

## Show Contacts

Use the following information to contact NAB Staff, GES Exposition Services, Convention Center, and other official show vendors.

**Note:** this information pertains to NAB2005. For information on RTNDA show schedule, please turn to the RTNDA section.

### National Association of Broadcasters

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NAB2005  
1771 N Street, NW  
Washington, DC 20036

### Operations & Customer Relations Team

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Responsible for Show logistics including exhibitor rules & regulations, vendor selection and management, registration, guest passes, newsletters, service manuals and Exhibitor Appointed Contractors.

**Phone:** 877-622-3947 or 202-595-2051  
**Fax:** 202-429-3922

**E-mail:** [exhibitcomm@nab.org](mailto:exhibitcomm@nab.org)  
**Website:** [www.nabshow.com](http://www.nabshow.com)

### Exhibit Sales Team

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Responsible for booth space, pavilions, meeting rooms, contracts, exhibitor listings, billing and payment inquiries and database management.

**Phone:** 877-622-3947 or 202-595-2051  
**Fax:** 202-429-4180

**E-mail:** [exhibit@nab.org](mailto:exhibit@nab.org)  
**Website:** [www.nabshow.com](http://www.nabshow.com)

### Convention Center

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Las Vegas Convention Center  
3150 Paradise Road  
Las Vegas, NV 89109

**Phone:** 702-892-0711  
**Fax:** 702-892-2933

# NAB 2005

THE WORLD'S LARGEST ELECTRONIC MEDIA SHOW

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## Official Contractor List

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**A Note on Exclusive Services:** All exhibit services marked as **EXCLUSIVE** are provided by and must be ordered from the providing contractor.

**Recommended Contractors:** Contractors marked by (\*) are NAB recommended.

### Hotel, Air Travel, & Rental Car Discounts

Information and discounts for Housing, Air Travel, & Car Rental are available at [www.nabshow.com](http://www.nabshow.com)

#### Audio Visual

\*AVW-TELAV  
Exhibitor Services  
3325 W. Sunset Rd., Suite A  
Las Vegas, NV 89118  
Phone: 702-263-1484  
Fax: 702-263-1494  
[www.avwtelav.com](http://www.avwtelav.com)

#### Catering/Food Service [EXCLUSIVE]

ARAMARK  
Deborah Schiavi  
3150 Paradise Road  
Las Vegas, NV 89109  
Phone: 800-228-3711 or 702-943-6910  
Fax: 702-943-6911  
[www.ps.aramark.com/lasvegasc](http://www.ps.aramark.com/lasvegasc)

***This exclusive contractor provides the following services: catering, food service***

#### Computer Rental [EXCLUSIVE]

Encore Productions  
Customer Service  
3150 Paradise Rd, Suite 100  
Las Vegas, NV 89109-9096  
Phone: 702-943-6780  
Fax: 702-943-6781

***This exclusive contractor provides the following services: office equipment.***

#### Display Installation and Dismantle

GES  
Exhibitor Services  
7050 Lindell Rd  
Las Vegas, NV 89118  
Phone: 866-531-4052 or 702-515-5970  
Fax: 866-329-1437 or 702-263-1520  
[www.gesexpo.com](http://www.gesexpo.com)

#### Electrical Service/Utilities [EXCLUSIVE]

TSE  
7050 Lindell Rd

#### Electrical Service/Utilities Cont'd

Las Vegas, NV 89118  
Phone: 866-531-4052 or 702-515-5970  
Fax: 866-329-1437 or 702-263-1520  
[www.gesexpo.com](http://www.gesexpo.com)

***This exclusive contractor provides the following services: electrical & plumbing, installation of electrical signs***

#### Florist

\*800 Plant It  
Sandy Burnstein  
31028 North Saddleback Rd  
Valley Center, CA 92082  
Phone: 800-752-6848 or 760-751-1356  
Fax: 760-751-1356  
[www.800plantit.com](http://www.800plantit.com)

#### General Contractor [EXCLUSIVE]

GES  
Exhibitor Services  
7050 Lindell Rd  
Las Vegas, NV 89118  
Phone: 866-531-4052 or 702-515-5970  
Fax: 866-329-1437 or 702-263-1520  
[www.gesexpo.com](http://www.gesexpo.com)

***This exclusive contractor provides the following services: hanging non-electrical, booth cleaning, drayage/freight handling, freight storage/transfer, all display or sign rigging.***

#### Hostesses/Models

\*Judy Venn & Associates  
Customer Service  
3186 Airway Avenue, Suite H  
Newport Beach, CA 92626  
Phone: 714-957-8300  
Fax: 714-957-8301  
E-mail: [info@judyvenn.com](mailto:info@judyvenn.com)

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## **Housing**

\*ExpoEvision  
Customer Service  
3141 Fairview Park Drive, Suite 550  
Falls Church, VA 22042  
Phone: 888-622-8830 or 703-205-9114  
Fax: 703-205-0235

## **Internet Service Provider [EXCLUSIVE]**

Smart City Networks  
3720 Howard Hughes Pkwy  
Las Vegas, NV 89109  
Phone: 888-446-6911 or 702-943-6000  
Fax: 702-943-6001  
www.smartcity.com

***This exclusive contractor provides the following services:** telephone service, Internet service*

## **Lead Retrieval/List Sales [EXCLUSIVE]**

ExpoExchange  
Customer Service  
1888 N. Market St.  
Frederick, MD 21701  
Phone: 800-787-0475  
Phone: 301-662-9400  
Fax: 301-694-3286  
E-mail: [exhinfo@expoexchange.com](mailto:exhinfo@expoexchange.com)  
<http://exhibitors.expoexchange.com>

***This exclusive contractor provides the following services:** lead retrieval systems and attendee lists.*

## **Office Equipment Rental [EXCLUSIVE]**

Encore Productions  
Customer Service  
3150 Paradise Rd, Suite 100  
Las Vegas, NV 89109-9096  
Phone: 702-943-6780  
Fax: 702-943-6781

***This exclusive contractor provides the following services:** 2-way radios, office equipment rental, cellular phones, computer rental*

## **Photography**

Infinity Photo Group  
4730 Belmont Rd  
Downers Grove, IL 60515-3220  
Phone: 630-241-1240  
Fax: 630-241-1401  
www.infinityphotogroup.com

## **Registration [EXCLUSIVE]**

ExpoExchange  
Customer Service  
1888 N. Market Street  
Frederick, MD 21701

Phone: 888-740-4622 or 301-682-7962  
Fax: 301-694-3286

***This exclusive contractor provides the following services:** registration*

## **Security**

Pro-Tect Security  
3511 S. Eastern Avenue  
Las Vegas, NV 89109  
Phone: 702-735-0110  
Fax: 702-735-7793

SOA Security  
3405 Cambridge Street  
Las Vegas, NV 89109  
Phone: 702-386-8065  
Fax: 702-386-9720

## **Shipping (Air Freight-Domestic)**

\*EAX Worldwide  
Customer Service  
4912 Naples Street  
San Diego, CA 92110  
Phone: 800-255-5584 or 619-668-1565  
Fax: 619-668-5657  
E-mail: [info@eaxww.com](mailto:info@eaxww.com)  
[www.eaxww.com](http://www.eaxww.com)

