

# I GENERAL SHOW INFORMATION

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## Exhibit Hours

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Thursday, January 6, 2005	10:00 a.m. - 6:00 p.m. LVCC South Hall opens at 9:00 a.m.
Friday, January 7, 2005	9:00 a.m. - 6:00 p.m.
Saturday, January 8, 2005	9:00 a.m. - 6:00 p.m.
Sunday, January 9, 2005	9:00 a.m. - 4:00 p.m.

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## Show Management

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Direct questions regarding **suite furniture removal, suite cleaning, and meeting space** to:

Jeri Willingham CES Operations 2500 Wilson Blvd. Arlington, VA 22201-3834	Phone: (319) 367-5787 Fax: (319) 367-0234 E-mail: <a href="mailto:jbwillingham@lisco.com">jbwillingham@lisco.com</a> Visit our website: <a href="http://www.CESweb.org">www.CESweb.org</a>
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## Alexis Park Convention Services

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Direct questions regarding **telephone service, catering, Internet and electrical service** to:

Diana Takai Alexis Park 375 East Harmon Ave. Las Vegas, NV 89109	Phone: (702) 796-3323 Fax: (702) 796-6502 E-mail: <a href="mailto:dianat@alexispark.com">dianat@alexispark.com</a>
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## Official General Service Contractor

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

Imelda Trevino  
(702) 263-1584 phone  
(702) 263-1502 fax  
[itrevino@gesexpo.com](mailto:itrevino@gesexpo.com)



Or, contact representatives in the GES Service Center:  
Phone: U.S. (800) 475-2098      International: (702) 263-1592  
Fax: U.S. (866) 329-1437      International: (702) 263-1520  
E-mail: [servicenter@gesexpo.com](mailto:servicenter@gesexpo.com)

Visit GES on the web at [www.gesexpo.com](http://www.gesexpo.com) for on-line 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 "Contact Information".

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## Show Locations

Las Vegas Convention Center (LVCC)	Las Vegas Hilton	Alexis Park
3150 Paradise Rd. Las Vegas, NV 89109	3000 Paradise Rd. Las Vegas, NV 89109	375 East Harmon Ave. Las Vegas, NV 89109
Phone: (702) 892-0711	Phone: (702) 732-5111	Phone: (702) 796-3300

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## Show Office

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

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## GES Service Center

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

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## Exhibitor Press Conferences

Exhibitors planning press conferences should contact Leah Arnold with the CEA Communications Department at (703) 907-7626 or via e-mail at [larnold@ce.org](mailto:larnold@ce.org) for further information and approval.

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## 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 3, 2004**. This service is very important to develop good prospect records and it is strongly recommended that exhibitors take advantage of it.

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## Liability and Insurance

According to the 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 must have a commercial general liability policy of not less than \$250,000.00 naming CES, Las Vegas Convention and Visitors Authority, Las Vegas Hilton and Alexis Park as additional insureds. This policy must be made available upon request.

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 CES, the Las Vegas Convention Center, 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 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 Las Vegas Convention Center, 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 Consumer Electronics Association (CEA) and all organizations and individuals employed by or associated with the 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.

CES is not responsible for any theft of property. Please review the section of your exhibit space contract entitled Responsibility for Property. 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* has been created and information is available for your review in the back of this section.

## Show Colors

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

## CES Logos

CES logos are available from the Press Room section of our website, [http://cesweb.org/exhibitors/resource\\_center](http://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 CES Sales Achievement Awards
- Show invitations to buyers



## Exhibit Hall Floorplans

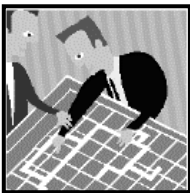


Exhibit floorplans of all CES show locations and exhibitor lists are accessible from our website at [www.CESweb.org/floorplans](http://www.CESweb.org/floorplans).

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## Online Exhibitor Manual - New This Year!

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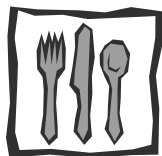


Visit [www.CESweb.org/exhibitors/manual/AP](http://www.CESweb.org/exhibitors/manual/AP) to download each section of this exhibitor manual. Order forms for supplemental services can also be found online.

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## Food Service and Catering

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Pegasus Restaurant offers continental cuisine for breakfast, lunch and dinner. The Bar & 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 & Catering section of this manual, to Diana Takai 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 over 16,000 international attendees at the 2005 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 over 125 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: [http://www.cesweb.org/attendees/exhibit\\_floor/directory/geographic\\_location.asp](http://www.cesweb.org/attendees/exhibit_floor/directory/geographic_location.asp).
- Listing in the Export Exhibitor's section of the official CES Directory that is distributed on-site including the International Commerce Center.
- Invitations to the International Reception on the evening of January 6, 2005. This is your best opportunity to network with international attendees in a more casual atmosphere.
- After the 2005 International CES, you'll receive, upon request, names of international attendees who deal in your selected product categories from your top prospect countries. Look for the Importer Profile Service form in the packet of materials in your booth on January 5, 2005.
- A "We Export" sign to display in your booth so international attendees can easily recognize you.
- "International Sales" ribbons for your sales team to attached to their badge. These ribbons help international attendees identify whom they need to talk to.

