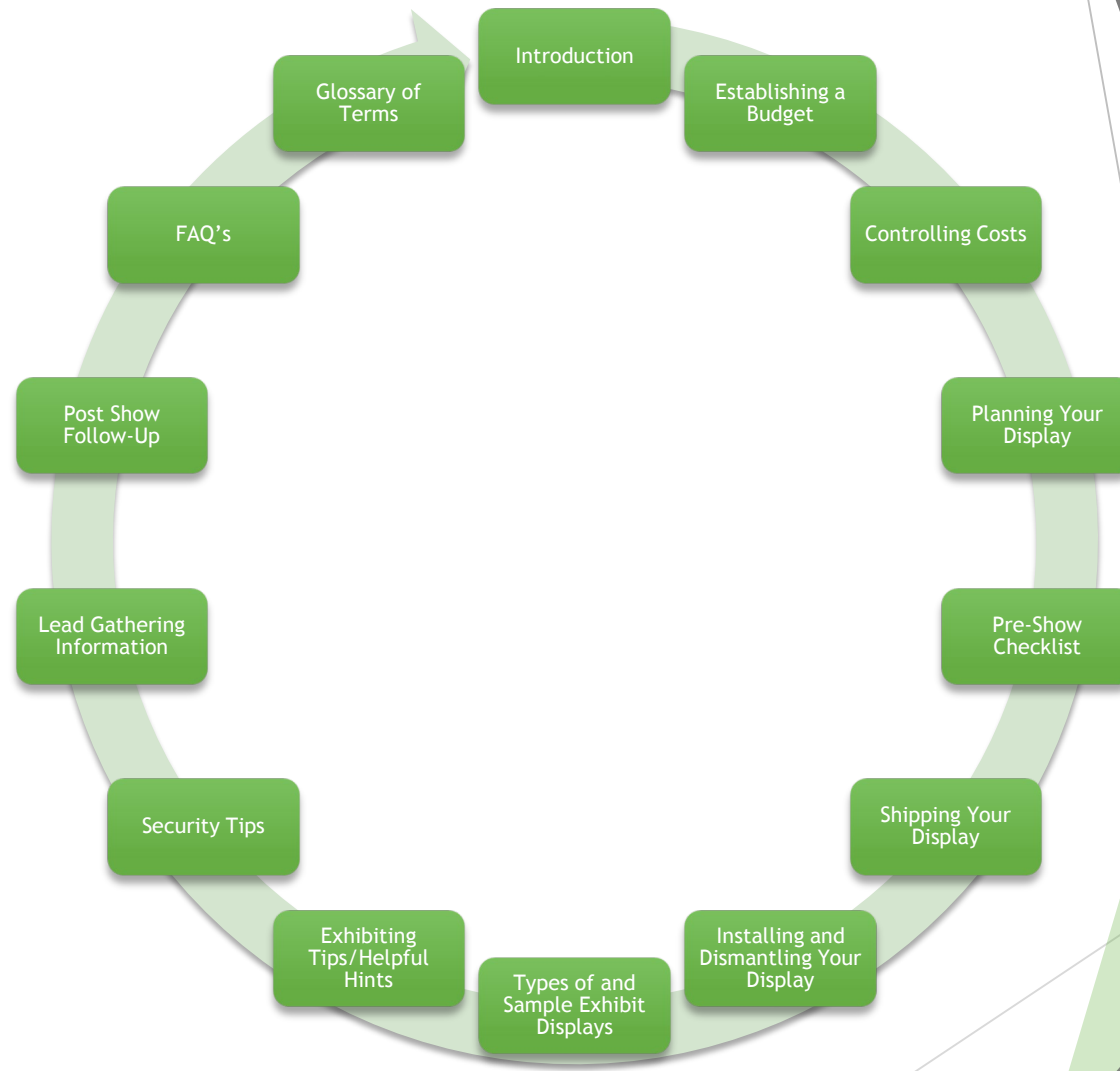


Making The Most of Your Exhibit Experience/Investment

Key INFORMATION for First-Time Exhibitors



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Introduction

Exhibiting is a valuable face to face marketing tool that can help create and maintain strategic and profitable relationships for your brand.

- ▶ Your task is to create an engaging, entertaining, educational environment where valued customers and new prospects can come to connect with your company.
- ▶ It may seem overwhelming, but there are resources available to help you succeed, should you choose to do it yourself. There are several companies you can hire that can assist and manage this process with you.
- ▶ Select the right event, establish a budget and acquire booth space that meets company objectives.
- ▶ Prepare and encourage your staff.
- ▶ Use the Internet and Social Media to support and promote your presence at the event.
- ▶ The information provided herein will teach you the benefits of outreach pre and post-show, to reach your goals and gain the most from your experience.
- ▶ Be prepared, come prepared and execute your plan!