## **Shipping (International)**

\*GeoLogistics Expo Services LLC  
Margaret Churchill  
1123 Zonolite Road, Suite 22  
Atlanta, GA 30306  
Phone: 404-815-8816  
Fax: 404-724-9135  
E-mail: [mchurchill@geo-logistics.com](mailto:mchurchill@geo-logistics.com)  
[www.geo-logistics.com](http://www.geo-logistics.com)

## **Shipping (Van Line)**

\*North American Logistics  
Sheila Williams  
1780 South Mojave Road  
Las Vegas, NV 89104  
Phone: 800-343-5333 or 702-457-5353  
Fax: 702-457-9657  
[sheila\\_williams@capitolnorthamerican.com](mailto:sheila_williams@capitolnorthamerican.com)

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**Telephone/Telecommunication Services**

**[EXCLUSIVE]**

Smart City Networks  
3720 Howard Hughes Pkwy  
Las Vegas, NV 89109  
Phone: 888-446-6911 or 702-943-6000  
Fax: 702-943-6001  
www.smartcity.com

***This exclusive contractor provides the following services: telephone service, Internet service***

**Travel Agent**

\*Executive Travel Associates  
Travel Associate  
1100 17th Street, NW  
Suite 400  
Washington, DC 20036  
Phone: 800-498-2270 or 202-467-0985  
Fax: 202-785-2566

## Show Schedule and Your Booth

Revised as of December 27, 2004

**Note:** this information pertains to NAB2005. For information on RTNDA show schedule, please turn to the RTNDA section.

### Access the LVCC Exhibit Floor



**New**

Monday, April 11 – Thursday, April 14	6:30am – 11:00pm – Exhibitor Badge or Work Sticker required 11:00pm – 6:30am – Floor closed to all personnel
Friday, April 15 – Sunday, April 23	6:30am – 8:00pm – Exhibitor Badge or Work Sticker required 8:00pm – 6:30am – Exhibitor Badge or Work Sticker required <b>AND</b> After Hours Work Pass

After Hour Work Passes are available at the Exhibit Management Office, Room C102 , between 8:00am – 6:00pm or at Exhibitor Registration, Central Hall, 7:30am – 5:00pm.

### NAB2005 Show Schedule

#### Move-in – All Halls

Monday, April 11	8:00am - 8:00pm
Tuesday, April 12– Saturday, April 16	6:30am – 8:00pm
Sunday, April 17	8:00am – 2:00pm 12:00pm – 5:00pm - Manufacturer Rep Training Hours 2:00pm – 8:00pm – Product Set-up and Programming Only

#### Show Days

##### North, Central and South Halls

Monday, April 18 – Wednesday, April 20	9:00am – 6:00pm
Thursday, April 22	9:00am – 4:00pm

#### Move-out – All Halls

Thursday, April 22	4:00pm – 8:00pm
Friday, April 23	6:30am – 8:00pm
Saturday, April 24	6:30am – 5:00pm

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## Show Colors

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Exhibits/Hall	Aisle Carpet	Side Rail Pipe & Drape	Back Wall Pipe & Drape
TV/Video/Film Halls - C1-C5, S3-S4	Blue	Blue	Blue/White
Radio/Audio Halls - N1-N2	Green	Green	Green/White
Mobile Media - Orange Lot	N/A	N/A	N/A
Multimedia/Internet – S1-S2	Purple	Purple	Purple/White
Satellite & Broadcast Technologies – C4&C5	Teal	Teal	Teal/White

## Exhibitor Manuals

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Each exhibiting company will receive ONE Exhibitor Manual for NAB2005. For coworkers, EACs, or vendors who may need access to the information in the manual please refer them to our website at [www.nabshow.com](http://www.nabshow.com) or provide them the necessary information from your manual. All the information contained in the manual, including forms, can be found on the NAB2005 website.

## NAB Projections

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Over 1,450 exhibitors utilizing 700,000 square feet, will demonstrate the latest in broadcasting, audio and video production, telecommunications, multimedia, satellite communications, the Internet, on-line services, Mobile Media and more.

NAB features focused and/or specialized areas that include:

- TV/Video/Film Exhibits
- Multimedia Exhibits
- Internet Exhibits
- Radio/Audio Exhibits
- Satellite & Broadcast Technologies Exhibits
- Mobile Media Exhibits

## Future Shows

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April 24-27, 2006 ..... Las Vegas, Nevada  
 April 16-19, 2007 ..... Las Vegas, Nevada

# **NAB2005**

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## **NAB2005 Exhibit Space Fee Includes**

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- Use of contracted floor space
- Standard flameproof booth equipment for:
  - Linear booths -- 8' high pipe and drape backwall and 3' high pipe and draped side rails  
7" X 44" booth identification sign (company name and booth number.)
  - Split-Island booths -- 8' high pipe and drape backwall
- Show Management provides aisle carpeting.  
*(Booth carpet/floor covering is required for all indoor exhibits and must be ordered or supplied by the exhibitor.)*
- General exhibit hall lighting, air-conditioning or heating (during show days).
- Complimentary exhibitor registration – eight badges per 100 sq. ft. of contracted exhibit space.
- Session Passes for Access into Conference Sessions – (see General Information Tab for voucher allotment)
- VIP Exhibits Passes for free admission to NAB2005 exhibits for your invited guests.
- Product listing in the official *NAB2005Exhibit Guide* & NAB Web Site.
- Priority points - 10 points for participation and 1 point for each paid 100 sq. ft. occupied.
- Exhibitor Newsletters/Updates.
- On-site Exhibit Management Offices to provide assistance during set-up, show days and dismantle.

## Exhibit Guide Listing & VIP Exhibit Passes

### **NAB2005 Exhibit Guide – Deadline February 22, 2005**

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The *NAB2005 Exhibit Guide* includes the exhibit directory, exhibitors in alphabetical order, product cross-reference, export information, listing of hospitality suites, directory of on-site offices, special services and activities.

Each exhibiting company receives a FREE listing in the Guide listing their company description, contact information, business areas, etc.

To submit your company's 50-word official listing,

- Go to <https://extranet.nab.org>,
- Enter your Exhibitor ID and password and select NAB2005 Convention.
- Your Exhibitor ID and default password is your Customer Number on your invoice. Be sure to create your own password the first time you login.
- If you had a listing at the previous show you still need to update for this year.
- If your company's listing is not updated by the deadline the only information included in your listing will be Company Name, Booth # and address.
- Step-by-step instructions on how to update your listing are on the following page.
- **Deadline to update your listing is February 22, 2005.**

For questions, please call 877-622-3947 or 202-595-2051.

### **VIP Exhibits Pass (formerly known as Guest Passes)**

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Fully paid exhibitors receive 200 postcard VIP Exhibits Passes to distribute to customers and hot prospects for free admissions to the NAB2005 exhibits. This is a one-time mailing; no additional postcards will be available.

**New**

Exhibitors also will have unlimited access to an electronic version of the exhibits pass on the NAB website at [www.nabshow.com](http://www.nabshow.com). You can also insert your exhibit pass code in a marketing piece or e-mail your company creates.

