

- Acrylic:** Generic name for clear, colored and translucent plastics.
- Attendee:** Potential buyer, travel professional, delegate, booth visitor, purchase influencer, prospect.
- Backwall Exhibit:** Same as linear booth or an exhibit against a building wall.
- Benefit:** Advantage, essential consideration, advantageous use, profitable item, valuable asset.
- Blanket Wrap:** Alternative to crate packing, protection of exhibit properties during shipment.
- Booth:** Sales and marketing arena, stand, exhibit, exhibit space, display, sales floor, stage.
- Boothmanship:** Behavior, salesmanship and results orientation of booth staffers.
- Booth Space:** Defined by the type and amount of floor space.
- Cabinet/Counter:** Used for display, demonstration, registration and/or storage.
- Carpenter:** The labor you hire to construct your booth.
- Close:** Receive a commitment, get the order, make a deal, sold.
- Conference:** Congress, session, seminar, meeting, program.
- Copy Panel:** Refers to typographic copy panel.
- Corporate Identification:** Unique corporate signature including company logo, name and colors.
- Cross Aisle Exhibit:** Includes an aisle within the booth space.
- Custom Exhibit:** Unique solution to the specific requirements of the user.
- Decorator:** The company that is contracted to provide show services.
- Detailed Drawing:** Construction drawing for fabrication.
- Drayage:** Carriage of heavy exhibit properties from an exhibit hall loading dock to the assigned floor space.
- Elevations:** Front and side views of a scaled drawing.
- Equipment:** Exhibit properties that may include product or concealed properties which may be necessary to operate demonstrations or run display elements.