

SPONSOR AND EXHIBITOR GLOSSARY

A

Advanced Order – An order for exhibitor services placed with providers before the stated deadlines. Compare with Floor Order.

Advance Shipping and Freight – Shipments to an advance warehouse/consignment point where items are then forwarded on to the venue/exhibit stand.

Air Freight – The transfer and shipment of goods via air carrier.

Aisle – Walkway intended for attendee movement within the exhibition hall.

Attendee – Those persons participating in the event.

Audio/Visual – Equipment, materials, and teaching aids used in sound and visual presentations, such as video projection, monitors, sound equipment, etc. also known as A/V.

B

Banner – Suspended panel or sign used for decoration or providing information (e.g. aisle banners).

Basic Fascia Signage – White name board with black lettering mounted on the front of the exhibit stand. Included in all basic shell scheme packages. Upgrades are available.

Basic Shell Scheme – Modular exhibition stand constructed of interchangeable panels. The basic package offered to exhibitors.

Boneyard – Designated area of the exhibition hall used to store extra furniture/equipment not being used during the event.

Booth Assistant, see Stand Assistant

Booth Worker, see Vendor Hired Staff

Bulk Badge Pick Up – Service for sponsors to arrange bulk collection of delegate badges.

Business Matchmaking Lounge – Area dedicated to conducting business meetings scheduled through the Business Matchmaking Programme.

Business Matchmaking Programme – Online platform to connect with registered delegates and arrange onsite meetings.

C

Certificate of Inspection – Document certifying that merchandise was in a good condition prior to its shipment.

Cherry Picker – Equipment capable of lifting a person(s) to a given height.

Consignee – Person to whom goods are shipped.

Consignment – Delivery of merchandise from an exporter (consignor) to an agent (consignee).

Consignor – Person who sends freight.

Consolidate – Shipping of freight to a central depot where several shipments are bound for the same destination. See also Advance Shipping and Freight.

Corkage Fee – Charge placed on beer, liquor, and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers.

Cut & Lay – Installation of carpet other than normal booth or aisle size.

Custom L-Shape Stand – Exhibit stand consisting of a 3m x 1.5m stand and a peninsula 3m x 2m stand. Open to aisles on two sides.

Custom Stand – Exhibit stand that has been custom designed for the sponsor, usually installed and dismantled by a Sponsor Appointed Contractor.

Custom U-Shape Stand – Exhibit stand consisting of two 3m x 1.5m stands and a peninsula 3m x 2m stand, creating an exhibit stand of 3m x 5m, usually with aisles on three sides.

CWT – Hundred weight. A weight measurement for exhibit freight. Usually 100 pounds.

D

Daily News – Onsite newspaper distributed to delegates.

Decorating – Dressing up exhibition with carpet, draping, plants, etc.

Decorator – Person(s) that is responsible for hanging all signs except electrical signs, drape and cloth installation, and tacked fabric panels.

Delegate – Term used to describe event/conference attendees.

Direct Billing – Accounts receivable mailed to individuals or firms with established credit.

Dismantle – Take down and removal of exhibit.

Distribution Board – Single-phase or three-phase board bringing power to an exhibit stand.

Dolly – Low, flat, usually two square feet, platform on four wheels used for carrying heavy loads.

Double Stand – Exhibit stand consisting of two stands of the same dimension, such as two 3m x 1.5m stands creating a 6m x 1.5m stand or two 3m x 2m stands creating a 6m x 2m stand. Generally open to an aisle on one side.

Drayage – Unloading of shipments, transporting it to a stand, storing and returning empty crates and cartons, and reloading the shipment at the close of the event.

Drayage Charge – Cost based on weight. Drayage is calculated by 100 pound units; or hundredweight, abbreviated CWT. There is usually a minimum charge.

E

Electrician – Person(s) 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 stand number and company name, they are removed, stored and returned at no charge.

End Cap – Exhibit stand with aisles on three sides. See also Peninsula Stand.

EXSA – Exhibition Association of Southern Africa.

F

Fascia Upgrade – Basic Fascia Signage will be replaced by a name board featuring a full colour company logo.

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.

Flame Proof – Term used to describe material which is, or has been treated to be fire-retardant.

Floor Manager – Person retained by Show Organiser to supervise exhibition hall and assist exhibitors.

Floor Order – Goods and/or services ordered on-site.

Fork Lift – Vehicle with power-operated pronged platform for lifting and carrying loads.

Freight – Properties, products and other materials shipped for an exhibit.

Freight Forwarder – Shipping company.

G

Gallery – Hallway/Lobby area outside of the exhibition hall and main stage.

Guarantee – Number of servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

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.

Header – Fascia signage or overhead illuminated display sign.

I

I&D – Install and dismantle.

Infringement – Use of floor space outside exclusive stand area.

Inherent Flame Proof – Material that is permanently flame resistant without chemical treatment.

Installation – Setting up exhibition stand and materials according to instructions and drawings.