The VIP Exhibits Pass code is included in a letter each exhibitor is sent once NAB receives your contract. The code begins with MJ and is followed by a 4-digit number. If you cannot locate your code, please call NAB Exhibit Services at 877-622-3947 or 202-595-2051 or [exhibitcomm@nab.org](mailto:exhibitcomm@nab.org).



## *Exhibitor Directory Information-Take your exposure to the next level!*

You receive a complimentary 50-word description in the directory just for being an exhibitor, but to **take your exposure to the next level**, upgrade to an Enhanced Listing or secure an Additional Listing today!

### **Enhanced Listing - \$1,250**

Last year, there were over 250,000 page views of the online NAB exhibitor directory between January and April. By upgrading to an Enhanced Listing, you will move your company to the top of the search results. You will also be able to:

- \* Add your logo to the online and print show directory
- \* Expand your online and print directory description to 250 words (versus 50)
- \* Add specific product images and descriptions to your online listing (Up to 15)
- \* Designate additional business areas in the online and print directory (Up to 15)
- \* Specify multiple contacts in the online directory (Up to 10)

### **Additional Listing - \$750**

With an additional listing, you can add another entry into the online and printed directory. In this listing, you will be able to highlight other divisions or specific products and can alter any aspect of the entry EXCEPT the physical address and booth number listed in your official exhibitor contract.

### **Official Sub-Leaser - \$3,700**

Official sub-leasers also get a listing in the NAB2005 show directory. If you wish to have representatives from a company that has parent or subsidiary relationship with yours stationed in your booth, then the Sub-Leaser option is for you. All official Sub-Leasers receive:

- \* 8 exhibitor badges w/ subleasers company name
- \* 2 full-conference vouchers
- \* Listing in the printed show directory
- \* Listing in the online show directory
- \* Ability to display promotional materials on the NAB2005 exhibit floor
- \* Ability to purchase NAB2005 meeting room space
- \* Ability to purchase pre- and post-show NAB2005 attendee lists

To upgrade your listing, contact the NAB Exhibits team at [exhibit@nab.org](mailto:exhibit@nab.org) or 1-800-NAB-EXPO or simply use the automated upgrade options in the online system at <http://extranet.nab.org>

\* Your exhibitor ID and Password were included in your official NAB2005 exhibit confirmation package. If you have lost your ID or have any questions on your exhibitor listing, please contact us at [exhibitcomm@nab.org](mailto:exhibitcomm@nab.org) or (202) 595-2051.

## **Exhibit Guide Listing/Change Password Instructions**

On the Extranet site (<http://extranet.nab.org/exhibitors/>), exhibitors will have the option and or encouraged to change their password. The following instructions will guide you through the steps you need to change your password.

1. Open Internet Explorer and go to: <http://extranet.nab.org/exhibitors/>  
A first screen appears, asking you for the Exhibitor ID, Password, and Convention you want to edit.
2. Enter your Exhibitor ID, Password and the convention you want your listing to be updated, and **click** on the **Next** button. Your Exhibitor ID and your default Password is your Company Number on the top right of your invoice.
3. After entering your Exhibitor ID, Password and Show information successfully, you will be taken to the Main Menu screen.
4. From this page the exhibitor can modify their company information, any products, business areas, market areas, and contact information they want to be displayed as part of their listing on the Convention website. Along with these features, the exhibitor can now change their password to any password they choose.
5. To update the listing information, click on the category to be updated and follow the directions. Remember to always click the Save box on the bottom of the page when you have finished updating the section. You may also navigate the different sections by clicking on the bar along the top of the page (under the ExhibitorNet heading).
6. To update your password, scroll down on the Main Menu page until you see the option: *Change your password*. **Click** on Change your password.
7. The Change Password screen appears now. In order to change your password, you will need to know your Existing (Old) Password, and you will need to think of a new password to change it to. Fill in the three fields on the page and **click** on the **Save** button.
8. If you typed in the Old Password, New Password, and Confirmed the new password in correctly, you will get a message letting you know that the *Password changed Successfully*.

You may now use the new password to login and update your exhibitor information. Click on the menu bar at the top of the page to view the area you would like to update.

Should you ever forget your password or have any questions regarding updating you listing, please contact NAB Exhibit Services at 877-622-3947 or 202-595-2051.

# Insurance

## **Insurance**

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*ALL Exhibitors must comply with all Las Vegas Convention Center (LVCC) and/or Las Vegas Hilton rules applicable to exhibit construction, installation, operations and dismantling, as well as any applicable federal, state or local statute and/or regulation.*

The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by NAB. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$2,000,000. Such insurance shall name NAB as an additional insured, and exhibitor shall upon request provide NAB with certificate so indicating. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for the exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall and during the show.

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## GENERAL LIABILITY INSURANCE COVERAGE FOR EXHIBITORS

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### SPONSORED BY THE NATIONAL ASSOCIATION OF BROADCASTERS

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The National Association of Broadcasters is offering liability insurance coverage for exhibitors through The Hartford. This program is designed to expedite the process of obtaining insurance during the NAB2005 Convention Period ONLY.

A master policy will be issued for all exhibitors that wish to participate. Note that the following terms, conditions and exclusions include, but are not limited to:

<b><u>General Liability</u></b>	
This insurance responds to sums for which the insured is legally liable for third party bodily injury and property damage claims which arise out of the exhibitor's work at the Convention.	
Named Insured:	National Association of Broadcasters and list of Participating exhibitors
Policy Term:	2005 Las Vegas Convention Period
Limits:	\$1,000,000 Each Occurrence \$2,000,000 General Aggregate
Deductible	\$0
<b>Premium:</b>	<b>\$350 per exhibitor</b>
Other Terms:	<ul style="list-style-type: none"><li>• Coverage is limited to the designated convention premises only.</li><li>• Specific Additional Insured Endorsement as required by contract.</li><li>• Key exclusions:<ul style="list-style-type: none"><li>Products/Completed Operations Liability</li><li>Nuclear Energy</li><li>Absolute Asbestos</li><li>Workers' compensation claims</li><li>Pollution Liability</li><li>Employment Practices</li><li>Trade or Professional Association Liability</li></ul></li></ul>

This outline is a reference source only and is not intended to define or interpret insurance coverage. Actual coverage and limits are determined solely by policy terms, conditions and exclusions.

Only General Liability coverage is available. **Prepayment must be received (by credit card or check) by March 1, 2005.** If you have any questions, please contact:

Coverage & Claim Questions: Maria B. Moreno  
Aon Association Services  
202-429-8553

*Aon Association Services, a Division of Affinity Insurance Services, Inc. in CA, MN & OK a Division of AIS Affinity Insurance Agency, Inc. and in NY & NH a Division of AIS Affinity Insurance Agency. CA License #0795465.*

Premium Payment Questions: Matthew Brown  
NAB  
202-429-5384

Please complete this portion in its entirety to participate in the  
NAB2005 Exhibitor Liability Insurance

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

Email: \_\_\_\_\_

METHOD OF PAYMENT

Check (must be attached)       Credit Card

For credit cards, please provide the following:

American Express       MasterCard       Visa

Name on Card: \_\_\_\_\_ Amount: \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_

**Mail To:**  
Matthew Brown  
NAB Services  
1771 N Street, NW  
Washington, DC 20036

**Fax to:** 202-775-3515  
Matthew Brown  
NAB Services

NAB **MUST** receive all requests in Washington, DC **NO LATER** than **Tuesday, March 1, 2005** or no coverage will be provided.

