



Alexis Park Exhibitor Manual

Section 1: General Show Information

In this section you will find:

2006 International CES Location Map	
Exhibit Dates and Hours	Page 2
Show Management	Page 2
Alexis Park Convention Services	Page 2
Official General Service Contractor	Page 2
Show Locations and Addresses	Page 2
Show Office	Page 2
GES Exhibitor Servicenter	Page 2
Exhibitor Press Conferences	Page 3
Attendee Lead Retrieval System	Page 3
Liability and Insurance	Page 3
Show Colors	Page 3
International CES Logos	Page 3
Exhibit Hall Floorplans	Page 4
Online Exhibitor Manual	Page 4
Food Service and Catering	Page 4
Exporting Exhibitor Program	Page 4
Alexis Park Exhibitor's Tips and Tricks	Page 4
Important Contact Information	Page 4
Ordering Tips	Page 5
Shipping Tips	Page 5
Frequently Asked Questions	Page 6-7
Glossary of Trade Show Terms	Page 8-11
Exhibitor Booth and Property Insurance Programs	



Alexis Park Exhibitor Manual



Exhibit Dates and Hours

	Sands	LVCC, LV Hilton, Alexis Park
Thursday, January 5	8 a.m. – 6 p.m.	10 a.m.* – 6 p.m. * LVCC South Hall opens at 9 a.m.
Friday January 6	8 a.m. – 6 p.m.	9 a.m. – 6 p.m.
Saturday, January 7	8 a.m. – 6 p.m.	9 a.m. – 6 p.m.
Sunday, January 8	8 a.m. – 3 p.m.	9 a.m. – 4 p.m.

Show Management

Questions regarding **suite furniture removal, suite cleaning, and meeting space** can be directed to:

Jeri Willingham

International CES Operations

2500 Wilson Boulevard

Arlington, Virginia 22201

Phone: (319) 367-5787

Fax: (319) 367-0234

E-mail: jbwillingham@lisco.com

Visit our website at www.CESweb.org

Alexis Park Convention Services

Questions regarding telephone service, catering, Internet and electrical service can be directed to:

Rachel Hender

Alexis Park

375 East Harmon

Las Vegas, NV 89109

Phone: (702) 796-3323

Fax: (702) 796-6502

E-mail: rachelh@alexispark.com

Official General Service Contractor – GES Exposition Services

Direct questions regarding material handling, furniture and carpet rentals, booth installation and dismantling, labor, electrical, and any other GES order forms to:

Imelda Trevino

(702) 263-1584 phone

(702) 263-1502 fax

itrevino@ges.com

Or contact the GES National Servicenter:

Phone: U.S. (800) 475-2098 International: (702) 263-1592

Fax: U.S. (866) 329-1437 International: (702) 263-1520

E-mail: www.ges.com/contact

Visit GES on the web at www.ges.com for online ordering and information.

Questions regarding floral arrangements, security, photography, office equipment, phones, etc.? Please refer to the Official Contractor Listing, located in the tab labeled “Key Contact Information”.

Show Locations and Addresses

Alexis Park

375 E. Harmon

Las Vegas, NV 89109

Phone: (702) 796-3300

Las Vegas Convention Center

3150 Paradise Rd.

Las Vegas, NV 89109

Phone: (702) 892-0711

Sands Expo and Convention Center

201 Sands Ave.

Las Vegas, NV 89109

Phone: (702) 733-5556

Las Vegas Hilton

3000 Paradise Rd.

Las Vegas, NV 89109

Phone: (702) 732-5111

Show Office

The CES Operations office will be in Suite 2109 at the Alexis Park.

GES Servicenter

The GES Exhibitor Servicenter will be in Suite 2110 at the Alexis Park.



Alexis Park Exhibitor Manual



Exhibitor Press Conferences

Exhibitors planning press conferences should contact Leah Arnold with the Consumer Electronics Association (CEA) Communications Department at (703) 907-7626 or via e-mail at larnold@CE.org for further information and approval.