Establish a Budget

★ For those that plan right, a budget can make a tradeshow a worthwhile investment with significant ROI

- ▶ Fees you need to plan for:
 - ▶ Exhibit Space Rental
 - ▶ Exhibit Design (either through a General Services Contractor or design house)
 - ▶ Show services including material handling, installation, carpeting, furniture, and lead retrieval systems.
 - ▶ Transportation of Exhibit (shipping to and from show site, customs)
 - ▶ Travel Costs including airfare, lodging, entertainment and food.
 - ▶ Marketing (advertising, sponsorships, giveaways, press releases and website customization.
 - ▶ Sales training

Controlling Cost

- ▶ Controlling exhibiting costs can help you improve your return on investment. The following tips will help you control costs:
 - ▶ Read the exhibitor service manual and pay careful attention to discount order deadlines. Ordering prior to the deadline will save money.
 - ▶ Order all exhibit accessories and services in advance because they will cost more if ordered onsite.
 - ▶ Request that show labor be done on straight time if possible.
 - ▶ To minimize installation and dismantle labor costs, number your crates according to content, attach a diagram with instructions for exhibit setup and include electrical requirements and repacking instructions.
 - ▶ If you exhibit in ,multiple shows, use the same freight carrier and negotiate volume discounts.
 - ▶ Take advantage of show advertising packages when available as they offer a low cost option to maximize return on your investment.

Planning Your Display

- ▶ Identify your exhibit display needs by answering the following questions:
 - ▶ What do you want to accomplish through event participation and what are your specific objectives that will define success?
 - ▶ How many events will you participate in annually? Do they attract national, regional or local audiences?
 - ▶ What type of image and marketing messages do you need to communicate with your display?
 - ▶ What location type (in-line, corner, end, island) and size of space will you require for your exhibit?
 - ▶ How will you transport your exhibit? Will you require a company that specializes in trade show freight services or will you be shipping and storing the exhibit yourself?
 - ▶ How much is allocated in your trade show budget for your display needs to ensure you can meet your exhibiting requirements? Your exhibit along with lighting and accessories can range from a few thousand dollars to more than \$50,000+ for a top-end customized display.

Types of Exhibit Displays

- ▶ **Pop-up Displays:** Feature a light weight folding frame covered with magnetic-backed fabric, vinyl, or plastic panels. Pop-up displays create curved or angled walls for your exhibit.
- ▶ **Panel Displays:** Consist of fabric-covered rectangular sections that are connected to make a wall. They can be readily adapted to different booth sizes and configurations.
- ▶ **Pull-up Stands:** Provides a lightweight, easy method to accent your booth. These banner stands function like a window shade in reverse and can be placed together or in different booths locations based on your design needs.
- ▶ **Truss Displays:** Made of lightweight aluminum and steel tubing for a modern, high-tech look and flexible utilization. Truss can be configured in a variety of shapes and sizes and can be used to construct entire booths, special exhibit features, display wall, islands, entrance way, and more.
- ▶ **Table-Top Displays:** Offer a less-expensive exhibiting option for smaller events and feature a lightweight display that sits on top of a table. These displays usually have their panels with Velcro-attached graphics and headlines that can easily be changed and updated. Exhibitors should use brightly colored table covers with company logo and/or graphics to add impact to a table-top display.

Sample Exhibit Displays



Pop-up Display



Panel Display



Pull-up Stand



Truss Display



Table Top Display

Pre-Show Check List

- ▶ Create a budget.
- ▶ Contract with Show Management for booth space. Pay Deposit.
- ▶ Decide on what type of Exhibit Display.
- ▶ Review Exhibitor Service Manual. Familiarize yourself with the show rules and regulations
- ▶ Order booth services. Take advantage of discount order deadlines. This could save you 30-40%.
 - ▶ Exhibit Booth
 - ▶ Select Exhibitor Appointed Contractor (EAC) to setup and/or dismantle booth.
 - ▶ Booth Furnishings (table, chair, trashcan, etc.)
 - ▶ Carpet/floor covering
 - ▶ Utilities (electrical service, water, air)
 - ▶ Internet, telephone and cable
 - ▶ Audio Visual Equipment
 - ▶ Lead Retrieval

Pre-Show Checklist cont.