# Additional Terms & Conditions

## To NAB Exhibitor Contract

1. **DELIVERY AND REMOVAL DURING SHOW.** Delivery or removal of any portion of an exhibit will not be permitted during the SHOW without written permission from NAB. No deliveries may be made during show hours.
2. **REMOVAL OF HAND-CARRIED MATERIALS.** Equipment Removal Passes will be required to remove any materials from the floor. These passes are available from the on-site Exhibit Management Office. Portfolios, brief cases and packages will be subject to inspection by the security guards.
3. **ADMITTANCE DURING NON-SHOW HOURS.** Exhibitors with an exhibitor badge will have access to the exhibit hall April 11 –14, 2005 from 6:30am – 11:00pm and April 15-24, 2005 exhibitors with an exhibitor badge and an After Hours Work Pass will have 24-hour access. After Hours Work Passes may be obtained from the Exhibit Management Offices or Exhibitor Registration on-site. Special passes for exhibitor hosted events before and after show hours may be obtained from the Exhibit Management Offices on-site. These special passes will be issued for guests of exhibitor's events April 18-21, 2004, 7:30am – 9:00am North and Central Halls only, 8:30am – 10:00am South Halls and 6:00pm-7:30pm in all halls. Security guard(s) are required for exhibitors wishing attendees to access their booth before and after show hours, the Exhibitor must hire a security guard(s) at their expense for the duration of the meeting. The guard should escort the group, in its entirety, to and from the exhibit hall. Proof of security guard(s) must be presented to Show Management to receive these passes as well as a list of the guests. Exhibitors are responsible for ensuring their guests have the proper passes to gain access to the show floor during their event.
4. **INSTALLATION AND DISMANTLING PERSONNEL.** Exclusive providers of certain services are described in the Exhibitor Service Manual. Exhibitors using Exhibitor Appointed Contractors (EACs), companies and other services other than NAB's official contractors, must advise them to check with the Exhibitor Registration upon their arrival. NAB Show Management must receive EAC's notification and certificate of insurance in writing by March 4, 2005. Copies of all job orders must be presented upon request to NAB Show Management to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during move-in and move-out hours only will be issued. EACs must comply with all requirements of the Las Vegas Convention Center and Las Vegas Hilton, as applicable.

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5. **BADGES.** Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in SHOW badge holders. For every 100 sq' of booth space the exhibiting company purchases it will receive eight badges. Additional badges may be purchased for a fee of \$25.00 per badge. NAB has the right to change this allotment. Order forms for exhibitor credentials for both exhibit booth personnel and manufacturers and representatives will be available in the Exhibitor Service Manual approximately four (4) months in advance of the SHOW.
6. **EXHIBITOR GUESTS/TRAFFIC.** General admission to the exhibition will be available to all duly registered attendees and registered exhibitor guests of at least 16 years of age. NAB makes reasonable attempts to attract quality attendees to its exhibition, but does not guarantee specific volumes or levels of qualification. Traffic by any given booth is a function of that particular exhibit and is not the responsibility of NAB.
7. **SESSION PASSES.** Exhibitors may gain entry to general educational sessions. The Exhibitor must possess the proper pass and wear the appropriate badge. NAB has the right to limit the total number of passes that may be included with the cost of each booth. Passes will be dispersed at Exhibitor Registration based on this scale: 100sq' – 400sq', 2 passes; 401 sq' – 999 sq', 5 passes; 1,000 sq' – 1,999 sq', 7 passes; 2000 sq' or greater, 10 passes. Passes not valid for NAB luncheons, breakfasts or special events.
8. **EXHIBIT HALL OPEN HOURS:** Show Management reserves the right to set and limit the hours of the exposition. The hours of the exposition shall be printed in the official program of the event.
9. **EXHIBITOR LISTINGS:** The confidentiality and safety of the Pass Code is the responsibility of the individual listed as the Official Exhibitors Logistics Contact per the executed NAB2005 Exhibit Space Contract. All inquiries regarding pass-code information will be directed to the Official Exhibitors Logistics Contact.

Upon initial sign on, the Official Exhibitors Logistics Contact must create a new pass-code.

Each Exhibitor is responsible for truthfully and accurately entering data into and maintaining their NAB2005 Exhibitor Listing. NAB shall not be responsible for any delays or outages in the display of such listing, or any inaccuracies in the listing.

The National Association of Broadcasters reserves the right to reset the Exhibitor Listing Pass Code.

The National Association of Broadcasters reserves the right to remove any Exhibitor Listing for failure to comply with any or all terms or guidelines set-forth in the NAB2005 Exhibitor Space Contract and Manual.

The National Association of Broadcasters reserves the right to remove data or text from any Exhibitor Listing that it deems inappropriate.

10. **LIVE ENTERTAINMENT:** As stated in our terms and conditions no singing, dancing or use of musical instruments or other type of performance is permitted. However, at NAB's

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sole discretion, NAB will allow such performances for purposes of demonstrating an Exhibitor's product. All such demonstration performances require the prior approval of NAB 30 days prior to the show.

11. **DIRECT SELLING:** Due to the educational nature of the SHOW as defined by NAB, no firm/organization without written permission of NAB thirty (30) days prior to the SHOW, is permitted to engage in direct sales activities other than of primary products manufactured or distributed by that organization.
  
12. **TRANSMITTERS:** To operate any transmitter or transmitting device (which includes but is not limited to wireless microphones, walkie-talkies, portable transmitters and satellites) at the NAB Show the exhibitor must have the appropriate license(s) from the Federal Communications Commission (FCC) and comply with all pertinent FCC rules and regulations. Note that these devices when used may interfere with equipment being used by others. If a signal from a transmitter or transmitting device causes interference, you will be required to turn the transmitter off if it is not properly licensed. If it is properly licensed but still causes interference, you may be required to turn the power down, redirect the signal or otherwise work with NAB and others to help resolve the interference problem.

The FCC rules regarding transmitters can be complicated, NAB suggests discussing your options with a lawyer or consultant. The Association of Federal Communications Consulting Engineers is a good resource. Their website is [www.afcce.org](http://www.afcce.org).





Q:

PLAN • ORGANIZE



MANAGE • REPORT

What do you need to take

# CONTROL

of your exhibit planning?

## A: TRAQ-IT

TRAQ-IT exhibit management software from GES allows you to plan, organize, manage and report on all of your tradeshow and event activities anywhere there's an Internet connection. TAKE CONTROL – eliminate all the paper, spreadsheets, email, and Post-Its®. Visit [www.gesexpo.com/traqit](http://www.gesexpo.com/traqit) to schedule a free TRAQ-IT demonstration. It's so effective, efficient, and economical, you'll wonder how you ever worked without it!