Attendee Lead Retrieval System

Attendees will receive a coded badge that will enable you to quickly capture pertinent information for follow-up after the show. The ExpoExchange badge reader / lead retrieval unit (see section labeled Exhibitor Registration) should be ordered by December 2, 2005. This service is very important to develop good prospect records and it is strongly recommended that exhibitors take advantage of it.

Liability and Insurance

According to the 2006 International CES Space Contract Terms and Conditions, exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and must comply with any/all laws, rules, or regulations related to booth installation/dismantling.

Exhibitors, regardless of their specific exhibit location, must have a commercial general liability policy of not less than \$250,000 naming the following as additional insureds:

- Consumer Electronics Association (CEA)
- Las Vegas Convention and Visitors Authority
- Las Vegas Hilton
- Alexis Park
- The Interface Group-Nevada, Inc., Interface Group-Massachusetts Inc., and The Las Vegas Sands Inc. and their respective subsidiaries and principal(s), directors, officers, and employees thereof; and Goldman Sachs Mortgage Company and its successors and assigns.

The exhibitor and its authorized contractors agree to carry adequate personal and property damage liability and workers' compensation insurance and to indemnify and hold harmless the Consumer Electronics Association (CEA), the Las Vegas Convention Center (LVCC), the Sands Expo and Convention Center (Sands), the Las Vegas Hilton and Alexis Park and other facilities, utilized by CES and their contractors, officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, cost and charges of every kind, including attorneys' fees resulting from its occupancy of the exhibit space contract for, by reason of person injuries, death or property damages sustained by any person.

Certificates of insurance must be furnished by the exhibitor if requested by CES and must be available on-site during the show. Failure by CES

to request proof of insurance shall not relieve exhibitor from carrying proper coverage. The exhibitor understands that neither CES nor the LVCC, Sands, the Las Vegas Hilton, Alexis Park or other facilities used by CES maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance. The CEA and all organizations and individuals employed by or associated with the International CES will not be responsible for injury or damage that may occur to an exhibitor, his/her employees or agents, nor to the safety of any exhibit or other property due to theft, fire, accident, or any other destructive causes.

The International CES is not responsible for any theft of property. Please review the section of your exhibit space contract entitled Responsibility for Property. The CEA and its employees or contractors assume no liability for loss or injury due to theft, fire, accident, or any other destructive causes. We strongly suggest that you obtain a rider to your existing insurance policy to protect your booth/product from the time it leaves your warehouse to the time it returns. A CES Exhibitor Booth Insurance Program (John Buttine Inc. Insurance Program) has been created and information is available for your review towards the back of this section.

Show Colors

		Exhibit Hall Carpet	Drape
Alexis Park	Parthenon Ballroom	Black & Beige (multi-color)	Black & Beige

International CES Logos

CES logos are available from the Press Room section of our website, www.CESweb.org/exhibitors/resource_center (a log-in will be required).



Exhibitors may use the logo in any of the following ways:

- National and local advertisements
- Company newsletters
- Add to your letterhead for show-related correspondence
- Specialty advertising giveaways
- Include on International CES Sales Achievement Awards
- Show invitations to buyers



Alexis Park Exhibitor Manual



Exhibit Hall Floorplans

Exhibit floorplans of all CES show locations and exhibitor lists are accessible from our website at www.CESweb.org/floorplans.

Online Exhibitor Manual

Visit www.CESweb.org/exhibitors/manual/AP to download each section of this exhibitor manual. Order forms for supplemental services can also be found online.

Food Service and Catering

Pegasus Restaurant offers continental cuisine for breakfast, lunch and dinner. The Bar and Grille is open daily for cocktails and light fare. Exhibitors may also use room service for in-room dining and catering. A room service menu will be provided in all suites. Two poolside cabanas will provide light fare and refreshments during show hours.