- ▶ Cleaning
- ▶ Plant and Floral
- ▶ Material Handling
- ▶ Labor
- ▶ Graphics/Overhead Signage
- ▶ Schedule Promotional Outreach.
- ▶ Order booth giveaways, product brochures, etc.
- ▶ Determine staff needed to work the booth.
- ▶ Register staff for Exhibitor Badges.
- ▶ Book Housing for Staff.
- ▶ Make transportation, rental car and airline reservations. When making travel arrangements, plan to arrive early and allow enough time to set up. For departure, allow enough time for empty containers to be returned and booth materials to be packed.
- ▶ Schedule pre-show staff training prior to show opening

Shipping Your Display

- ▶ Contract with carrier for shipping materials to show.
- ▶ Determine if you will ship to the advance warehouse versus show site.
 - ▶ Take advantage of FREE storage by shipping to the advance warehouse.
 - ▶ Receive confirmation that your materials have been received at the warehouse prior to your arrival.
 - ▶ Advanced warehouse freight will be delivered to your booth prior to your targeted move-in time.
- ▶ Ship in crates or shrink wrap to skids to prevent special handling charges.
- ▶ Ship materials to arrive before the deadline to save money.
- ▶ Consolidate shipments to avoid minimums.
- ▶ Create a manifest for all items being shipped.
- ▶ Keep a track of tracking numbers and bring them with you to show site.
- ▶ If you know your transportation provider, submit your outbound shipping information in advance

Installing and Dismantling Your Display

- ▶ Tips to improve installation and dismantling of your Exhibit Display
 - ▶ Always read the Exhibitor's Manual to make sure you are compliant with the Rules and Regulations.
 - ▶ Understand the trade show floor facility. Determine in advance where the electrical is positioned in that facility.
 - ▶ Coordinate the time schedules of all your vendors. It is important to know how to properly pace the timing of your freight carrier, drayage, and installer supplies.
 - ▶ Have a detailed inventory list that includes not only the number of crates and skids, but also a detailed description of what is in each helps guard against losing pieces that may get detached.
 - ▶ Use grid layouts as your basic design "blueprint."
 - ▶ If possible, pre-build your display and take pictures
 - ▶ Label everything and have a complete inventory list.
 - ▶ Make instructions or diagrams for setting up three-dimensional pieces
 - ▶ Have all your paperwork and permits available throughout the process.
 - ▶ Have with you, specifics on the outbound shipping of your exhibit.

Exhibiting Tips

- ▶ **A Few Reminders on How to**
 - ▶ Engage Attendees
 - ▶ Obtain Customers
 - ▶ Establish Connections
 - ▶ Generate Leads

Exhibiting Tips

Do

- ▶ Stand at your exhibit and greet attendees and other exhibitors warmly. Staff your booth at all times the exhibits are open. Ensure you have enough staff to cover breaks and meetings.
- ▶ Engage attendees in friendly conversation; establish a connection. Make visitors happy they stopped by your exhibit. Thanks them for their time..
- ▶ Have a system for capturing, qualifying and following up on leads.
- ▶ Keep your exhibit neat and clean.
- ▶ Wear your official Meeting badge while in the host facility.
- ▶ Review the exhibiting policies in advance of the Meeting.
- ▶ Dress in a professional manner.

Don't

- ▶ Dismantle your display until the exhibits are officially closed.
- ▶ Sit in your exhibit while attendees are in the area of your exhibit.
- ▶ Stand with your arms crossed, folded or behind your back.
- ▶ Talk or text on your cell phone, eat, drink, read or otherwise be distracted while in your exhibit space.
- ▶ Chew gum.
- ▶ Engage in conversation with your fellow exhibit staff whenever attendees are nearby.
- ▶ Pursue an attendee while outside of your exhibit space.
- ▶ Enter or photograph the exhibit space of other exhibitors without their permission.

Security Tips

- ▶ **Nothing will ruin a successful exhibit experience more than the loss or theft of expensive equipment and products. Here are some basic steps you can take to deter theft:**
 - ▶ Do not store valuables in empty cartons and crates that are not in a “secure” area.
 - ▶ Mark all crates and cartons with your company’s name and address.
 - ▶ Report any lost or damaged cartons to Exhibit Management or security.
 - ▶ During booth setup, place your products where they are visible from your working area.
 - ▶ After setting up your booth, conduct a visual or photo inventory of your displayed product.
 - ▶ Treat valuable goods , such as prototypes as irreplaceable. If they are truly one-of-a-kind, hire booth security to watch your materials when the exhibit hall is closed. All laptop computers, tablets and other electronic devices are vulnerable to theft.