### PLAN

To ensure smooth and successful tradeshows and events, TRAQ-IT plans everything ahead of time:

- Event and staffing schedules
- Expenses and budgets
- Vendors and shipping
- Travel and lodging

### MANAGE

With TRAQ-IT you have the most powerful tool available to keep you in control:

- Instantly communicate and exchange information anywhere, anytime
- Track multiple booths and activities for multiple shows or events
- Comprehensive inventory management is always just a click away
- Keep all third parties on task and on schedule
- Manage more with fewer resources

### ORGANIZE

TRAQ-IT organizes every cost-controlled, minute-by-minute logistical detail without all those binders, spreadsheets, and Post-It® notes:

- Archive all information for quick access
- Provide calendar-formatted schedules
- Instantly generate staff itineraries and shipping lists
- Integrate with incumbent systems
- Attach important documents

### REPORT

The powerful reporting capabilities of TRAQ-IT allow you to instantly generate:

- Itemized budgets and expense reports
- Personnel and staffing itineraries
- Shipping lists and schedules
- Export reports directly to other applications like Excel or email.

Visit [www.gesexpo.com/traqit](http://www.gesexpo.com/traqit) to schedule a live demonstration

p: 1-866-531-4027 w: [www.gesexpo.com/traqit](http://www.gesexpo.com/traqit)



**TRAQ-IT**  
TRADESHOW SOFTWARE SOLUTIONS

## Glossary

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A	
<b>A/V</b>	Audio/visual support such as television monitors, VCRs, or taped music.
<b>A/V Contractor</b>	A supplier of audio/visual equipment and services.
<b>ADA</b>	Americans with Disabilities Act.
<b>Advance Order</b>	An order for services sent to the service contractor before the installation date. Compare with Floor Order.
<b>Advance Rates</b>	Fees associated with advance orders, which typically include discounts when paid in advance.
<b>Agent</b>	A bona fide representative with proper credentials from the party represented.
<b>Air Freight</b>	Goods shipped via airplane.
<b>Aisle</b>	A walkway intended for audience movement through an exposition or exhibit.
<b>Aisle Carpet</b>	Carpeting installed in trade show aisles.
<b>Aisle Signs</b>	Signs, usually suspended, identifying exposition aisles by number or letter.
<b>Assembly</b>	The process of erecting an exhibit from its components. Also called Installation, Set Up.
<b>At-site</b>	See On-site.
<b>Attendees</b>	Those persons who visit an event who are not exhibiting or connected with the event itself.

B	
<b>Back-light</b>	A light source that illuminates translucent material from behind.
<b>Backwall</b>	The panels at the rear of an exhibit.
<b>Backwall Exhibit</b>	An exhibit that is back-to-back with another exhibit or against a building wall.
<b>Baffle</b>	A partition designed to control light, air, sound, or traffic flow.
<b>Banner</b>	A suspended panel used as a decoration or a sign, usually made of fabric or paper for temporary use.
<b>Bill of Lading (B/L)</b>	A document that establishes the terms between a shipper and a transportation company for the transport of goods between specified points for a specified charge. Also see Air Waybill, Inland Bill of Lading, Ocean Bill of Lading, Through Bill of Lading.
<b>Blanket Wrap</b>	Uncrated goods covered with blankets or other protective padding and shipped via van line. Also called Pad Wrap.
<b>Blueprint</b>	A scale drawing of booth space layout, construction, and specifications.
<b>Boneyard</b>	A storage area for empty crates and contractor materials.
<b>Booth</b>	An area made up of one or more standard units of exhibit space.
<b>Booth Area</b>	The amount of floor space assigned to an exhibitor.
<b>Booth Number</b>	A number assigned by show management to identify an exhibitor's floor space.
<b>Booth Personnel</b>	Staff members assigned by an exhibitor to work in an exhibit.
<b>Booth Size</b>	The dimensions of the floor space contracted by an exhibitor. Usually sold in 10' x 10' increments.
<b>Breakpoint</b>	The level at which a discount is given for a volume order.

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C	
<b>C.I.F. (Cost, Insurance, Freight)</b>	A pricing term indicating that these charges are included in the stated price.
<b>C.T.S.M.</b>	Certified Trade Show Marketer
<b>CAD/CAM</b>	Computer-Aided Design/Computer-Aided Manufacturing.
<b>Carpenter</b>	A skilled worker used to uncrate, install, dismantle, and re-crate exhibit properties.
<b>Carpet Tape</b>	Double-sided tape used to adhere the edge of a carpet to the floor.
<b>Carrier</b>	A transportation line moving freight. Usually a van line, common carrier, rail line, or air carrier. Also see Common Carrier.
<b>Cartage</b>	(1) The fee charged for transporting freight. (2) The moving of exhibit properties over a short distance.
<b>Certificate of Inspection</b>	A document certifying that merchandise was in good condition immediately before its shipment.
<b>Certificate of Insurance</b>	A document certifying that a company carries a valid insurance policy and the type of coverage it includes.
<b>Cherry Picker</b>	Equipment used to lift people to a given height.
<b>Clean Bill of Lading</b>	A carrier-issued receipt indicating that transported merchandise was received in apparent good condition. Compare with Foul Bill of Lading.
<b>Collective Agreement</b>	A contract between an employer and a union specifying the terms and conditions for employment, the status of the union, and the process for settling disputes during the contract period. Also known as Labor Agreement, Union Contract.
<b>Column</b>	A pillar in an exposition facility that supports the roof or other overhead structures. Usually shown on a floor plan as a solid square.
<b>Commercial Invoice</b>	An itemized list of shipped goods.
<b>Common Carrier</b>	A transportation company moving people or goods. For exhibit freight, the carrier usually accepts only crated materials and consolidates the properties of several customers into one shipment bound for the same destination.
<b>Consignee</b>	A person to whom goods are shipped.
<b>Consignment</b>	A delivery of merchandise from an exporter (the consignor) to an agent (the consignee) under the agreement that the agent will sell the merchandise, receive a commission, and remit the net proceeds to the exporter.
<b>Consignor</b>	A person who sends freight.
<b>Consolidate</b>	To ship freight to a central depot where several loads bound for the same destination are put together before being shipped to that destination.
<b>Construction Drawing</b>	A drawing which gives detailed diagrams and instructions for building an exhibit.
<b>Contractor</b>	An individual or company that provides services or materials to a trade show and/or its exhibitors. Also see Official Contractor, Exhibitor Appointed Contractor.
<b>Corner Booth</b>	An exhibit space with exposure on at least two aisles.
<b>Craftsperson</b>	A skilled worker who provides services at the exposition facility. Also called Labor.
<b>Crating List</b>	An itemized list of the contents of a crate.
<b>Cross-aisle</b>	An aisle at a right angle to a main aisle.
<b>Cubic Content</b>	Literally, length x width x height. With reference to booth space, the placement of exhibit properties at a height of 8 feet or more above the leased area. Also a measurement used in determining shipping costs for van lines.
<b>Custom Exhibit</b>	A display designed and built to meet the specific needs of an exhibitor.

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<b>Customhouse Broker</b>	A person or company licensed to enter and clear goods through Customs.
<b>CWT</b>	Hundred weight. A measurement used for shipping exhibit properties. Usually 100 pounds.