A special exhibitor menu has been provided for your convenience. Items may be pre-ordered by faxing the catering order form, located in the Show Utilities and Catering section of this manual, to Rachel Hender with Alexis Park Convention Services at (702) 796-6502. Be sure to complete the Credit Card Authorization Form in the section labeled Show Utilities and Catering as well. Exhibitors may not bring outside food onto hotel property or in suites.

Exporting Exhibitor Program

Are you looking for an international distributor for your products? Is your company interested in reaching more than 22,000 international attendees at the 2006 International CES? Be sure to complete the Exporting Exhibitor's Program (EEP) Form in your CES Directory Packet. This is a free service to CES exhibitors, making your company more accessible to our international attendees from more than 110 countries.

All EEP exhibitors receive the following benefits:

- Listing as an exporting exhibitor in the CES online directory. Attendees can search for exporting exhibitors by country of interest and product category before, during and after CES by visiting the Exhibitor Directory section of our website at: www.cesweb.org/attendees/directory/default.asp. Listing in the Export Exhibitor's section of the official CES Directory that is distributed on-site including the International Commerce Centers.
- Invitations to the International Reception on the evening of January 5, 2006. This is your best opportunity to network with international attendees in a more casual atmosphere.
- After CES, you will be able to generate a report of international attendees, who indicate when they register for CES, that they are interested in an exporting relationship with CES exhibitors. You can select up to five countries and five product categories that are of interest to you.

- Commercial Trade Specialists from the U.S. Department of Commerce are available in the International Commerce Center (ICC) in the South Hall of the LVCC, Room S224, to offer exporting advice or matchmaking services to exhibitors who are interested in expanding to international markets.

The deadline to return the Exporting Exhibitor's Program (EEP) Form to the CES is November 1, 2005. You can also identify yourself as an exporting exhibitor when you complete your profile for the online exhibitor directory at www.CESweb.org. For more information on the Exporting Exhibitor Program contact Diann Groff at (703) 907-7671, via e-mail at dgroff@CE.org or fax to (703) 907-4149.

Alexis Park Exhibitor's Tips and Tricks

- Read your exhibitor manual and exhibitor updates. The information will help save time, money and needless aggravation.
- Make sure you have appropriate insurance coverage on your booth/display against theft or damage.
- Read the show regulations you agreed to when signing your exhibit space contract.
- Stay updated! Visit us online at www.CESweb.org
- Bring your Exhibitor Badge with you, or you will not be allowed on the show floor.
- Do not schedule meetings before the show opens.

Important Contact Information

A comprehensive list of all the official CES contractors can be found in this section.

Furniture removal Suite Cleaning Suite Questions Alexis Park Meeting Room Reservations	Jeri Willingham CES Operations	(319) 367-5787 (319) 367-0234 fax jbwillingham@lisco.com
Opportunities	Liz Tardif CES Promotional Opportunities	(401) 849-9300 (401) 849-0366 fax ltardif@CE.org
Catering, electrical, telephone/internet	Rachel Hender Alexis Park Convention Services	(702) 796-3323 (702) 796-6502 fax rachelh@alexispark.com
Room Requests	Linda Kaahui Alexis Park Group Rooms Coordinator	(702) 796-3361 (702) 796-6502 fax lindak@alexispark.com
GES order forms, labor, shipping	Imelda Trevino GES Exposition Services	(702) 263-1584 (702) 263-1502 fax itrevino@ges.com



Alexis Park Exhibitor Manual

Ordering Tips

- Order your essential services in advance:

Electrical Labor and Service

Carpet and Furniture

Telephone

Booth Set-Up and Dismantling Labor

Booth Security

- Don't place orders on-site, as on-site orders are expensive!
- Confirm with GES and other contractors that your advance orders have been received before leaving for CES.
- Take a company credit card to pay all balances due on show site and for deposits on rental equipment. Bring copies of your advance order forms to the show.

