

PennWell Corporation

**What to Expect When
Exhibiting**

WHAT TO EXPECT WHEN EXHIBITING HANDBOOK

Welcome to PennWell! This document is intended to help you – our exhibitor – be more successful at our events. This handbook will give you information, checklists and strategies that will help you get the most from our events.

The handbook includes:

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Please contact us with any questions or ideas on how we can help you to be most successful at your next event.

Thank you.

PRE-EVENT MARKETING
How to attract the right visitors to your booth?

PennWell strongly recommends pre-event marketing to target each exhibitor to get themselves on the attendees' mind before the event opens. The following are suggested tactics to help you fill your booth with quality buyers:

1. Clean and update your database
2. Develop a master schedule and budget for these pre-event marketing efforts
3. Promote your event participation and booth number aggressively
4. Take advantage of your website as well as the event website
5. Invite key prospects to visit your booth
6. Schedule appointments with key clients in advance
7. Create new advertisements that stress the benefits of visiting your booth
8. Print a flyer with the event information, your booth number and a preview of the new-product and/or event specials in your booth

PLANNING YOUR BOOTH

You will receive a link to the online Exhibitor Manual approximately 90 days before the event begins. This manual is sent to exhibitors that have already booked their exhibit space. The Exhibitor Manual contains event information such as: move-in and move-out hours, exhibit hall hours, carpet and drape colors, floor plans facility rules, vendor forms, booth regulations, shipping, delivery and labor. Additionally, you will find registration and housing information.

SIDEBAR:

Six Elements to a successful booth

Source: Skyline Exhibits Seminar, "Designing Effective Trade Show Exhibits"

1. Focus the design on the customer, capture the customer's attention
2. Understand the exhibit's function:
 - a. Attract attention
 - b. Prioritize impressions
 - c. Establish a mood
 - d. Inform or pre-qualify prospects
 - e. Provide useful questions
 - f. Create Lasting Impressions
3. Use the exhibit as a communication tool. It has three seconds to communicate
4. Use this process to make an effective exhibit:
 - a. Visualize – What kind of image do you want to convey?
 - b. Define – What are you trying to accomplish
 - c. Identify – Which exhibit size is right for you?
 - d. Optimize – How can you stretch your budget?
5. Practical Factors to consider are found in the Exhibitor Manual
6. Graphics – The magnet that attracts visitors to your booth. Who are you? What is your offer? What is your product?

CONTROLLING COSTS AT YOUR BOOTH

Controlling exhibiting costs can help you improve your return on investment. Always refer to the Exhibitor Manual when planning your booth. The Exhibitor Manual provides order forms and cost-saving deadlines.

The following tips will help you control costs:

- Read the Exhibitor Manual and pay careful attention to order deadlines. Ordering prior to the deadlines will save money.
- Order all exhibit accessories and services in advance, the cost increases if ordered on-site.
- Request that labor be done on straight time if possible

To minimize labor costs for installation and dismantling, number your crates according to content. Attach a diagram with instructions for set-up and include electrical requirements and re-packing instructions.

STAFFING YOUR BOOTH

Don't Staff Your Booth with Duds: Twelve Essential Questions You Need to Ask

Susan A. Friedmann, CSP, The Tradeshow Coach

Booth-staff selection is the single most important factor in your exhibiting success. More than graphics, signage, literature, giveaways or any other variable, the people you put on the exhibit floor influence a visitor's opinion of your organization. They are your ambassadors, representing your company for the whole world to see. It is impossible to stress enough how crucial your team is to your overall success. To ensure a top-notch performance, begin preparing your booth team four to six months prior to the event. While preparing, ask yourself:

1. How many people are needed to staff the booth?

Variables to consider: How big is your exhibit? How long is the event? Will you need employees to give product demonstrations, work the hospitality suite, teach seminars or supervise contests? Ensure you have enough staffing so your booth is manned at all times, while giving your team a break every four to six hours. No one can be "on" for 12 hours at a time.

2. Who are the best people to represent the organization?

Working an event requires a unique mix of skills. You want employees with excellent product knowledge, superlative people skills, killer sales instincts and a warm, engaging personality. These people should be motivated self-starters, able to think on their feet and work with little or no direction.

3. Have you organized staff training?

To ensure success, prepare your team with all the skills and tools they need. Training should cover essentials like assessing visitor types, asking qualifying questions, handling difficult attendees, lead generation and follow-up.