D	
<b>D.O.T.</b>	Department of Transportation.
<b>D.T. Labor</b>	Double Time Labor. Work performed on overtime and charged at twice the published rate.
<b>D/B/A</b>	Doing Business As.
<b>Damage Report</b>	A report submitted by an exhibitor to a freight company or drayage contractor itemizing damage to shipped goods.
<b>Dead Man</b>	Temporary post used during installation to help support the weight of an overhead structure.
<b>Dead Time</b>	Time when a worker is unable to perform duties due to factors beyond his or her control.
<b>Declared Value</b>	A shipper's stated dollar value for the contents of a shipment.
<b>Decorator</b>	An individual (skilled craftsperson) or company (a contractor) providing services for a trade show and/or its exhibitors.
<b>DIM Weight</b>	Length x width x height divided by 194 for domestic shipments, or divided by 166 for international shipments.
<b>Directory</b>	A catalog of basic information about the show, including exhibitors, floor plan and schedule of events. (This is also sometimes referred to as an On-site Program or Program.)
<b>Dismantle</b>	To take apart an exhibit. Also known as Takedown, Teardown.
<b>Display Builder</b>	A company that fabricates exhibits.
<b>Display Rules &amp; Regulations</b>	Exhibit construction specifications endorsed by major exhibit industry associations. Also the specific set of rules that apply to an exposition.
<b>Dock</b>	A platform where freight is loaded onto and removed from vehicles or vessels.
<b>Dolly</b>	A low, wheeled frame with a platform used for carrying heavy or cumbersome objects.
<b>Double-decker</b>	A two-storied exhibit. Also known as Multiple Story Exhibit.
<b>Draper</b>	A craftsperson that installs drapes, fabric, and special decor.
<b>Drayage</b>	Delivery of exhibit materials to assigned space, removing empty crates, returning crates at end of show for re-crating and delivering materials for carrier loading.
<b>Drayage Contractor</b>	A company responsible for handling exhibit materials at a trade show.
<b>Drayage Form</b>	A form completed by an exhibitor requesting handling of materials.
<b>Duplex Outlet</b>	A double electrical outlet.
<b>DW</b>	Deadweight (tons of 2240 lbs.)

E	
<b>Easel</b>	A stand for displaying objects.
<b>Electrical Contractor</b>	A company hired by show management to provide electrical services to exhibitors.

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<b>Elevations</b>	Scaled drawings depicting front and side views of an exhibit.
<b>End Cap</b>	An exhibit space with aisles on three sides.
<b>Est. Wt.</b>	Estimated Weight.
<b>Exclusive Contractor</b>	A contractor appointed by show management as the sole provider of specified services.
<b>Exclusive Use</b>	The rental of a carrier's entire cargo space by one shipper.
<b>Exhibit Designer/Producer</b>	Company responsible for designing and constructing exhibit booths.
<b>Exhibit Directory</b>	A guide for exhibition attendees which lists exhibitors and exhibit locations.
<b>Exhibit Hall</b>	The area(s) within an exposition center where exhibits are located.
<b>Exhibit Manager</b>	Person in charge of a company's exhibit program.
<b>Exhibitor Appointed Contractor</b>	Contractors hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also called Independent Contractor, EAC.
<b>Exhibitor Kit</b>	A package of information which contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by show management. Also called Service Kit.
<b>Export</b>	To send or transport goods out of one country for sale in another.
<b>Export Broker</b>	An individual or company that brings together buyers and sellers for a fee.
<b>Export Management Company</b>	A company that transacts manufacturers' export business for a fee.
<b>Export Merchant</b>	A company that buys products directly from manufacturers, then packages the merchandise for resale under its own name.
<b>Export Trading Company</b>	A company that buys foreign merchandise for resale in its own local market.
<b>Exposition Manager</b>	See Show Manager.
<b>Exposition Rules</b>	The set of regulations, which govern a given trade, show.

<b>F</b>	
<b>Fabrication</b>	The construction of an exhibit.
<b>FHC</b>	A notation on floor plans indicating the locations of fire hose cabinets.
<b>Fiber Optics</b>	The use of cut glass fibers to display colored light.
<b>Fire Exit</b>	A door designated for emergency egress, which must be kept clear of obstructions.
<b>Fire Lane</b>	An aisle that must be kept clear of obstructions to allow emergency egress.
<b>Fire Retardant</b>	Term used to describe a finish, which coats materials with a fire-resistant (not fire proof) cover.
<b>Floor Load</b>	How much weight the floor can accommodate safely.
<b>Floor Manager</b>	An individual representing show management who is responsible for the exhibition area.
<b>Floor Marking</b>	Method used to mark booth spaces.
<b>Floor Order</b>	Order for services placed after exhibit installation has begun. Compare with Advance Order
<b>Floor Plan</b>	A map showing the size and locations of exhibit spaces
<b>Floor Port</b>	A utility box recessed in the floor containing electrical, telephone, or plumbing connections.

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<b>Foam Core</b>	Rigid foam covered with heavy paper stock used for mounting signs, art, etc.
<b>Fork lift, Fork truck</b>	Motorized vehicle used to load, unload, and transport heavy items.
<b>Foul Bill of Lading</b>	A carrier-issued receipt indicating that transported merchandise was damaged when received. Compare with Clean Bill of Lading.
<b>Four Hour Call</b>	Minimum work period for which union labor must be paid.
<b>Free Trade Zone</b>	A port designated by the government of a country for duty-free entry of any non-prohibited goods.
<b>Freight</b>	Exhibit properties and other materials shipped for an exhibit.
<b>Freight Desk</b>	The area where inbound and outbound exhibit materials are handled at a trade show.
<b>Freight Forwarder</b>	A shipping company that handles export shipments for a fee.

<b>G</b>	
<b>Gangway</b>	International term referring to the "aisle."
<b>GATT</b>	General Agreement on Tariffs and Trade. A multilateral treaty intended to reduce trade barriers between the signatory countries and to promote trade through tariff concessions.
<b>GEM</b>	GES' modular exhibit construction system made of extruded aluminum.
<b>General Contractor</b>	Show management appointed company that provides services to a trade show and/or its exhibitors. Also called Official Contractor. Compare with Exhibitor Appointed Contractor.
<b>Graphic</b>	A photo, copy panel, or artwork applied to an exhibit.
<b>Grid System</b>	A network of structural members, electrical conduits, and other support systems on a pattern of centers.

<b>H</b>	
<b>Hall</b>	General term used for an exposition facility or the exhibit area within a facility.
<b>Hand Truck</b>	Small hand-propelled vehicle used for transporting small loads.
<b>Hard Card</b>	(1) Work order for labor or services. (2) Drayage contractor's record of materials received or shipped.
<b>Hard Wire</b>	Any electrical connection other than receptacle to receptacle.
<b>Hardwall</b>	A type of exhibit construction in which walls are made of a solid material, rather than fabric.
<b>Header</b>	A sign or other structure across the top of an exhibit.
<b>High Jacker</b>	Equipment used to lift people to a given height.
<b>Hire</b>	International term referring to "rent" a service or product.
<b>Hold Harmless Clause</b>	A contract clause that relieves one party of responsibility in the event of a legal claim.

<b>I</b>	
<b>I&amp;D</b>	Installation & Dismantle (of an exhibit). Also known as Set Up and Takedown.
<b>ICC</b>	Interstate Commerce Commission.
<b>Independent Contractor</b>	Contractors hired by an exhibitor to perform trade show services independently of show management appointed contractors. Also called Exhibitor Appointed Contractor, EAC.