The deadline to return the Exporting Exhibitor's Program (EEP) Form to the CES is November 1, 2004. You can also identify yourself as an exporting exhibitor when you complete your profile for the online exhibitor directory at [www.CESweb.org](http://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](mailto:dgroff@CE.org) or fax to (703) 907-7602.

## Alexis Park Exhibitor's Tips and Tricks

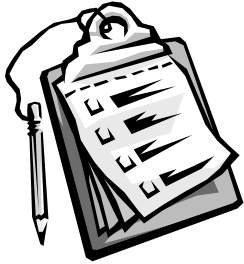
- **Read your exhibitor manual and exhibitor updates.** The information will help save time, money and needless aggravation.
- Make sure you have appropriate insurance coverage on your booth/display against theft or damage.
- **Read the show regulations you agreed to when signing your exhibit space contract.**
- **Stay updated!** Visit us on-line at [www.CESweb.org](http://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

Furniture removal Suite Cleaning Suite Questions Meeting Room Reservations	<b>Jeri Willingham</b> CES Operations	(319) 367-5787 (319) 367-0234 fax <a href="mailto:jbwillingham@lisco.com">jbwillingham@lisco.com</a>
Promotional Opportunities	<b>Liz Tardif</b> CES Promotional Opportunities	(401) 849-9300 (401) 849-0366 fax <a href="mailto:ltardif@ce.org">ltardif@ce.org</a>
Catering Electrical Telephone/Internet	<b>Diana Takai</b> Alexis Park Convention Services	(702) 796-3323 (702) 796-6502 fax <a href="mailto:dianat@alexispark.com">dianat@alexispark.com</a>
Sleeping Room Requests	<b>Tiffany Majors</b> Alexis Park Group Rooms Coordinator	(702) 796-3394 (702) 796-6502 fax <a href="mailto:tmajors@lexispark.com">tmajors@lexispark.com</a>
GES Order Forms Labor Shipping	<b>Imelda Trevino</b> GES Exposition Services	(702) 263-1584 (702) 263-1502 fax <a href="mailto:itrevino@gesexpo.com">itrevino@gesexpo.com</a>

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

## Tips On Ordering



Order your essential services in advance:

- Electrical Labor & Service
- Carpet & Furniture
- Telephone
- Booth Set-Up & Dismantling Labor
- Booth Security

**Try not to 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 CES.**

Take a company credit card to pay all balances due on show site and for deposits on rental equipment.

**REMINDER: Bring copies of your advance order forms to the show.**

## Tips On Shipping

- Ship in advance to the warehouse by starting November 29, 2004 through December 30, 2004.
- 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 30, 2004. 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.



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## Frequently Asked Questions

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

- January 4, 2:00 p.m. is the earliest you can check into your exhibit suite. All exhibitors must be checked out of the exhibit suite by 11:00 a.m. on January 10, 2005. The Alexis Park will allow your outgoing shipments to remain in the suite until 4:00 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 11:00 a.m., January 10.

### 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@gesexpo.com](mailto:itrevino@gesexpo.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](http://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 & beverage, telephone, cleaning service, wastebasket, customized displays, lighting, installation and dismantling labor, audiovisual equipment.

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**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 \$10.95/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 Diana Takai at (702) 796-3323 or via e-mail at [dianat@alexispark.com](mailto:dianat@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 3, 2004. All orders received after December 3 will be available for pick-up on-site after 12:00 p.m. on January 3, 2005. 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](http://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 \$50.00 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. CES will assist all other exhibitor trucks at the Thomas and Mack marshalling yard.

**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.

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**Who do I contact on-site for any questions?**

- CES Operations in Alexis Park, Suite 2109.
- GES Exposition Services in 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](mailto: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 2:00 p.m. on January 4 with the exception of shipments that require to be uncrated or require special handling to fit inside the exhibit suite. Such shipments will be held until the exhibitor arrives and makes arrangements for delivery with the GES Exhibitor Service Center in Suite 2110. GES will return the empties starting at 4:00 p.m. on January 9. Return of the empties will be at random, but cartons should be received by 8:00 p.m. and crates by 10:00 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 preorder.

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

- Furniture removal forms and cleaning requests are due to Jeri Willingham by December 3, 2004, (319) 367-0234 fax. You will find the forms under the Alexis Park: Suites Only section of this manual. Please have these forms sent in before the deadline to avoid additional costs. Please refer to your Deadline Checklist for a complete breakdown of forms and deadlines.

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



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## Glossary of Trade Show Terms

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**ADVANCE ORDER** - An order for show services sent to the contractor before move in.

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

**AIRFREIGHT** - Materials shipped via an airplane.

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

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

**AISE SIGNS** - Signs, usually suspended, indicating aisle numbers or letters.

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

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

**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 or vinyl 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 & 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.

**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. (also see **SHOW GUIDE**)

**EXHIBIT MANAGER** - Person in charge of an individual exhibit booth.

**EXHIBITOR SERVICES / E’S** – 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 had 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 & 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.

**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 8:00 am and after 5:00 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. (also see VAN SHIPMENT, AIR-RIDE)

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

**PEGBBOARD 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. (see BOOTH SECURITY)

**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.

**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 8:00am to 5:00 pm 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.