshow terms for your reference.

This list has been put together to help you understand what can sometimes be the confusing language known as "tradeshow lingo." Not sure what drayage is? Is a peninsula space the same as an island space? Look here for the answers! Most of these words are common industry terms, and some are CES-specific. These terms will be used throughout this and other CES manuals. Please refer to this section if you encounter any word or phrase that is unfamiliar to you.

A/V - Audio/visual support such as video monitors, sound systems or projection systems and screens.

Advance Order - An order for show services sent to the service contractor before move in. Typically less expensive than a Floor Order.

Advertising Specialties - Promotional items, ranging from key rings to expensive pens, with a firm's name and/or advertising message. Also referred to as giveaways or "tshatshkes" (pronounced chotch-keys).

Aisle - Area for audience traffic movement.

Aisle Signs - Signs, usually suspended, indicating aisle numbers or letters.

Assembly - The process of erecting display component parts into a complete exhibit.

Attendee - A visitor to the exhibition. A potential customer or buyer.

Authorized Signature - Signature of a person who is duly authorized to execute a binding legal agreement.

Backwall - Panel or pipe and drape arrangement at rear of booth area, typically 8' high.

Badges - A form of identification. At CES, there are different colored badges to distinguish exhibitor/booth personnel from attendees and press.

Banner - A suspended decorative or communicative panel, usually a vinyl or cloth structure.

Bill of Lading - 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. Also referred to as a Packing List, Waybill or Material Handling Agreement.

Booking - An arrangement with a company for use of facilities, goods or services.

Booth - A display designed to showcase an exhibitor's products, message and business ideas. Referred to as a Stand in European shows.

Booth Number - Number designated by show management for each exhibitor's space.

Booth Personnel - Staff assigned to represent exhibiting company in assigned space.

Booth Size - Measure of assigned space. Can be represented by the booth's dimensions (i.e., 10' x 10'), square feet (i.e., 100 sq. ft.) or units (i.e., 1 unit).

Booth Space - The amount of floor area occupied by an exhibitor.

Bone Yard - An area used by show management to store exhibitors' packing materials, decorators' extra furniture, and any other equipment not being used during show hours.

Column - A pillar in an exhibition facility that supports the roof or other structures. Usually denoted on floor plan as a solid square or dot.

Conference - Educational and informational seminars generally held in conjunction with an exhibition. CES offers both free and paid conference sessions.

Consumer Show - An exhibition that is open to the public, showing what are generally known as consumer products. Note: CES is not a consumer show and is for trade only.

Contractor - An individual providing services to a tradeshow and/or its exhibitors. May be Official (show management-appointed) or Independent (exhibitor-appointed).

Convention Center - A facility where exhibitions and/or conferences are held. Also known as Exhibition Center, Facility, or Hall.

Crating List - A document that names the contents of a crate, i.e., exhibit pieces, carpet, signage, etc.

Cross Aisle - An aisle at a right angle to the main aisle.

Custom Exhibit - An exhibit created to be a unique solution to the specific requirements of the user, generally manufactured by a professional exhibit design firm.

Customs - The authorities designated to collect duties/taxes levied by a country on imports and exports. The term also applies to the procedures involved in such collection.

CWT - Hundredweight. A drayage weight measurement for exhibit freight equaling 100 pounds.

DBA - Stands for "Doing Business As". Used to link a company's corporate or trade name to its exhibiting name.

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

Decorator - An individual or company providing services (such as I&D, draping, furnishings, etc.) to exhibitors and exhibition hall for a tradeshow.

Deferred Freight - Long haul freight that waits (usually one to two days) for available cargo space, shipped at a reduced rate.

Demonstrators - Persons hired to illustrate or explain products.

Directory - Program book distributed to attendees and exhibitors, listing information about exhibitors' products and services, conference sessions and other pertinent facts about the show. Sometimes referred to as the Show Directory or Show Guide.