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<b>Infringement</b>	An exhibitor's unauthorized use of floor space outside the leased booth area.
<b>Inland Bill of Lading</b>	A contract between a shipper and transportation company used when transporting goods overland to an exporter's international carrier. Compare Ocean Bill of Lading, Through Bill of Lading.
<b>In-line</b>	An exhibit that is constructed in a continuous line along an aisle. Also called Linear Display.
<b>Installation</b>	The process of setting up an exhibit property according to specifications. Also called Assembly, Set Up.
<b>Installation &amp; Dismantle</b>	The set up and takedown of exhibits. Also called I & D.
<b>Installation Contractor</b>	A company responsible for supervising and coordinating workers who install and dismantle exhibits.
<b>Inventory</b>	Total amount of equipment available for a show.
<b>Island Booth</b>	A booth of any size exposed to aisles on all four sides.
<b>Island Exhibit</b>	A display with aisles on four sides.

<b>J</b>	
<b>Jigged Crate</b>	A special-purpose crate with hardware to secure exhibit properties in place to prevent shifting during shipment.
<b>Job Foreman</b>	A person in charge of supervising and coordinating workers.
<b>Junction Box</b>	A distribution point for electrical power.

<b>K</b>	
<b>K.D. (Knockdown)</b>	An exhibit with separate components that must be assembled on-site.
<b>Kit</b>	See Service Kit.

<b>L</b>	
<b>Labor</b>	Contracted workers who perform services. Also called Craft Persons.
<b>Labor Call</b>	(1) Method of securing union employees. (2) Time specified for labor to report (as in a 7 A.M. call). (3) Minimum amount for which labor must be paid.
<b>Labor Desk</b>	Exhibit hall location where exhibitors may place orders for labor.
<b>Labor Form</b>	The form used by exhibitors to order labor.
<b>Laborer</b>	See Craftsperson.
<b>Lamination</b>	The process of bonding two or more substances together.
<b>Lead Tracking</b>	A manual or automated system used to conduct follow-up activities for sales prospects resulting from a trade show.
<b>Less Than Truckload (LTL)</b>	The rate charged for freight weighing less than the minimum weight for a truckload.
<b>Letter of Credit (L/C)</b>	A document issued by a bank at the request of a buyer of goods, which authorizes the payment of a specified amount of money to the seller when certain terms are met.
<b>Liability</b>	A legal term referring to responsibility for damages or injuries.
<b>Light Box</b>	An enclosure that contains lighting underneath a translucent facing material. Used to backlight signs or graphics applied to the face.
<b>Lighting</b>	The amount or type of illumination in an exhibit or exhibition hall.
<b>Linear Display</b>	An exhibit that is constructed in a continuous line along an aisle. Also called In-line.
<b>Loading Dock</b>	An area within an exposition facility where freight is received and shipped.

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<b>Lock-Up</b>	A secure storage area within an exposition facility.
<b>Logo</b>	A specific symbol chosen to represent a company. Usually comprised of stylized type alone or in conjunction with graphic art.
<b>Low Voltage</b>	A term applied to electrical currents of 24 volts or less. Usually used in animation and specialty lighting.

<b>M</b>	
<b>Manual</b>	See Service Kit.
<b>Marshaling Yard</b>	A lot where trucks gather for orderly dispatch to show site.
<b>Mask</b>	To cover for painting or protection.
<b>Masking Drape</b>	A cloth used to cover storage or other unsightly areas.
<b>Meter</b>	The most common width for a backwall panel. (1 Meter = 39.37 inches)
<b>Modular Exhibit</b>	An exhibit constructed with interchangeable components designed to be set up in various arrangements and sizes.
<b>Move-in</b>	The date specified by show management for beginning exhibit installation.
<b>Move-out</b>	The date specified by show management for dismantling exhibits.
<b>Multimedia</b>	Combining two or more types of audio/visual support in a presentation.

<b>N</b>	
<b>N.O.H.M.</b>	Not Otherwise Herein Provided.
<b>Net Square Footage</b>	The total amount of leased booth space in an exposition facility.

<b>O</b>	
<b>O.R.</b>	Owner's Risk.
<b>O.T. Labor</b>	Work performed on overtime.
<b>Ocean Bill of Lading</b>	A contract between an exporter and an international carrier for transport of merchandise to a specified foreign market. Compare Inland Bill of Lading, Through Bill of Lading.
<b>Official Contractor</b>	Show management appointed company that provides services to a trade show and/or its exhibitors. Also called General Contractor. Compare with Exhibitor Appointed Contractor.
<b>On-site</b>	A reference to the exhibit location. Also called At-site.
<b>On-site Order</b>	Floor order placed at a show site.
<b>Overtime</b>	A designation for work performed outside the hours specified as normal working hours. Usually work performed on overtime is charged at a substantially higher rate.

<b>P</b>	
<b>P.D.</b>	Per Diem.
<b>P.W.</b>	Packed Weight.
<b>Packing Case</b>	See Shipping Case.



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<b>Packing List</b>	A document prepared by a shipper itemizing contents of shipment and including other information needed by the carrier.
<b>Pad Wrap</b>	See Blanket Wrap.
<b>Padded Van Shipment</b>	Uncrated goods covered with blankets or other protective padding and shipped via van line.
<b>Pallet</b>	See Skid.
<b>Panel System</b>	A prefabricated exhibit composed of connected rectangular panels of various sizes.
<b>Particle Board</b>	A panel made of compressed, glued wood chips.
<b>Peg Board</b>	The trade name for a type of hardboard with perforations at regular intervals. Usually used for hanging items.
<b>Peninsula Display</b>	An exhibit with aisles on three sides.
<b>Perimeter Booth</b>	A booth space on an outside wall.
<b>Pipe &amp; Drape</b>	Tubing covered with draped fabric to make up the rails and backwall of a trade show.
<b>Podium</b>	A demonstration area, usually higher than the surrounding floor.
<b>Portable Exhibit</b>	A lightweight display unit that can be moved without a forklift.
<b>POV</b>	
<b>Power Strip</b>	A movable unit having multiple electrical outlets.
<b>Prefab</b>	A pre-built exhibit ready for installation.
<b>Press Kit</b>	A package of materials put together for the media. Usually a folder containing press releases, product announcements, and other materials.
<b>Press Release</b>	An article submitted to the media for publication. Usually announcing news about a product, company, or individual.
<b>Pro Forma Invoice</b>	An invoice sent to a buyer before the shipment of merchandise that provides detailed information about the kinds and quantities of goods to be shipped.
<b>Producer</b>	(1) Exhibit Producer: An individual or company, which designs and/or builds exhibits. (2) Show Producer: An individual or company that manages trade shows.
<b>Pro-number</b>	A carrier-assigned number used to designate a specific shipment.

## Q

<b>Quad Box</b>	Four electrical outlets in one box.
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## R

<b>Raceway</b>	Metal or insulated rubber tubing used to channel electrical wires.
<b>Rail</b>	A low wall used to divide exhibits.
<b>Rear Illumination</b>	A technique of using a light source to illuminate a translucent image from behind. Also called Backlighting.
<b>Rear Projection</b>	A video technique in which images are projected on a screen positioned between the projector and the audience.
<b>Refurbish</b>	The process of repairing or reconditioning an exhibit to extend its life span.
<b>Relay</b>	An electrical device used to produce programmed effects by interrupting the flow of current.
<b>Release Forms</b>	Forms provided by show management to permit the removal of materials from an exhibition.

