



APCO 2022

THE ESSENTIAL A-Z  
EXHIBITOR'S  
GLOSSARY

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Tradeshaw Terms Every Exhibitor  
Should Know





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## **Advance order**

An order for show services sent to the general contractor by the advance order (discount) deadline. Usually less expensive than orders placed on-site.

## **Advance warehouse/receiving**

Location set by show management to receive freight before start of show. Freight is stored at this location and then moved to the show at the designated time.

## **Boneyard**

A specific area used to store extra furniture and any equipment not being used during show hours.

## **Dark day**

Terminology for a day during move-in or move-out of the facility when show site services are shut down.

## **Decorating**

Dressing up exhibit booths with carpet, furniture, foliage, etc.

## **Double time**

Refers to a pay rate for work performed that is double the normal hourly rate.

## **Exhibitor service center**

A centralized area where representatives of various show services can be contacted or located.



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## **Exhibitor service manual**

Manual containing general information, labor/service order forms, rules and regulations, as well as other important information pertaining to exhibitor participation.

## **Floor manager**

Individual representing show management who is responsible for overseeing all or part of the exhibition area. He or she is also available to answer questions related to the show floor, show hours, and show services and acts as the liaison between exhibitors and the general contractor.

## **Freight desk**

The area where inbound and outbound exhibit materials are handled at a tradeshow.

## **General contractor**

A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show (also called General Services Contractor, GSC, or Official Contractor).

## **Installation/dismantle**

Also referred to as I&D.  
The setup and teardown of exhibits.



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## **Labor**

Refers to contracted workers who perform services for shows.

## **Labor desk**

On-site area from which service personnel are dispatched.

## **Material handling**

Unloading your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your freight or shipment onto your selected carrier at the close of the show. The MHA is your material handling agreement.

## **Official contractor**

Show management-appointed company providing services to a trade show and/or its exhibitors.

## **On-site order**

Order for services placed by the exhibitor with the general contractor after exhibit setup begins and is usually more expensive than an advance order.

## **Overtime labor**

Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all hours on Saturdays, Sundays, and holidays (varies by city).



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## **Pipe and drape**

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

## **Privately owned vehicle**

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. Exhibitors with a POV should ask the general service contractor for unloading instructions.

## **Quick facts**

Essential show information at a glance

## **Show management**

Company responsible for all aspects of the exhibition.

## **Show office**

The show management office at the event.

## **Straight time**

The hours considered normal business hours.

## **Target date**

The specified date and/or time to move a shipment into and/or out of an exhibit hall/show site.



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## **Transportation/shipping**

The transport of your exhibit materials to and from the convention or event.

## **Union**

An organization of workers formed to protect the interests and rights of its members. Labor unions provide venues with a pool of workers who are experts in various areas.

## **Work time**

Paid time that begins as soon as the workers report to the exhibitor and stops when the exhibitor releases them from work.