

- Exhibitor:** Seller, participant, one who displays, showman.
- Exhibit Directory:** Contents include but are not limited to list and description of exhibitors, schedule of seminars, advertising and show floor diagrams.
- Exhibitor Manual:** Provided by show management, contents include but are not limited to rules and regulations, show services order forms, schedule of deadlines, show service vendor information, target dates, shipping information.
- Feature:** Descriptive characteristic, component, element, ingredient, highlight.
- Frisket:** A technique used to produce reverse (negative) lettering.
- Graphics:** Communicative elements; color, copy, art, photographs.
- Height Restrictions:** Limitation of exhibit height due to ceiling levels or other physical characteristics such as low overhead utilities.
- Header:** Sign or copy denoting company identification or theme copy at top of a panel or group of panels.
- I & D:** Abbreviation for installation and dismantle.
- Island Exhibit:** Space with aisles on four sides.
- Kick:** Toe space built into pedestals and cabinets to reduce marring caused by feet and cleaning equipment.
- Light Box:** Enclosure with a translucent plastic face, lit from within.
- Logo (bug):** Trademark, unique to a particular company or organization.
- Modular Exhibit:** A flexible design which uses free-standing units that are easily used, interchangeable or independent.
- Objective:** Desired result set in motion by attainable strategies that are measurable in quantity, in quality and in a prescribed time.
- Overtime:** Double or time and a half wages applicable to evenings, holidays and Sundays.
- Pedestal:** Free-standing display structure.
- Peninsula Exhibit:** Space with aisles on three sides.
- Plan/Floor Plan:** Scaled drawing as seen from above.
- Plastic Laminate:** Plastic bonded to paneling for durability and appearance. FORMICA, NEVAMAR and WILSONART are trade names.