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<b>Rental Booth</b>	A complete booth package offered to exhibitors on a rental basis.
<b>Return Panels</b>	Side panels joined perpendicular to the backwall.
<b>Rheostat</b>	A device used to regulate lighting intensity. Also known as Dimmer Switch.
<b>Rigger</b>	A skilled worker responsible for handling and assembly of machinery.
<b>Right To Work State</b>	A state where no person can be denied the right to work because of membership or non-membership in a labor union.
<b>Riser</b>	A platform for people or materials.
<b>ROI</b>	Return on Investment.

<b>S</b>	
<b>S.T. Labor</b>	Straight Time Labor. Work performed during normal work hours at the standard rate. Compare with D.T. Labor, Overtime.
<b>Schematic Model</b>	A diagram in model form.
<b>Scissors Lift</b>	A motorized platform used to lift people to a given height.
<b>Scooter</b>	An electric or gas cart used to transport people and materials.
<b>Scrim</b>	Fabric that is opaque when lighted from the front and transparent when lighted from the rear.
<b>Security Cages</b>	Cages provided to exhibitors for locking up materials.
<b>Self-contained Exhibit</b>	A display, which uses the shipping case as an integral part of the exhibit.
<b>Service Desk</b>	The location at which exhibitors order services from show management.
<b>Service Kit</b>	A packet of show-related information and order forms provided to exhibitors by show management. Also called Exhibitor Kit.
<b>Set Up</b>	The process of erecting an exhibit from its components. Also called Assembly, Installation.
<b>Set-up Drawing</b>	Drawings that give detailed instructions for the installation of an exhibit.
<b>Shipping Case</b>	Reusable containers for transporting exhibit materials.
<b>Shipping Crate</b>	A wooden container for transporting exhibit materials, which may be designed for a single use or custom built for extended reuse.
<b>Show Break</b>	Time specified for the closing of an exhibition and beginning of dismantling.
<b>Show Decorator</b>	A company or individual responsible for providing draping, carpeting, and signage services for the trade show and its exhibitors.
<b>Show Manager</b>	The organizer and operator of an exposition.
<b>Show Office</b>	The show management office at an exposition.
<b>Show Photographer</b>	The show management appointed photographer for an exhibition.
<b>Show Producer</b>	An individual or company that manages trade shows, including leasing the exposition facility, hiring official contractors, and promoting the show.
<b>Show Rules</b>	The general rules and regulations governing a specific trade show.
<b>Shrink Wrap</b>	A process used to seal materials in transparent plastic.
<b>Side Rail</b>	A low divider wall, usually pipe and drape, used to divide one exhibit space from another.
<b>Sign Standard</b>	A frame on a stand into which a sign can be inserted for display.
<b>Silk Screen</b>	A method of creating graphics with a reusable stencil.
<b>Skid</b>	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.
<b>Skirting</b>	Decorative covering around tables and risers.
<b>Smoker</b>	Ashtray stand.

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<b>Soffit</b>	A lowered portion of a ceiling.
<b>Space</b>	The area occupied by an exhibitor in the exhibition hall.
<b>Space Rate</b>	The cost per square foot of exhibit area.
<b>Special Handling</b>	Applies to exhibit shipments requiring extra labor, equipment, or time for delivery to exhibit space.
<b>Split Island Booth</b>	A booth that shares a common backwall with another booth.
<b>Spotlight</b>	A lamp that provides a defined circle of light.
<b>Staging Area</b>	A location used for demonstrations.
<b>Stanchions</b>	Posts used to support signage or other elevated objects.
<b>Stand</b>	European term for booth.
<b>Standard Linear Booth</b>	A booth having only one side exposed to an aisle and is generally arranged in a series along a straight line. Also called "in-line" booths.
<b>Stock Exhibits</b>	A pre-designed display modified for a particular use by the exhibitor.
<b>Subcontractor</b>	An individual or company retained by a general contractor to provide services.

T	
<b>T &amp; M</b>	See Time & Materials.
<b>T.L.</b>	Truckload.
<b>Table Top Display</b>	An exhibit designed for use on the top of a table or similar surface.
<b>Talent</b>	An individual or company hired to work in an exhibit to greet visitors, demonstrate product, or stage a performance.
<b>Target Date</b>	A date set by show management for the arrival of freight at a trade show. Usually shipments received before or after this date are assessed a penalty charge.
<b>Tariff Rates</b>	Shipping charges for various types of cargo.
<b>Teardown</b>	The dismantling of an exhibit. Also known as Takedown.
<b>Telescopic Pipe</b>	Tubing in which one section slides inside another. Used to support drapes.
<b>Terminal</b>	Freight handling or dock area.
<b>Three Wire</b>	Electrical cables with a continuous ground wire in addition to a positive and a negative wire.
<b>Time &amp; Materials</b>	A form of billing in which a consumer is charged for labor costs (time) and materials.
<b>Tow Motor</b>	See Fork lift.
<b>Trade Fair</b>	Broadly used as the international term for an exposition.
<b>Trade Show</b>	An exposition related to a particular industry or group, and open only to the members of that group.
<b>Traffic Flow</b>	The movement of visitors through an exposition or exhibit.
<b>Transient Space</b>	Short-term rental space.
<b>Twist Lock</b>	A type of electrical plug that connects by twisting together.

U	
<b>U.L.</b>	Underwriters Laboratory. An organization that grants electrical ratings.
<b>U.S.S.G.</b>	U.S. Standard Gauge.
<b>U/W</b>	Underwriter.
<b>Union</b>	An organization of workers formed with the purpose of protecting workers' rights and increasing bargaining power with an employer on such issues as wages,

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	hours, and benefits.
<b>Union Steward</b>	An on-site union official elected by coworkers to oversee a particular union's work in a facility and resolve any disputes over union jurisdiction. Also known as Shop Steward.

<b>V</b>	
<b>V.A.T.</b>	Value Added Tax. A tax that has been added to the overall price of a product reflecting the value added to the product by processing.
<b>Valance</b>	An overhead banner typically used as a light baffle
<b>Velcro</b>	The trade name for a fabric closure with two components: hooks and loops. The two components adhere when pressed together and separate when pulled apart, allowing repeated use.

<b>W</b>	
<b>W/B</b>	Waybill.
<b>Wallboard</b>	A construction product used for temporary panels.
<b>Warehouse Receipt</b>	A receipt issued by a warehouse for goods received for storage.
<b>Waste Removal</b>	The removal of trash from an area or building.
<b>Wharfage</b>	A charge assessed for handling cargo at a pier.
<b>Work Rules</b>	Regulations that specify the conditions of a craftsperson's labor, including work hours and pay structure.
<b>Work Time</b>	The period of paid time, which begins when, craft persons are turned over to an exhibitor and ends when the exhibitor releases them.

<b>X</b>	
<b>Nope!</b>	

<b>Y</b>	
<b>Nope!</b>	

<b>Z</b>	
<b>Zoo</b>	The booth two hours before the show opens!