Security Tips cont.

- ▶ Do not leave purses, briefcases or valuables behind drapes or underneath tables, as this is the first place a thief will target.
- ▶ Always be aware of your surroundings and acknowledge anyone entering your booth. This will deter and possibly prevent any theft or damage.
- ▶ At the closing of the Exhibit Hall, we encourage exhibitors not to leave their booth immediately due to high activity on the floor. This will help prevent unauthorized access to your booth property.
- ▶ When crates have been returned to your booth for move-out, make certain all items are accounted for.
- ▶ During tear-down, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
- ▶ Always remove your badge once you leave the facility.

Lead Gathering

- ▶ **Follow up on Leads**
 - ▶ Even before the show ends you should be planning for post-show follow-up on leads and evaluating your show experience. Determine a procedure for reviewing lead data and processing with your existing systems.
 - ▶ Have a mailer or email prepared before you go so when you return, you can contact your leads within one week of returning, and not have to delay multiple weeks while finalizing your message.
 - ▶ Customize your messaging to different types of leads as it does not make sense to send the same message to someone who is close to buying a product as you would to someone who learned about your company for the first time during the show and is not close to purchasing your product.

Post Show Logistics

- ▶ Make sure materials are packed and labeled properly for outbound shipping. Turn in bill of lading to decorator before leaving show site.
- ▶ Review invoices for accuracy before leaving show site. It is much easier to resolve discrepancies while both parties are still onsite.
- ▶ Be sure to track your shipments and make sure it gets back to your offices or storage facility safely.
- ▶ Fulfill your leads - get promised packets out and then keep checking on lead follow-up.
- ▶ Review your actual expenditures against your planned costs to see if you are still on-budget, and the reasons if not on budget.
- ▶ Measure if you met your objectives and figure out what went right and what can be improved.
- ▶ Determine if exhibiting was a good return on investment (ROI)

Frequently Asked Questions (FAQ's)

- ▶ When should I plan to arrive?
All exhibitors are encouraged to arrive early enough to have a full day of set-up. Check your Exhibitor Manual for move in schedules.
- ▶ What documents should I bring with me to show site?
 - ▶ Copies of your orders
 - ▶ Shipping/tracking information
 - ▶ Hotel and Registration
 - ▶ Insurance information
- ▶ What do I do when I arrive at the facility for set-up?
 - ▶ Obtain your exhibitor badge to access the exhibit hall
 - ▶ Check you exhibit space to confirm that your freight has been received and furnishings/utilities have been delivered.
 - ▶ If you're not setting up the booth yourself, check to make sure that your installer is onsite and ready to begin installation of your booth.
- ▶ How will my customers find me?
Consider purchasing a sponsorship opportunity to enhance your exposure. You will automatically be listed in the printed Exhibitor Directory, online directory and mobile application.

Frequently Asked Questions (FAQ's) cont.

- ▶ Where do I get help with issues that arise during set-up and tear down?

The Exhibitor Service Desk will have representatives from most vendors and the General Contractor.

- ▶ Can I order booth items onsite?

Yes, you can order services onsite by visiting the service desk during move-in. All on-site orders are subject to availability and on-site charges. You can save 15-30% by ordering in advance before the discount deadline.

- ▶ Can I display items outside of my booth area?

No, for health and safety reasons you're not allowed to expand beyond your exhibit area

- ▶ Does my booth come with flooring?

No, booth space does normally does not come with flooring unless exhibits are located in a ballroom that is fully carpeted. You can bring your own floor covering or rent through the decorator for the show.

- ▶ What should I do if a neighbor is causing problems for me?

Please report any problems you are having to the floor managers. They will deal with the situation.

Glossary of Exhibiting Terms (A)

- ▶ **Advanced Order**-An order for show services sent to the contractor before move-in.
- ▶ **Air Freight**-Materials shipped via airplane.
- ▶ **Air Walls**-Movable barriers that partition large areas. May be sound resistant, but not necessarily soundproof.
- ▶ **Aisle Signs**-Signs, usually suspended, indicating aisle numbers or letters.
- ▶ **Audio/Visual**-Equipment, materials and teaching aids used in sound and visual. (Also A/V)

Glossary of Exhibiting Terms (B)

- ▶ **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.
- ▶ **Bill of Lading (B/L)**-Document of form listing goods to be shipped.
- ▶ **Blanket Wrap**-Non-crated freight shipped via van line covered with protective blankets or padding.
- ▶ **Blister Wrap**-Vacuum formed transparent plastic cover.
- ▶ **Bone Yard**-Contractor storage area at show site.
- ▶ **Booth Number**-Number designated to identify each exhibitor's space.