Shipping Tips

- Ship in advance to the warehouse starting November 28, 2005 through December 29, 2005. Please note, the GES warehouse will be closed December 23 – 26, 2005.
- Ship prepaid; keep an inventory and the tracking numbers for all your shipments.
- Ship your advance freight and product via a common carrier, van line or overnight carrier to arrive to the GES warehouse on or before December 29, 2005. Confirm that your overnight carrier can guarantee delivery of your freight to the designated facility
- While making the shipping arrangements to Las Vegas, also plan for shipping home. Have someone from your company remain on-site until GES or your shipping company picks up your product.
- To protect your booth/display against theft or damage, attach a rider to your insurance policy from the time your exhibit and product leave your possession until they are returned. Your company is responsible for your exhibit and product.
- Do not ship extra product to the show to sell. Over the counter sales (i.e.: cash, check and/or credit cards) are not permitted. Only bona fide business orders for future delivery may be taken.
- Remove old shipping labels before sending anything to CES; attach clean labels with your company name / booth or suite number clearly marked.
- Be sure to review the shipping section of this manual for further information and important details.



Alexis Park Exhibitor Manual



Frequently Asked Questions

When can I physically check into my exhibit suite and when is check-out?

- January 3, 2 p.m. is the earliest you can check into your exhibit suite. All exhibitors must be checked out of the exhibit suite by 11 a.m. on January 9, 2006. The Alexis Park will allow your outgoing shipments to remain in the suite until 4 p.m. on that day if you are using GES to return ship. If you are using anyone other than GES you must remain with the items and have them picked up by 11 a.m., January 9.

Can I carry my own materials to my booth / suite?

- Any exhibitor may bring their own materials if it can be hand carried by one person in one trip, without the use of dollies, hand trucks or other equipment. Exhibitors planning for local deliveries by privately owned vehicles must coordinate through Imelda Trevino with GES at (702) 263-1584 or e-mail itrevino@ges.com.

How can I save money on shipping and other show services?

- Read the Shipping section of this manual. Be aware of any surcharges that may be added for special handling or late shipments. Pay attention to deadlines, as prices go up significantly after they pass. Also, crated materials (includes cartons, boxes and fiber cases) are easiest to unload and have the least expensive material handling charges. Loose, pad-wrapped and uncrated materials require more labor time and are charged a special handling fee.

How do I get a hotel room?

- Book your rooms online at www.CESweb.org/travel.

What is the difference between International CES and GES?

- The International Consumer Electronics Show (CES) is sponsored, produced and managed by the Consumer Electronics Association (CEA). GES Exposition Services is the official General Service Contractor (decorator) of International CES.

What comes with my booth in the Parthenon Ballroom?

- A 7" x 44" sign with the name of your company will be hung by GES on the back of the pipe and drape inside your booth.
- 8' black and beige back drape, 3' black side drape, pre-existing carpet (beige and black in color) and the existing overhead lighting in the ballroom.

What might I need to order for my booth in the Parthenon Ballroom?

- Security, tables and chairs, electrical, food and beverage, telephone, cleaning service, wastebasket, customized displays, lighting, installation and dismantling labor, audiovisual equipment.

What comes with my exhibit space in a suite?

- Two phone instruments with two lines (each phone has a data port). Charges will apply for usage plus access fees, including 800 numbers.
- The Alexis Park offers Sprint high-speed internet access (DSL) in each suite starting at \$12.95 a day. A CAT 5 cable will be needed and is available for sale at the front desk.
- Electrical outlets of 110 volt, 20 amps each (each suite has at least two outlets in the living room, one in the kitchen area, one in the bathroom and two in the bedroom). For any additional electrical requirements contact Rachel Hender at (702) 796-3323 or via e-mail at rachelh@alexispark.com
- Furniture included as noted on the furniture removal forms.
- Suite identification signage for the outside of each suite depicting the name of your company.
- Daily cleaning service.

