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Events, Inc.

MASTERING TRADE SHOW LINGO: A TRADE SHOW GLOSSARY OF TERMS

Being a novice exhibitor is not easy. As a matter of fact, it's comparable to learning a new language. I remember planning my first exhibit at a trade show – it began with a large “*Exhibitor Prospectus*” being plopped down on my desk. Knowing nothing of trade shows, or their secret language, it was almost like receiving instructions to put together a swing set; only getting the foreign language version by accident.

Fast forward a couple years, after having a few shows under my belt, I realize how nice it would have been to have had some sort of Glossary of Terms to reference in my journey. So, to help you in your journey to become “exhibitor extraordinaire,” I present to you twenty of the most common trade show terms and their definitions.

ADVANCED WAREHOUSE/ADVANCE RECEIVING A location set by show management to ship exhibit freight for storage immediately before a show. Freight will then be shipped to the trade show venue at the appropriate time for exhibitor setup.

BILL OF LADING A document that must be filled out by the exhibitor at show close to establish how your material will be shipped back to your office. This form will list a physical description of all boxes to be shipped, where they will be shipped, how the shipping will be paid for, and what transportation carrier will transfer the items.

BOOTH SPACE Measure of assigned booth space that can be represented by the booth dimensions, such as 9' x 10', or by the square footage which would be equal to 90 sq. ft.

DECORATOR/OFFICIAL CONTRACTOR An individual or company providing services such as installation and dismantling of exhibits; or rentals such as furniture, carpet, or pipe and drape for a trade show and its exhibitors.

DIRECT SHIPPING Shipment of exhibit freight directly to the trade show venue. This is usually only allowed the first day of setup and during a very narrow time-frame, depending on your situation a better alternative would be to ship to the advance warehouse (see *Advance Warehouse/Advance Receiving*).

DISCOUNT DEADLINE The date at which advanced service orders will no longer be accepted and regular floor rates will apply to any order.

DOUBLE BOOTH Two standard sized exhibit spaces joined to make one exhibit space.

DRAYAGE/MATERIAL HANDLING The unloading and movement of your shipment from the shipping dock to booth for show set up, storage of empty crates and cartons during the show, and reloading and transportation of your shipment back to dock for return shipment at the end of a show.

EXHIBIT SIZE The size of your actual physical display designed to showcase your products, business ideas and/or message. This should always be provided in three dimensions: so many feet deep, so many feet wide, so many feet tall.

EXHIBITOR APPOINTED CONTRACTOR A contractor hired by an exhibitor to perform trade show services, such as Installation and Dismantling, independently of show management appointed contractors. Most shows will require the advance submission of an EAC form in order for an independent contractor to be allowed on the show floor.

EXHIBITOR PROSPECTUS Promotional packet or brochure sent to prospective exhibitors by show management to encourage participation or sponsorship in a trade show.

EXHIBITOR/SERVICE KIT Informational packet containing information and forms relating to the trade show; such as, setup/teardown times, discount deadlines, furniture and carpet order forms, etc.

GIVEAWAYS Items of value that typically carry a message, given to attendees who visit your booth.

I&D The actual Installation and Dismantle of an exhibit, this can be done by an individual representing your company, by the show appointed decorator/service contractor, or by a contractor hired by an exhibitor (*see Exhibitor Appointed Contractor*).

ISLAND BOOTH An exhibit space with aisles on all four sides (also considered a Premium Space).

MATERIAL HANDLING CHARGE The cost of transporting freight to and from the shipping dock based on weight. Material Handling/Drayage is calculated by 100 pound units; or hundredweight, abbreviated CWT. There is usually a minimum charge.

PIPE & DRAPE The pipe material and fabric draped from it that makes up the side rails and back wall of an exhibit space.



PREMIUM BOOTH A more costly and highly desired exhibit space located in a high traffic area; such as the front of the room or on a corner.

SHOW MANAGEMENT The association, company, or individual responsible for all aspects of the trade show.

STANDARD BOOTH A standard sized exhibit space at a trade show (i.e., 8'x10').

TRADE SHOW/EXPOSITION An event in which products or services are exhibited.

Hopefully this provides you with a better understanding of the tradeshow language and maybe after reading this, when being asked to *“review the exhibitor prospectus, request an exhibitor kit, secure giveaways and estimate drayage and material handling fees”* you won't feel the need to hire a translator!