Glossary of Terms (C)

- ▶ **CAD**-Computer-Aided Design
- ▶ **Canopy**-Drapery, awning, or other room-like covering.
- ▶ **Capacity**-Maximum number of people allowed in any given area.
- ▶ **Carpenter**-Union that is responsible for uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc., laying of floor tile and carpet, and re-crating of exhibits and machinery.
- ▶ **Cherry Picker**-Equipment capable of lifting a person (s) to a given height. (Also **HIGH JACKER, SCISSOR LIFT**)
- ▶ **Chevron**-Type of cloth used for backdrops.
- ▶ **Corkage**-The charge placed on beer, liquor, and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers.
- ▶ **Cross Bar**-Rod used in draping or as a support brace.
- ▶ **Cut & Lay**-Installation of carpet other than normal booth or aisle size.
- ▶ **CWT**-Hundred weight. A weight measurement for exhibit freight. Usually 100 pounds.

Glossary of Exhibiting Terms (D)

- ▶ **Decorating**-Dressing up exhibition with carpet, draping, plants, etc.
- ▶ **Decorator**-Union that is responsible for hanging all signs except electrical signs, drape and cloth installation, and tacked fabric panels.
- ▶ **Direct Billing**-Accounts receivable mailed to individuals or firms with established credit.
- ▶ **Dismantle**-Take down and removal of exhibits.
- ▶ **Display Builder**-Company, which fabricates display.
- ▶ **Dock**-A place where freight is loaded onto and taken away from vehicles. (Also see **LOADING DOCK**)
- ▶ **Dolly**-Low, flat, usually two feet square, platform on four wheels used for carrying heavy loads.
- ▶ **Drayage**-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.
- ▶ **Drayage Charge**-The dollar cost based on weight. 100-pound units; or hundredweight, abbreviated CWT, calculates drayage. There is usually a minimum charge.
- ▶ **Duplex Outlet**-Double electrical outlet.

Glossary of Exhibiting Terms (E)

- ▶ **Electrical Contractor**-Company contracted by Show Management to provide electrical services to the exhibitors.
- ▶ **Electrician**-Union that handles installation of all electrical equipment.
- ▶ **Empty Crate**-Reusable packing container in which exhibit materials were shipped. When properly marked with “EMPTY” sticker indicating booth number and company name, they are removed, stored and returned at no charge.
- ▶ **Exclusive Contractor**-Contractor appointed by show or building management as the sole agent to provide services. (Also **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 **SHOW GUIDE**)
- ▶ **Exhibit Manager**-Person in charge of individual exhibit booth.

Glossary of Exhibiting Terms (F)

- ▶ **Fire Exit-Door**, clear of obstructions, designated by local authorities to egress.
- ▶ **Fire Retardant**-Term used to describe a finish (usually liquid) which coats materials with a fire-resistant cover.
- ▶ **Flameproof**-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 Aisle**-Aisle to remain clear for incoming freight.
- ▶ **Freight Forwarder**-Shipping company.
- ▶ **Full Booth Coverage**-Carpet covering entire area of booth.

Glossary of Exhibiting Terms (G)

- ▶ **Garment Rack**-Frame, which holds apparel.
- ▶ **General Contractor**-Company, which provides all services to exhibition management and exhibitors.
- ▶ **Guarantee**-The number or servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

Glossary of Exhibiting Terms (H)

- ▶ **Hand-Carryable-Items** that one person can carry unaided (meaning, no hand trucks or dollies).
- ▶ **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 a booth formed by drapery only.
- ▶ **Header**-1. Fascia 2. Overhead illuminated display sign.
- ▶ **Hospitality Suite**-Room or suite of rooms used to entertain guests.

Glossary of Exhibiting Terms (I)

- ▶ **I&D**-install and dismantle.
- ▶ **ID 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 Flameproof**-Material that is permanently flame resistant without chemical treatment.
- ▶ **Installation**-Setting up exhibit booth and materials according to instructions and drawings.
- ▶ **Island Booth**-An exhibit space with aisles on all four sides.

Glossary of Exhibiting Terms (J and K)

- ▶ **J**
- ▶ **Job Foreman** – One who is in charge of specific projects
- ▶ **K**
- ▶ **Kiosk**-Freestanding pavilion or light structure.