What is the CEA Federal Tax ID number that I can ship internationally?

- 54-1963355

How can I find out my Company ID/ number and password for CESweb?

- Please call the CES Exhibitor Accounts Department at (703) 907-7020.

When and how will I get my badges for the show?

- Badges will begin mailing in mid-September. To receive your exhibitor badges by mail your order form must be received by December 2, 2005. All orders received after December 2 will be available for pick-up on-site after 12 noon on January 3, 2006. Badges not received by mail may be picked up at Exhibitor Registration in the Alexis Gardens at the hotel. If a blank order form is not available, please use the sample order form located in this section or register via the web at www.CESweb.org.

What if I am sharing a suite with another company

- Your company name will be included in all materials printed for the show and you will also be listed on any directional signage. You must contact CES and pay the \$50 to share an exhibit space with another exhibit company that is already contracted for space. The primary company will be responsible for sending in all the forms that will be due.

Where can I park if I choose to bring my own product?

- All privately owned vehicles and automobiles unloading at the Alexis Park are limited to a half-hour time frame and can proceed to the "QUICK STOP" location upon arrival. GES will assist all other exhibitor trucks at the Thomas and Mack marshaling yard.



Alexis Park Exhibitor Manual

What furniture/decorations am I allowed to have removed from the exhibit suite?

- Only items listed on the furniture removal form are allowed to be removed from the exhibit suites. No one other than hotel staff is allowed to move items within or remove items out of the suite. Mirrors, headboards and pictures are not to be removed by exhibitors or hotel staff. A fine will be charged to anyone found in violation.

Who do I contact on-site for any questions?

- CES Operations in the Alexis Park, Suite 2109.
- GES Exposition Services in the Alexis Park, Suite 2110.

Am I allowed to have meetings or exhibits in my sleeping room?

- No one is allowed to have meetings or exhibits in any room other than the designated exhibit suite. Should you require meeting space or additional exhibit space contact CES Sales at (703) 907-7662.

Can I hang a banner outside my suite or a sign inside my suite?

- Banners may be hung from the outside railing of your contracted suite only. Signage may be hung on the inside of the windows in your suite (dimensions are under the signage portion of the manual). Nothing is allowed to be hung on the inside or outside walls of the suites. Signs placed outside of non-contracted suites or public areas will be taken down by show management. If you wish to purchase an approved promotional opportunity, please contact Liz Tardif at (401) 849-9300 or e-mail ltardif@CE.org.

When will GES have my product in my suite and when will they bring back the empties?

- If you ship your crated freight in advance to the GES warehouse, they will have your shipment in the suite upon check-in at 2 p.m. on January 3. GES will return the empties starting at 4 p.m. on January 8. Return of the empties will be at random, but cartons should be received by 8 p.m. and crates by 10 p.m. that night.

Where can I order extra chairs and or specialty furniture?

- Specialty furniture may be ordered through GES in Suite 2110 (on-site) or use the specialty furniture form found in the manual to pre-order.

What forms do I need to fill out and when is the deadline for these forms?

- Please refer to your Deadline Checklist for a complete breakdown of forms and deadlines. Return the forms by the deadline so you do not incur additional costs.

If you should have any further questions, please call Jeri Willingham at (319) 367-5787 or send an e-mail to jbwillingham@lisco.com.