4. Have you scheduled a pre-event meeting?

Pre-event meetings ensure that your team understands their goals, objectives and expected duties and are adequately equipped to handle any unexpected surprises. Use this time to clarify areas of confusion and to address any staff concerns.

5. Is the booth team familiar with the products or services being displayed?

To sell products effectively, you need to have thorough, complete product knowledge. Too many times, organizations send out rookie employees who possess only rudimentary knowledge. This is frustrating for attendees; they won't come back to find another employee who might have an answer — they'll go to the competition instead.

6. Have you arranged for a practice demonstration session?

Never assume that your employees know how to use the products they sell. It is entirely possible that they are not completely familiar with every feature, especially if you are introducing a new product. Take the time to thoroughly train your team, and have them practice demonstrating the product to become familiar with the exhibit hall routine.

7. Will a technical representative be available to answer questions?

Depending on your product/service line, it may be entirely appropriate to send a technical representative to handle specific product questions. Train this person in the basics of salesmanship, but keep his or her duties largely relegated to providing technical answers. Make sure this rep is aware of the possibility of tradeshow espionage and won't share too much information.

8. Have you established a dress code?

Well before you arrive at the event; make sure your booth staff is clear about the expected mode of dress. Unless uniforms are appropriate for your company, be specific about what you want your team to wear. "Casual business" gives far too much leeway. Instead, spell it out: e.g., "black trousers or skirt, white shirt, black blazer, red tie."

9. Have all booth personnel ordered exhibitor badges?

Everyone on your team needs a badge to enter the exhibit hall, access hospitality areas and move freely about. Order these badges well ahead of time, so that any errors or omissions can be remedied in a timely fashion.

10. Do booth personnel have enough business cards?

It is amazing how many business cards you can hand out during the course of one event. Make sure your team is adequately prepared.

11. Have you planned a booth schedule?

A complete schedule will cover every moment of the event, from arrival to departure. On your duty roster, note who will be staffing the booth and when. Also include break times and assign responsibilities. It may be a good idea to build "check-in" time into the schedule, so sales people manning the booth can check messages at the home office and make needed phone calls. This will alleviate a great deal of staff anxiety.

12. Who will oversee booth installation and dismantling?

Often overlooked, these two jobs can quickly become logistic nightmares if no one is prepared to handle them. Delegate two people to this detail. Many event organizers provide this service for a fee, but you may still want to have staff members on hand to supervise.

INSTALLING AND DISMANTLING YOUR BOOTH

Setup and Dismantling Labor

Even if you plan to bring your own display, you may have to order union labor to set it up and dismantle it. Order your labor in advance, because if you order at the event, you will probably have to wait. Union rules vary from state to state, please check the Exhibitor Manual for details.

What Can Exhibitors Do Without Union Personnel?

Please reference your Exhibitor Manual for specific details. In some instances, exhibitors may install and dismantle their own booth and lay their own carpet in their own area as long as the booth size is 100 square feet (10 feet by 10 feet) or less and the following conditions are met:

- 1) The setup can be reasonably accomplished in approximately one hour.
- 2) No tools are used in the assembly or dismantling.
- 3) Individuals performing the work must be full-time employees of the exhibiting company and carry identification to verify this.

Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their equipment, such as balancing, programming and cleaning machines, etc. Exhibitors may “hand carry” their items or use nothing larger than a two-wheeled baggage cart (rubber or plastic wheels only). Exhibitors may move a “pop-up” display (equal to or less than 10 feet in length) that can be carried by hand by one person.

Official Contractors and Exhibitor-Appointed Contractors

The companies in the Exhibitor Manual are the event’s official contractors, and you’ll find them at the Exhibitor Service Desk at the event. All other contractors (not in your manual) are called Non-Official Exhibitor Appointed Contractors (EACs).

If you decide to use an EAC, complete the EAC form found in the Exhibitor Manual. It is your responsibility to ensure your EAC provides a certificate of insurance to PennWell and the General Contractor at least 30 days prior to move-in.

Building Services

Utilities (water, gas, electricity and compressed air) and telecommunication services (telephone and Internet) are ordered through the facility and/or general contractor. Order forms and additional information are in the Exhibitor Manual.