Island Stand – Stand with all sides open to aisles, usually of custom size. See also pavilion.

K

Kiosk – Freestanding pavilion or light structure.

L

Labour - Refers to contracted workers who perform services.

Lead Retrieval – Process of capturing delegate information.

Loading Dock – Area on premises where goods are received. See also Marshalling Yard.

Lobby – Public area which serves as an entrance or waiting area.

M

Marshalling Yard – Check-in area for trucks delivering exhibit material. Also known as Loading Dock.

Material Handling – Unloading, transporting and storing of cartons and crates, then the reloading and transporting of the goods at the end of the show.

Meeting Room Rental – Space rented or contracted from Show Organiser to conduct meetings.

Mobile Application (App) – Software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets.

Move-In – Date set for installation. Process of setting up exhibit stands.

Move-Out – Date set for dismantling. Process of dismantling exhibit stands.

N

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 Event Badge – Event issued badge for fully registered delegates.

Official Onsite Contractor – Show Organiser appointed contractor for building of exhibit stands and various other onsite venues.

OHS Act – Occupational Health and Safety Act, an agreement required from those exhibitors who are using a Sponsor Appointed Contractor.

On-Site Order, see Floor Order

On-Site Registration – Process of signing up for an event on the day of, or at the venue of the event.

P

Pallet – Wooden platform used to carry goods, usually with a forklift.

Pavilion Stand – Exhibit stand with all sides open to aisles, of custom size. See also Island Stand.

Peninsular Stand – Exhibit stand located at the end of an aisle. Generally 3m x 2m of space.

Perimeter Stand – Exhibit stand located on a perimeter wall.

Pre-registered – Registration which has been made in advance prior to arrival on-site.

Press Lounge – 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. See also POV Line.

POV Line – Special loading dock reserved for POV's where material is unloaded at prevailing drayage rates.

Private Security – Security personnel hired from a privately operated company.

Pro-Number – Number designated by the freight forwarders to a single shipment, used in all cases where the shipment must be referred to.

R

Registration – Process by which an individual indicates their intent to attend an event.

Rigger – Person(s) that is responsible for uncarting, unskidding, positioning, and reskidding of all machinery.

Riser – Platform for people or product.

S

SAC, see Sponsor Appointed Contractor

Service Charge – Extra charge assessed for the services of servers, waiter/waitresses, housemen, technicians, and other food function personnel.

Shell Scheme Upgrade – Modular exhibition stand constructed of interchangeable panels. More advanced than the basic shell scheme.

Show Office – Management office at the event venue.

Show Organiser – Person(s) responsible for all aspects of the event

Show TV – An advertising platform located within the venue.

Shrink Wrap - Process of wrapping loose items on a pallet with transparent plastic wrapping.

Space Only – Custom stand option where the exhibitor constructs the entire stand, including power, lighting etc.

Speaker Agreement – Agreement between a speaker and the Show Organisers detailing specific terms and conditions regarding speaking participation.

Special Handling – Applies to display and/or product shipment requiring extra labour, equipment, or time in delivery to stand.

Sponsor Agreement – Agreement between the Show Organisers and the Sponsoring Organisation determining specific deliverables, terms and conditions of sponsor participation.

Sponsor Appointed Contractor – Contractor hired by the exhibitor to design, install and/or dismantle their stand.

Sponsor Delegate – Sponsor staff speaker or sponsor invited attendee.

Sponsor Listing – Full list of sponsoring organisations participating in the current event on the official event website. May include profile information.

Sponsor Profile – Sponsoring company's name, description, logo, stand number and related information.

Sponsor Registration Code – Unique code utilised by sponsors to register a delegate as one of their complimentary Sponsor Delegates.

Sponsor Resource Centre – Online portal containing information for sponsors, (e.g. schedules, exhibition details, vendor information, agenda).

Stand Assistant – An administrative level sponsor representative, who provides onsite support for the exhibit (e.g. replenishing supplies, relieving staff). Registration is subject to approval and a fee.

Stand Plan – A form including specific stand plan details for an exhibitor, such as size, layout, electrical points, design etc., required to be submitted to official on-site contractor.

Stand Size – Dimensions of the floor space contracted by an exhibitor.

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.

T

Target Date/Targeted – Specific date and/or time scheduled to move in/out a shipment to the exhibit hall/venue.

Temporary Badges – Badges provided to contractors and exhibit staff granting access to the exhibit hall during Installation/Dismantle hours.

Traffic Flow – Movement of people throughout an area.

Transportation – Movement of exhibit materials to and from the event venue.

Triple Stand – Exhibit stand consisting of three stands of the same dimension, such as three 3m x 1.5m stands creating a stand of 9m x 1.5m. Generally open to an aisle on one side.

V

Velcro – Material used for fastening.

Vendor Hired Staff – Uniformed staff member externally hired to operate stand machinery or service (e.g. popcorn machine, serving coffee, bartender).

Vertical Visibility – Vertical height of the stand above the standard 2.5m, including banners and bulkheads rigged above.