Alexis Park Exhibitor Manual

Glossary of Trade Show Terms

ADVANCE ORDER - An order for show services sent to the contractor prior to the discount deadline date

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

AIR FREIGHT - Materials shipped via an airplane

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

AISLE CARPET - Carpet laid in aisles between booths. Color to be determined by Show Management

AISLE SIGNS - Signs, usually suspended, indicating aisle numbers or letters

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

AUDIOVISUAL (AV) - Equipment, materials and teaching aids used in sound and visual

BACKLOADER - Truck which loads from back opening door

BACKWALL - Panel arrangement at rear of booth area

BACKWALL BOOTH - Perimeter booth

BAFFLE - Partition to control light, air, sound or traffic flow

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

BILL OF LADING - Document or form listing goods to be shipped

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

BONE YARD - Equipment storage area at show site

BOOTH CARPET / PADDING - Carpet and padding purchased by the exhibitor, used to enhance the exhibit look and feel

BOOTH NUMBER - Number designated to identify each exhibitor's space
CANOPY - Drapery, awning or other roof-like covering

CAPACITY - Maximum number of people allowed in any given area

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

CHEVRON - Type of cloth used for backdrops

C.O.D. - Cash on delivery; collection on delivery

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

COMMON CARRIER - Transportation company, which handles crated materials

CONSIGNEE - Person to whom goods are shipped

CONTRACTOR - One who contracts to supply certain services or materials

CORKAGE - The charge placed on beer, liquor and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers

CRATED FREIGHT - Containerized freight, items shipped in protective containers

CROSS BAR - Rod used in draping or as a support brace

CUT and LAY - Installation of carpet other than normal booth or aisle size

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

DECORATING - Dressing up exhibition with carpet, draping, plants, etc

DECORATOR - General Contractor or Service Contractor

DESIGNER BOOTH - A pre-packaged, linear booth consisting of standard furniture, sign and carpet

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

DIRECT TO SHOW-SITE - Shipments sent directly to CES show location

DISMANTLE - Take-down and removal of an exhibit

DISPLAY BUILDER - Company which fabricates displays

DOCK - A place where freight is loaded onto and taken from vehicles (also see **LOADING DOCK**)

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

DRAYAGE - See "Material Handling"

DUPLEX OUTLET - Double electrical outlet

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



Alexis Park Exhibitor Manual

ELECTRICAL CONTRACTOR - Company contracted by show management to provide electrical services to the exhibitors

EXCLUSIVE CONTRACTOR - Contractor appointed by show or building management as the sole agent to provide services (also see OFFICIAL)

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

EXHIBIT DIRECTORY - Program book for attendees listing exhibitors and exhibit booth location

EXHIBIT MANAGER - Person in charge of an individual exhibit booth

EXHIBITOR SERVICES EXECUTIVE - GES Exhibitor Services personnel responsible for pre-show contact with exhibitors and on-site service

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

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

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

FLAME PROOF - Term used to describe material, which is or has been, treated to be fire retardant

FLOOR MANAGER - Person retained by show management to supervise exhibit area and assist exhibitors

FLOOR MARKING - Method of marking booth space

FLOOR ORDER - Goods and/or services ordered on-site

FLOOR PLAN - A map showing layout of exhibit spaces

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

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

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

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

FREIGHT FORWARDER - Shipping company

FULL BOOTH COVERAGE - Carpet covering entire area of booth

GARMENT RACK - Frame which holds apparel

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

GENERAL CONTRACTOR - Company which provides all services to exhibition management and exhibitors

GES Exposition Services - CES' official general service contractor

GOBO LIGHT - A stenciled light which projects an image on to a wall or other surface

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

HAND TRUCK - Small hand-propelled implement with two wheels and two handles for transporting small loads

HARDWALL BOOTH - Booth constructed with plywood or similar material as opposed to booth formed by drapery only

HEADER - 1. Fascia. 2. Overhead illuminated display sign

HOSPITALITY SUITE - Room or suite used to entertain guests

I and D - Install and dismantle

I.D. SIGN - Booth identification sign

ILLUMINATIONS - Lighting available in hall, built into exhibit or available on a rental basis

INFRINGEMENT - Use of floor space outside exclusive booth area

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

INVOICE - An itemized list of goods and services specifying the price and terms of sale