Dismantling - The process of tearing down, packing up and moving out exhibit materials after show closes.

Dock - A place where freight is loaded onto and taken from vehicles. Also referred to as loading dock. Typically managed by the official contractor during a tradeshow where an official contractor has been secured.

Double-Decker - Two-storied exhibit. Also called a Multiple Story Exhibit.

Double-Time - Refers to a pay rate for work performed beyond straight time and overtime. Double-time is double the normal hourly rate (i.e., if laborer normally charges \$10/hour, double-time work will be \$20/hour).

Drayage - Delivery of exhibit materials from the loading dock to assigned space, removal of empty crates, returning crates at end of show for re-crating and delivering materials for carrier loading. Also referred to as "Material Handling".

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

EAC - Stands for Exhibitor-Appointed Contractor. Any company using a contractor other than those associated with the show needs to complete an EAC form - be SURE to read this section of your Exhibitor Manual closely, and make sure you comply with all regulations for EACs.

Exhibit Manager - The organizer and operator of an exhibition, often referred to as Show Management or Exhibition Organizer. Also can be the person in charge of an exhibitor's display in a tradeshow.

Exhibitor-Appointed Contractor - Refers to any outside contractor, other than an official 2004 INTERNATIONAL CES contractor, hired by the exhibitor.

Exhibitor Prospectus - Promotional brochure sent to prospective exhibitors by show management to encourage participation in a tradeshow.

Exhibitor Manual - Binder sent to exhibitors containing show rules, information and forms for logistical services such as electrical, carpeting, decorating, etc.

Exhibit Rules - Regulations prepared by exhibition management to govern exhibitors at a given event. At CES this document is called the Official Rules and Regulations.

Exhibition - An event in which products or services are exhibited. Also referred to as Exposition, Expo, Tradeshow, Trade Fair.

First-Time Exhibitor Manual - A CES-specific term. An instructional guide sent to all first-time exhibitors in the 2004 INTERNATIONAL CES, outlining the basics of exhibiting at a tradeshow.

Floor Manager - Individuals representing show management who are responsible for overseeing all or part of the exhibition area. At CES, these individuals primarily enforce the Rules & Regulations of the INTERNATIONAL CES. They are also available to answer questions related to the show floor, show hours and show services (audio/visual, security, general contractor), trouble-shoot, and act as liaisons between the exhibitors and the GES Service Desk. Floor Managers are available from the first day of move-in to the last day of move-out.

Floor Marking - Method of indicating the boundaries of each booth space.

Floor Order - Order for services placed by the exhibitor with the service contractor after exhibit setup begins. Usually more expensive than an Advance Order.

Floor Plan - A map showing layout of exhibit spaces. Also referred to as a Floor Map.

Follow-Up - To send literature or other information and/or have representative call on prospects identified at a tradeshow.

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

Freight Desk - A specific location at the show where inbound and outbound exhibit materials are handled.

Frontage, Front Space - Refers to dimension across the front of an exhibit.

Give-aways - See Advertising Specialties.

Graphics - Communicative elements (color, copy, art, photographs, etc.), used to illustrate a booth theme or decor.

Gross Square Feet - Total space available in exhibit hall as compared to net square feet, usable exhibit space, or occupied exhibit space.

Hall - Generic term for an Exhibition Facility. May also refer to an individual area within a facility, such as North Hall.

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

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

Hospitality (n.) - An event or gathering usually separate from the exhibit, in which refreshments are served and exhibitor personnel and invited guests socialize.

I&D - Installation and dismantling (performed on exhibit properties).

Infringement - Use of floor space outside contracted booth area, or breaking of the official Rules and Regulations.

In-Line Booth - Exhibit space with exhibit booths on both sides and behind, or backing up to a wall. This type of booth will generally have only one exhibit side open to an aisle. All are 10x10, 10x20, 10x30.

Installation - The process of moving booth materials into an exhibit hall and setting up for display.