Electrical Service

The more information you supply with your electrical order form, the smoother your installation will be. Be sure to include:

Floor plans/Display Diagrams — indicate where your outlets should be by using neighboring booth numbers as references.

Approval to Proceed — inform the electrical department if you want your outlets installed before you arrive at the event.

24-Hour Power Order — order only for the outlets that require constant power. Regular power for each day is usually turned on one hour before the event opens and turned off one hour after the event closes.

Estimating your power requirements can be confusing. Here are some examples of power needs for various pieces of equipment:

Coffee pot..... 2,000 watts
Computer.....900 watts

Refrigerator.....700 watts (24-hour power)
27" television.....1,000 watts

Furniture and Carpet Rental

The General Contractors offer both standard and specialty rental furniture. If ordered in advance, this furniture will be delivered to your booth before the event and picked up afterward. Complete information and order forms are in the Exhibitor Manual. Rental carpet is available in various grades and colors. You can also order carpet padding for comfort and Visqueen polyethylene sheeting to keep your carpet clean prior to the event opening. Prices normally include delivery, installation and removal.

TIP: Order just a 9x10-foot carpet for a 10x10-foot booth, because a booth's back wall usually covers the rear 1-foot area. However, if you prefer to cover your entire booth, you may order custom-cut carpet

Booth Cleaning is not normally included in your space cost.

Information on various services in regards to booth cleaning:

- Daily vacuuming — Booth is vacuumed before the event opens each day. Refer to your Exhibitor Manual to determine if trash removal is included with this service. Otherwise you'll need to order periodic trash service as well.
- Vacuuming once before the event opens on the first day.
- Periodic trash service — Trash is emptied and surfaces are wiped down at specific intervals. If you plan to have food and/or beverage in your booth, it is a good idea to use this service.

When You Get to the Event

Get your badge from Registration, then find your booth and check the status of your display and the services you ordered. Find out the location of the Exhibitor Service Desk. If you need anything in your booth or have any service-related questions, go to the Exhibitor Service Desk immediately. They will resolve your problem or send you to the right person. To move freely throughout the exhibit hall, staff who has not received an official badge may be required to wear a wrist band before registration opens. Visit the Exhibitor Service Desk or security when arriving at the event to pick up this wristband.

Empty Containers and Accessible Storage

When your booth is ready, put "Empty" stickers on all your empty cartons and crates. Clearly write your booth number, company name and event name on the stickers and place the containers in the aisle. Labor will pick up empties, store them during the event and return them to your booth at the end of the event. If you did not use or pay for the material-handling services, the General Contractor can still store your empty containers for a fee. As a general rule the Fire Marshall does not allow storage of boxes behind your exhibit. Empties will be returned as expeditiously as possible once teardown begins and aisle carpet is removed. Exhibitors must be patient during this process, as it can take time.

If you have products and/or items that you need to get to during the event, the General Contractor can put them in accessible storage so you can replenish your stock. Accessible storage is not a standard offering at PennWell events.

During The Event

There will be important papers in your booth when you arrive each morning that contain event information such as:

- How to reserve your booth for next year
- Logistical information regarding your move-out

- Marketing Information

Your service invoice(s) will also be delivered to your booth at some point before the exhibit hall closes. Review all your invoices at the event. Questions are always easier to resolve while people are still there and memories are fresh.

Confirm the following outbound details during the event:

Schedule your dismantle labor. Leave enough time for your empty containers to be returned to your booth before you order your labor. Double check shipping arrangements with your carrier, if your carrier doesn't pick up your shipment on time, the General Contractor will assign your shipment to another carrier or take it back to its warehouse for later shipping. These additional charges are billed to your company. To avoid this, you can have the preferred transportation vendor ship your freight back to your office or to the next event.

Closing Day

Read the move-out information for the most current dismantling instructions and schedule. Do not begin dismantling your display or packing your product until the event officially ends. This is unfair to your neighbors and the attendees who are still at the event; sales are still made the last hour of an event. When you are packed and ready to go, complete your out-bound bill of lading and turn it in at the Exhibitor Service Desk. Labor will pick up your freight from your booth and load it onto your designated carrier. Keep your valuables (laptops, briefcases, purses) with you at all times during the event, including tear-down. Do not leave personal items unattended in your booth.