Glossary of Exhibiting Terms (L)

- ▶ **Labor**-Refers to contracted workers who perform services.
- ▶ **Labor Call**-Method of securing union employees.
- ▶ **Labor Desk**-On-site area from which service personnel are dispatched.
- ▶ **Light Box**-Enclosure with lighting and translucent face of plastic or glass.
- ▶ **Loading Dock**-Area on premises where goods are received.
- ▶ **Lobby**-Public area which serves as an entrance or waiting area.
- ▶ **Lock-up**-Storage area which can be locked up.

Glossary of Exhibiting Terms (M)

- ▶ **Marshalling Yard**-Check-in area for trucks delivering exhibit material.
- ▶ **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.

Glossary of Exhibiting Terms (N and O)

- ▶ **N**
- ▶ **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 left clear at all times during set-up and dismantle. Used to deliver freight, remove empty boxes and trash, and in case of emergency.
- ▶ **O**
- ▶ **Official Contractor**-General contractor or decorator.
- ▶ **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 8:00am and after 4:40pm Monday through Friday, and all hours on Saturdays, Sundays and Holidays

Glossary of Exhibiting Terms (P)

- ▶ **Package Plan**-Management providing furniture and/or services to exhibitors for a single fee.
- ▶ **Padded Van Shipment**-Shipment of crated or uncrated goods such as product or display materials. (Also **VAN SHIPMENT, AIR-RIDE**).
- ▶ **Pallet**-Wooden platform used to carry goods. (Also **SKID**)
- ▶ **Pegboard Panel**-Framed panel of perforated hardboard.
- ▶ **Perimeter Booth**-Exhibit space located on an outside wall.
- ▶ **Pipe and Drape**-Tubing with drapes, which separate exhibit booths.
- ▶ **Planting**-Floral décor to enhance the appearance of the exhibition.

Glossary of Exhibiting Terms (P) cont.

- ▶ **Pre-registered**-Registration which has been made in advance with necessary paperwork.
- ▶ **Press Room**-Space reserved for media representatives.
- ▶ **POV**-A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line. (See below).
- ▶ **POV Line**-Special loading dock reserved for POV's where materials are unloaded at prevailing drayage rates. To get on a POV line, driver reports first to marshalling area.
- ▶ **Private Security**-Security personnel hired from a privately operated company. (Also **BOOTH SECURITY**)
- ▶ **Pro-Number**-Number designated by the freight forwarders to a single shipment, used in all cases where the shipment must be referred to.

Glossary of Exhibiting Terms (Q and R)

▶ Q

- ▶ **Quad Box**-Four electrical outlets in one box.

▶ R

- ▶ **Rail**-Low drape divider between exhibit booths. (Also **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.
- ▶ **Rigger**-Union that is responsible for crating, unskidding, positioning, and reskidding of all machinery.
- ▶ **Riser**-A platform for people or product.

Glossary of Exhibiting Terms (S)

- ▶ **Security Cages**-Cages rented by exhibitors to lock up materials.
- ▶ **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, usually 36" high.

Glossary of Exhibiting Terms (S) cont.

- ▶ **Skirting**-Decorative covering around tables/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 set-up, dismantling, and temporary storage.
- ▶ **Stanchions**-Decorative posts which hold markers or flags to define traffic areas. Ropes or chains may be attached
- ▶ **Stop Job**-When an exhibitor is doing some type of work in the booth which is claimed by a union, that union's steward will request that you go to the service desk so that the contractor can supply the exhibitor union labor.
- ▶ **S.T. Labor**-Work performed on straight time. Usually work performed 8:00am to 4:30pm, Monday through Friday.

Glossary of Exhibiting Terms (T)

- ▶ **Target Date**-Move-in date assigned to exhibitors over 300 square feet by the general contractor and the show management.
- ▶ **Teamster**-Union that handles all material in and out of the hall except machinery. Exhibitors are permitted to hand carry small packages into the hall.
- ▶ **Tent**-Portable canvas shelter for outside.
- ▶ **Time & Materials**-Method for charging services on a cost-plus basis. (Also **T & M**)
- ▶ **Traffic Flow**-Movement of people throughout an area.

Glossary of Exhibiting Terms (U, V & W)

- ▶ **U**
- ▶ **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 official.
- ▶ **V**
- ▶ **Velcro**-Material used for fastening.
- ▶ **W**
- ▶ **Waste Removal**-Removal of trash from the building.