Insurance Policy - A contract between an exhibitor and an insurance company securing payment of a sum of money in the event of loss or damage. Every CES exhibitor is required to have appropriate insurance, as outlined in the Exhibit Space Application/Contract.

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

Inventory - The amount (number of pieces) of furniture and equipment available for show, or used to describe total number of booths on the exhibit floor.

Island Exhibit - An exhibit space with aisles on all four sides.

Kiosk - A small structure, open on one or more sides, for the display of a product or for use as an information station or for material distribution.

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

Lead - The demographic information retrieved from visitors to your booth which helps you determine that person's intent to buy your product/services. A tool to help your sales force close the sale.

Liability - Legal issue of who is responsible for damage or injuries.

Lighting - Refers to booth or general hall illumination.

Linear Display - Another term for an in-line exhibit space.

Loading Dock - See Dock.

Logo - A trademark or symbol, unique to each company.

Mailing List - A list of contact names and addresses to use for marketing purposes. These lists can be obtained by gathering information on-site, or by purchasing or renting from an agency or company.

Material Handling - Also referred to as "Drayage". Delivery of exhibit materials from the loading dock to assigned space, removal of empty crates, returning crates at end of show for re-crating and delivering materials for carrier loading. Also referred to as "Material Handling".

Modular - Structural elements that are interchangeable. Allows for maximum flexibility in arrangement and size.

Move-In - Dates set for installation of exhibits. Also referred to as Set-Up or Installation.

Move-Out - Dates set for dismantling of exhibits. Also referred to as Tear-Down or Dismantling.

Multiple Story Exhibits - Exhibits of two or more levels. Another term for Double Decker.

Net Square Feet - The amount of space occupied by exhibits in a facility, not including aisles, registration areas, public areas, etc.

No-Show - A scheduled exhibitor who does not show up to claim booth space or ordered services. Also, a pre-registered person who does not actually attend an event.

Objectives - Statement of expected achievements in a marketing event.

Official Contractor - Service provider appointed by exhibition management.

Official 2004 INTERNATIONAL CES Exhibitor - Refers to companies that have signed an Exhibit Contract indicating their commitment to exhibit at 2004 INTERNATIONAL CES.

On-Site - Location of exhibits or project. Also called At-Site.

On-Site Order - See Floor Order.

OT Labor - Work performed on overtime.

Overtime - Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time and a half (i.e., if laborer charges \$50/hour, Overtime pay will be \$75/hour).

Package Space - Exhibit space that includes basic furnishings in the published price. CES typically only offers package space in specific technology pavilions.

Packing List - A list included with a shipment showing the number and kinds of items being shipped, as well as other information needed for transportation purposes. Also referred to as a Bill of Lading or Waybill.

Pallet - Wooden platform used to support machinery or a collection of objects for easier handling. Also thick wood blocks attached to crates that allow forklift access for easier handling. Also referred to as a skid.

Pavilion - Section of the exhibit hall where similar companies are grouped for a collective impact. CES is showcasing a number of technology pavilions.

Peninsula - An exhibit area with aisles on three sides.

Perimeter Booth - Exhibit space located on an outside wall within the hall.

Pipe and Drape - Pipe structures with fabric draped from them to make up side rails and backwall of an exhibit booth. CES uses pipe and drape as a standard offering for all in-line exhibits.

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

Pop-up Booth - Term generally referring to a booth that requires minimal tools to set up and is set up by the exhibitor.

Prefab - Pre-built exhibit ready for installation.

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

Press Kit - An informational kit intended to educate and inform media and analysts about an organization, event or issue. Common documents found in press kits include press releases, executive biographies, white papers, user stories, backgrounders, fact sheets and product data sheets.

Press Room - Location on-site where members of the media can obtain press releases, product announcements and other materials, write stories, conduct interviews, make phone calls and place stories.

Press Release - An article intended for use by the media about a company, product, service or individual. Also referred to as News Release.