MATERIAL HANDLING/DRAYAGE

Material Handling, also called drayage, can be confusing. To help explain the process below is a list of commonly asked questions. If you do not find your answer here, please feel free to call your exhibit services manager. Additionally, there is a glossary of terms beginning on page 13 for clear definitions of commonly used tradeshow terms.

What is Material Handling?

Material handling includes unloading your exhibit materials (freight) from your designated carrier or company truck, storage at the show contractor's warehouse (for up to 30 days before the event), delivery to your booth, moving empty containers to and from storage and removing material from your booth for reloading onto your designated carrier after the event. Material handling does not include the cost of transporting your exhibit material to and from the event. You have two options for shipping your exhibit materials: either to the warehouse or directly to the show site.

How Do I Estimate My Material Handling Charges?

Your charges are based on the weight of your shipments, not on the distance between your booth and the dock. Since each shipment received is considered separately, you need your shipment's weight before you can calculate the charges.

To calculate your charges manually, go to the material-handling order form in the Exhibitor Manual and specify whether the shipment will arrive at the warehouse or be sent directly to the show site. Rates are usually different for each. Next, select the category that best describes your shipment.

There are three categories of freight:

CRATED: material that is on a skid or is in any type of shipping container that can be unloaded at the dock with a forklift. In this case, no additional handling is required.

UNCRATED, PAD-WRAPPED OR LOOSE SHIPMENTS: material that is shipped loose or pad-wrapped and/or unskidded; single-unit shipments (e.g., machinery that cannot be moved with a forklift as it does not have proper lifting bars or hooks). This type of shipment requires special handling.

SPECIAL HANDLING: material delivered by the carrier in such a manner that it requires additional handling. This can include ground unloading (vehicles that are not dock height, preventing the use of loading docks, such as U-Hauls, flat bed trailers, double drop trailers, company vehicles with trailers that are not dock level, etc.), stacked units of freight, unloading in a constricted space, designated-piece unloading (i.e., individual cartons or loads mixed with pad-wrapped material), loads failing to maintain shipping integrity, carpet- and/or pad-only shipments and shipments that require additional time, equipment or labor to unload. Federal Express and UPS are included in the special-handling category due to their delivery procedures.

If material is delivered to your booth during the overtime period, you will need to factor in the overtime charges. This includes both warehouse and show-site shipments. If the shipment is accepted at the warehouse or at show site after the deadline listed in The Exhibitor Manual, you will need to calculate a late-delivery fee.

How do I ship to the warehouse or show site?

The official show contractor will accept freight at its warehouse beginning approximately 30 days prior to move-in. Certified weight tickets must accompany all shipments, except those shipped through small -package carriers like FedEx and UPS. All shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight. This must arrive prior to the deadline listed in the Shipping section of the Exhibitor Manual. If you are unable to meet that deadline, you may ship directly to show site; your freight can still be received after the deadline date, but you will incur additional charges. It is in your best interest to ensure that your shipments have certified weight tickets. That way, you know exactly how much your material-handling fees should be without having to rely on the contractor. Certified weight tickets must

accompany all shipments. The warehouse will accept crates, cartons, skids, trunks/cases and carpets. Loose or pad-wrapped material must be sent directly to the show site. Warehouses normally receive shipments Monday through Friday, except holidays. Warehouse addresses and hours can be found in the Exhibitor Manual. To ensure the maximum discount on freight handling, your freight should arrive by the stated deadline.

How do I ship to show site?

Exhibit materials (freight) will be accepted only during exhibitor move-in days. Certified weight tickets must accompany all shipments, except those shipped through small-package carriers like FedEx and UPS. For some events you may be assigned a specific target date and time, depending on your booth location. Please refer to the Exhibitor Manual for specific exhibitor move-in dates and times. All shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight.

When should a pallet be used?

If a forklift is needed for material handling, make sure your shipment is on a pallet. When possible, heavy, bulky items should be placed on pallets for improved handling. To maximize carton strength, stack cartons on the pallet vertically. You can secure cartons to a pallet with banding, shrink-wrap, stretch-wrap or breakaway adhesive. Cartons should be stacked squarely on the skid, with no overhang. Box flaps and corrugations should face up. Make the top surface as flat as possible. Your bill of lading should reflect the total number of pieces on the pallet, not just one pallet.

Should I use shrink-wrap?