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

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

KIOSK - Free standing pavilion or light structure

LABOR - Refers to contracted workers who perform services

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



Alexis Park Exhibitor Manual

LEADMAN – Teamster or Electrician supervising a crew

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

LINEAR BOOTH - Any booth that shares a common back wall and abuts other exhibits on one or two sides

LOADING DOCK - Area on premises where goods are received

LOCK-UP - Storage area which can be locked up

LTL – Less than truckload

MARSHALLING YARD - Check-in area for trucks delivering exhibit material

MATERIAL HANDLING - The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons and reloading your shipment at the close of the show (also called Drayage)

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

MODULAR EXHIBIT - Exhibit constructed with interchangeable components

MOVE-IN - Date set for installation. Process of setting up exhibits

MOVE-OUT - Date set for dismantling. Process of dismantling exhibits

MYLAR - Trade name for plastic material

NET SQUARE FEET - The amount of space occupied by exhibits in a facility, not including aisles, columns, registration area, etc

NO FREIGHT AISLE - Aisle that must be kept clear at all times during set-up and dismantles. Used to deliver freight, remove empty boxes and trash, and in case of emergency

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

OFFICIAL CONTRACTOR - General contractor or decorator

OFF-TARGET – A move in date which outside (before or after) of the officially assigned target date

ON-SITE ORDER - Floor order placed at show site

ON-SITE REGISTRATION - Process of signing up for an event on the day of, or at the site of, the event

O.T. LABOR - Work performed on overtime. Work performed before 8 a.m. and after 5 p.m., Monday through Friday and all hours on Saturdays, Sundays and Holidays

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

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

PALLET - Wooden platform used to carry goods (Also SKID)

PEGBOARD PANEL - Framed panel of perforated hardboard

PENINSULA BOOTH - Exhibit space with aisles on three sides

PERIMETER BOOTH - Exhibit space located on an outside wall

PIPE AND DRAPE - Tubing with drapes which separate exhibit booths

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

PRESS ROOM - Space reserved for media representatives

PRIVATE SECURITY - Security personnel hired from a privately operated company

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

PRO-NUMBER - Number assigned by the freight forwarders to a single shipment used in all cases where reference is made to the shipment

QUAD BOX - Four electrical outlets in one box

RAIL - Low drape divider between exhibit booths (also see SIDE RAIL)

REAR-LIT - Method of lighting transparency from behind

REGISTRATION - Process by which an individual indicates their intent to attend a trade show

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

RISER - A platform for people or product

SECURITY CAGES - Cages rented by exhibitors to lock up materials

SCRIM – A light or loosely woven covering or cloth used for decorative purposes

SERVICE CHARGE - Charge for the services of waiters, waitresses, housemen, technicians and other food function personnel

SHOP - Service contractor's main office and warehouse



Alexis Park Exhibitor Manual

SHOWCARD - Material used for signs

SHOWCASE - Glass enclosed case for articles on display

SHOW MANAGER - Person responsible for all aspects of exhibition

SHOW OFFICE - Management office at exhibition

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

SIDE RAIL - Low divider wall in exhibit area

SKIRTING - Decorative covering around tables and risers

SPACE ASSIGNMENT - Booth space assigned to exhibiting companies

SPACE RATE - Cost per square foot for exhibit area

SPECIAL HANDLING - Applies to display and/or product shipment requiring extra labor, equipment or time in delivery to booth area

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

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

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

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

TARGET DATE - Move-in date assigned to exhibitors by GES

TARGET FREIGHT FLOORPLAN - Color-coded floor plan indicating freight delivery for individual booths

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

TENT - Portable canvas shelter for outside

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

TURN KEY BOOTH: See "Designer Booth"

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

UNION - An organization of workers formed for mutual protection and for the purpose of dealing collectively with their employer in wages, hours, working conditions and other matters pertaining to their employment

UNION STEWARD - On-site union officials

VELCRO - Material used for fastening

VISQUEEN - Transparent plastic cover

WASTE REMOVAL - Removal of trash from the building