Priority Point System - Method of assigning booth space. At CES, the Priority Point System is based on the number of years a company has exhibited in the show, membership and the amount of exhibit space occupied by the exhibitor each year.

Product Category Listing - A list of products and services that exhibitors will be highlighting at a show. This list is usually contained in the Official Program, online and at on-site electronic kiosks. The locator is alphabetical by product or service and lists the exhibiting companies that will feature that product or service. At CES, the Product Category Listing Guide is set up under a number of main categories or headers, with subcategories from which the exhibitor may choose.

Promotional Opportunities Kit - A CES-specific term. A collection of numerous opportunities that exhibiting companies can purchase to further promote company name or products to the CES audience. Examples include: banners, give-aways, advertising, email stations, etc.

Proof - Any preliminary reproduction by photography, typesetting, or lithography, provided by processor for approval prior to finished product.

Qualifying - The act of determining an attendee's authority to purchase or recommend a product or service on display.

Raw Space - The actual space for an exhibit with no furnishings or decoration. Almost all exhibit space sold at CES is raw space.

ROI (Return on Investment) - Measurement of how much benefit a company receives from participation in a tradeshow. Broadest example formula: income minus costs equals ROI.

Registration - Process of obtaining demographic information from an attendee in exchange for an entrance badge to the show. Exhibitors must also register their booth personnel in order to obtain exhibitor badges.

Right-to-Work State - Where joining a union is not a condition of employment. In right-to-work states, exhibitors do not have to use union laborers for some aspects of booth building, providing they provide the appropriate paperwork for specific jobs. Nevada is a right-to-work state.

Rough Sketch - Quick drawing giving indications of a proposed exhibit.

Security - In tradeshow, systems used to keep exhibits safe, such as guards, closed circuit TV, etc.

Service Desk - A centrally located service area where exhibitors can order or reconfirm the services provided by exhibition management such as electricity, decorating, telecommunications, etc.

Show Daily - A daily publication produced on-site that offers articles on exhibitors, their products)/service(s), and show activities.

Show Decorator - Company or individual responsible for hall draping, aisle carpeting and signage. Performs same service for individual exhibitors. Also often referred to as the Service or General Contractor.

Show Office - Show management office at exhibition.

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

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

Skid - See Pallet.

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 collection of materials, components, delivery units, etc.

Straight-Time - The hours considered normal business hours.

Stand - See Booth.

Tabletop Display - Exhibit designed for use on top of a counter, bench or table.

Talent - Outside personnel stationed in a tradeshow exhibit to demonstrate a product, attract attendees or greet visitors. Includes magicians or similar entertainers.

Tear-Down - See Move-Out.

Theater - A place within an exhibitor's booth for presentations or demonstrations.

Tradeshow - An exhibition held for members of a common or related industry. Not open to the general public. CES is a tradeshow open to individuals involved in the consumer electronics industry.

Traffic Flow - A common or directed path the audience will take through an exhibition.

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. Since Nevada is a Right-to-Work State, CES exhibitors are not required to hire union workers and may hire any contractor they wish, as long as the appropriate paperwork is submitted and rules and regulations are obeyed.

Union Steward - On-site union official.

Unit - The smallest amount of space available for rent. At CES, a unit is a 10'x10' foot space (100 square feet). If you have a 20' x 30' booth you have 6 units (600 square feet).

Visitor - An attendee at an exhibition. A potential customer or buyer.

Visqueen - A temporary cover (usually plastic) that is placed over carpet to protect from dirt and damage before show opening.

Waitlist - As a CES specific term, a list of companies that are either interested in obtaining exhibit space or relocating to a different space, but for whom no such space is yet available. Waitlist can also apply to hotel rooms or promotional opportunities.

Waybill - List of enclosed goods and shipping instructions, sent with material in transit. See also Packing List and Bill of Lading.

Work Time - Paid time that begins as soon as workers report to an exhibitor. Stops when the exhibitor releases employees from work.