Shrink-wrap is a common and effective method of keeping all pieces of a shipment together. When using shrink-wrap, start at the bottom of the pallet, including the pallet when wrapping, and continue wrapping upward around the load. This will prevent the shipment from shifting off the pallet and damaging the freight.

What happens to my empty containers during the event?

Labeled, empty containers will be picked up from the booth periodically and stored in a non-accessible storage area during the event. You can pick up "Empty" labels at the on-site Exhibit Service Desk to put on your containers. At the close of the event, labeled, empty containers will be returned to booths in random order. Depending on the size of the event, this process may take several hours.

How do I ship my materials after the close of the event?

Each shipment must have a completed Material Handling Agreement in order for materials to be removed from the booth and loaded onto your designated carrier or company truck after the close of the event. All pieces must be labeled individually. To receive the shipping form and labels, you may complete the Outbound Shipping Form or submit the online request in advance, or you may go to the on-site Exhibitor Service Desk for your shipping documents. The Material Handling Agreement and shipping labels will be processed and available prior to event closing. After materials are packed, labeled and ready to be shipped, the completed Material Handling Agreement must be turned in at the Exhibitor Service Desk and you need to contact your designated carrier or company driver with pickup information. If your Material Handling Agreement is not turned in, your carrier is not allowed to pick up your freight. Please note you can use your own designated carrier or company driver or for your convenience, recommended carriers will be on-site to handle outbound transportation.

ADDITIONAL MATERIAL HANDLING/DRAYAGE TIPS:**Benefits of Shipping to the Warehouse**

Shipping freight directly to the warehouse offers advantages that offset the slightly higher rates:

- Free storage for up to 30 days in advance of the event.
- Priority delivery to the event.
- Your shipment will be in the booth when you arrive.
- You can guarantee the labor start time.

Marshalling Yard

Some events have an off-site marshalling yard where all trucks must check in before they are unloaded at the convention center. If this is the case, alert your carrier as to the location and schedule of the marshalling yard.

Hand-Carried Freight

At some events, you can carry your own items into the hall as long as you do not use any equipment prohibited by labor union regulations, such as handcarts or four-wheel dollies. Refer to the Exhibitor Manual for event-specific regulations.

WHO IS WHO WITHIN PENNWELL?

PennWell's Team

Event Director/Publisher:

- Oversees all aspects of the event, from marketing to exhibit sales and operations.

Marketing:

- Works with sales team and conference to identify markets for growth
- Obtains data for mass marketing
- Creates association partnerships

Exhibit Sales:

- Responsible for event-related sales, including:
 - Exhibit Space
 - Sponsorship

Operations:

- Handles event logistics, works with the convention center and general contractor
- Secures hotel accommodations for the event
- Works directly with Exhibitor Services and Registration
- Assists with preparation of the exhibitor manual

Exhibitor Services:

- Prepares the Exhibitor Manual
- Available to answer exhibitors' questions about the Exhibitor Manual, DirectEventConnect company listings and other show-related issues
- Collects the liability insurance certificates

Registration:

- Ensures the Registration process is smooth as attendees and exhibitors register for the event

Conference:

- Responsible for meeting with the board annually to help create a solid conference
- Coordinates with all speakers

GLOSSARY OF COMMONLY USED EVENT TERMS

a

- A/V** — Audio/Visual support such as television monitors, sound systems, projection systems, computers, DVD's or taped music.
- Advance Rates** — Fees associated with advance orders, which typically include discounts when paid in advance.
- Advance Warehouse** — Location set by show management to receive freight before the start of the event. Freight is stored at this location and then shipped to the event at the appropriate time. (Synonymous with Advance receiving)
- Aisle** — Area for audience traffic movement.
- Aisle Carpet** — Carpet laid in aisles between booths. Color to be determined by Show Management.

b

- Backwall** — Panel arrangement at rear of booth area.
- Backwall Booth** — Perimeter booth.
- Badges** — A form of identification. Every exhibitor and attendee must wear a badge when on the exhibit hall floor.
- Bill of Lading** — A document that established the terms of a contract between a shipper and a transportation company under which freight is to be moved between specified points for a specified charge. (Also referred to as a Packing List or Waybill)
- Bone Yard** — An area used to store exhibitors' packing materials, decorators' extra furniture and any other equipment not being used during event hours.
- 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.
- Booth Staff** — Staff assigned to represent exhibiting company in assigned space.
- Booth Size** — Measure of assigned space. Can be represented by the booth dimensions (i.e. 10" x 10") or by square feet (i.e. 100 sq. ft.).
- Booth Space** — The amount of floor area occupied by an exhibitor.

c

- Call for Presentations** — Used by associations and organizations as a formal method of asking for and screening suitable presentation topics for use in the conference sessions.
- Certificate of Insurance** — A basic element of an effective risk management program. It serves as evidence of the financial capability of an indemnitor who has executed an agreement in favor of an organization.
- Column** — A pillar in an exposition facility that supports the roof or other structures, usually denoted on floor plan as a solid square or dot.
- Corner Booth** — An exhibit space with exposure on at least two aisles.
- Crated Freight** — Containerized freight, items shipped in protective containers.
- Crate Label** — The label on the crate or container that has the number or ID of the crate or container.
- Crating List** — A document that names the contents of a crate, i.e. exhibit pieces, carpet, signage, etc.
- Cross Aisle** — An aisle at a right angle to the main aisle.
- CWT** — Hundred weight. A weight measurement for exhibit freight, usually 100 pounds. Often used as cost per hundred weight.

d

- Decorator** — An individual or company providing installation and dismantling of exhibits and booth and hall dressing services for a trade show and/or its exhibitors. (also called General Contractor, Official Contractor.)
- Direct to Show-Site** — Shipments sent directly to event location.
- Dismantle** — The process of tearing down, packing up and moving out exhibit materials after event closes.
- Display Rules & Regulations** — Exhibit construction specifications endorsed by major exhibit industry associations. Also, refers to the specific set of rules that apply to an exposition.
- Dock** — A place where freight is loaded onto and taken from vehicles. (Also see Loading Dock)
- Double-Time** — refers to a pay rate for work performed beyond straight time and over-time. Double-time is double the normal hourly rate.
- Drayage** — The movement of materials from shipping dock to booth for event set up and back to dock for return shipment at end of event. (Also see Material Handling)
- Drayage Contractor** — Company responsible for handling exhibit properties.

e

Empty Crate — reusable packing container in which exhibit materials were shipped. When properly marked with “EMPTY CrATE”, labels are completed with booth number and company name. The empty crates are removed from the booth area, stored and returned at no charge. (Also called Empties)

Empty Crate Labels — Special stickers available at the Exhibitor Service Center. Special crews pick up empties during setup and return them during tear-down. (That’s why the correct booth number is so important.)

Est. Wt. — Estimated Weight.

Exclusive Contractor — Contractor appointed by event or building management as the sole agent to provide services. (Also called Official Contractor)

Exhibitor Appointed Contractor — A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors. (Also called Independent Contractor, EAC)

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

Exhibitor Service Desk — A centralized area where representatives of various event services can be contacted or located.

Exhibitor Manual — Manual containing general information, labor/service order forms, rules and regulations, and other important information pertaining to exhibitor participation in an exhibit.

f

Fire Exit — Door, clear of obstructions, designated by local authorities to egress.

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

Floor Plan — A map-showing layout of exhibit spaces.

Floor Port — Utility box, recessed in the floor, containing electrical, telephone, and/or plumbing connections.

Foam Core — Lightweight material with a Styrofoam center used for signs, decorating and exhibit construction. (Also called Gator Foam, Gator Board)

Force Freight — Term used when drayage contractor assigns a carrier to pickup freight from a event.

g

General Contractor — A company providing services to a tradeshow and/ or its exhibitors. The general contractor is the official contractor designated by show management for a given event. (Also called Official Contractor)

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

Gross Weight — The full weight of a shipment, including goods and packaging.

h

Hall — A generic term for an Exposition Facility. May also refer to an individual area within a facility, such as Hall A or Halls A-C.

Hotel Cut-Off Date — The date agreed to in the housing contract when the hotel is no longer obligated to honor the room block or group

i

I.D. Sign — Booth identification sign.

Independent Service Contractor — Any company (other than the designated “official” contractor listed in the Exhibitor Service Manual) providing a service (display installation and dismantling, models/demonstrators, florists, photographers, audiovisual, etc.) and needing access to an exhibit any time during installation, event dates, and/or dismantling.

Inline Booth — Exhibit space with exhibit booths on both sides and behind, or backing up to a wall. This type of booth will generally have only one exhibit side open to an aisle.

Installation — Setting up exhibit booth and materials according to instructions and drawings.

Installation/Dismantle — Also referred to as I&D. The set-up and tear down of exhibits.

Insurance Policy — A contract between an exhibitor and an insurance company securing payment of a sum of money in the event of loss or damage.

Island Booth — An exhibit space with aisles on all four sides.

l

Labor — refers to contracted workers who perform services for events.

Labor Call — Method of securing union employees.

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

Lead Retrieval — A manual or automated system used to conduct follow-up activities for sales prospects resulting from a trade show.

Loading Dock — Area on premises where goods are received.

m

Manifest — A list of cargo.

Marshalling Yard — Specific retention area (lot) for all vehicles to park prior to going to the Exhibit Hall/Convention Center for loading or unloading.

Masking Drape — A cloth used to cover storage or other unsightly areas.

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 event. (Also called Drayage)

Material Handling Charge — The dollar cost based on weight. Drayage is calculated by 100 pound units; or hundredweight, abbreviated CWT. There is usually a minimum charge.

Meter — The most common width for a backwall panel. (1 Meter = 39.37 inches)

Move-In — Date set for installation. Process of setting up exhibits.

Move-Out — Date set for dismantling. Process of dismantling exhibits.

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.

Noise Decibel — A unit for measuring the relative loudness of sounds. For PennWell, the maximum level is 80 db.

o

O.T. Labor — Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday and all hours on Saturdays, Sundays and holidays (depending on the union trade).

Official Contractor — Show Management appointed Company providing services to a trade show and/or its exhibitors. (Also called General Contractor or Decorator)

One-Time Spotting — The unloading of freight/machinery and the placing of it in a designated location. Exhibitors must be present for spotting of materials. This service does not include unskidding, balancing, or extended time.

On-Site — Location of exhibits or projects.

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.

Over-Time — refers to work performed beyond what is considered a standard business day. Over-time labor is paid at time and a half

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Pallet — Wooden platform used to support machinery or a collection of objects for easier handling. Also thick wood blocks attached to crates that allow forklift access for easier handling. (Also SKID)

Peninsula Booth — Exhibit space with aisles on three sides.

Perimeter Booth — Exhibit space located on an outside wall.

Pipe and Drape — Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

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

Portable Exhibits — Lightweight, cased display units that do not require forklifts to move.

Post-Show — refers to any activity that occurs following the closing of the event.

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.

POV Line — Special loading dock reserved for POV's where material is unloaded at prevailing drayage rates. To get on a POV line, driver reports first to the marshalling yard.

Pre-Registered — reservation which has been made in advance with necessary paperwork.

Pre-Show — refers to any activity that occurs prior to the event opening.

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

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Rail — Low drape divider between exhibit booths. (Also Side rail)

Raw Space — The actual space for an exhibit with no furnishings or decoration. In-line spaces do included a pipe-and-drape back wall and side rails.

Re-Booking Point System — Method of assigning booth space. Often the system is based on the number of years a company has been exhibiting, sponsorship dollars and size of the booth.

Rigger — Union or person that is responsible for uncrating, un-skidding, positioning and re-skidding of all machinery. Also used when special equipment or apparatus is needed for hanging or fastening.

Right-to-Work State — Where joining a union is not a condition of employment. In right-to-work states, exhibitors do not have to use union laborers.

ROI (Return on Investment) — Measurement of how much benefit a company receives from participation in a trade show. Broadest example formula: $\text{income} - \text{costs} = \text{ROI}$.

s

Service Desk — A centrally located service area in which exhibitors can order or reconfirm the services provided by exposition management such as electrical, decorating, telecommunications, etc.

Show Decorator — Company or individual responsible for hall draping, aisle carpeting and signage. Also performs same service to individuals' exhibitors.

Show Manager — Person responsible for all aspects of exhibition.

Side Rail — Low divider wall in, usually pipe and drape, used to divide one exhibit space from another.

Skid — A low wooden frame used to support heavy objects or groups of materials for easier handling. Usually used as a platform for objects moved by forklift. (Also called Pallet)

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.

Straight Time — The hours considered normal business hours.

Strike — Dismantle exhibits.

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Table Top Display — Exhibit designed for use on top of counter, bench or table.

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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.

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Waybill — List of enclosed goods and shipping instructions, sent with material in transit