



## EXHIBITING WITH BTX AIR

Every industry has its unique vocabulary specific to its own design. To help you speak and understand the language of exhibiting, we have provided a glossary of terms, along with a story line of how a basic exhibit moves along between the pick up at your site, then into the show. We hope this will make the translation and learning curve easier. However, we feel that reading about exhibiting, compared to participating in the show provides a world of difference when gaining knowledge. We strongly recommend you contact one of our representatives for a free exhibit consultation to enhance your quality of exhibiting. Thank you,... we look forward to hearing from you soon.

*See you at the Show.....*

**BTX AIR SLC..**

**EXHIBIT DIVISION**

**877-733-6261**

## EXHIBITING TERMINOLOGY

**Decorator:** *Every show has one company that is in charge of the show, this is the Decorator.*  
The Decorator provides the on floor unloading, fork lifting, plumbing, electrical, and all other needs that make a show work. They represent the Exhibit Hall/Convention Center by providing the necessary labor, insurance and equipment that is utilized at the show.

**Drayage:** *Warehousing of your exhibit by the Decorator, prior to the show or between shows.*  
The standard in the industry is for a Decorator to provide 30 days of available storage at an average fee of "Ten Percent" greater than your quoted material handling fee. This "Drayage" fee varies based on the city and the show. Refer to your material handling form for exact costs. There are some open advantages to utilizing "Drayage". Along with many pitfalls,... again for greater understanding please contact our office and speak with a representative. We will be glad to assist you with your exact needs.

**Material Handling:** The labor, equipment, and process of moving your exhibit from the Dock to the floor. Then after the show> from the floor back to the dock. A common misunderstanding is that most people will relate Material Handling, to Drayage. These are two separate terms and acts of business. Material Handling is simply the fork lift labor to remove your exhibit from off of our trucks when we come into the dock. Then at the end of the show, they will reload us again, as they bring your product from the floor back to the docks. The dollar amount accessed for material handling is broke down specifically and always in your show kit, under “MATERIAL HANDLING”. It is broken down based on weight per 100 lbs. Refer to the term CWT in this glossary. Again, Material Handling has loop holes and we urge you to speak with our representative on ways of saving money and preventing costly mistakes.

**CWT** CWT ... means > “per one hundred pounds”. In the transportation arena, this is the most common language used to accrue fees. Related to exhibiting, your company will be accessed a fee to move your exhibit from the dock to the booth, then from your booth back to the dock at the end of the show. This fee is listed in a dollar amount with the word CWT next to it, and it will be located in the Material Handling section of your show kit. For example, .. you will see a rate of \$58.50CWT in your material handling section if you move into the show during normal business hours, and on a weekday. So if you have 500lbs... and you are shipping into the show, you will simply take  $5 \times \$58.50 = \$292.50$ . This will be your cost to relocate the exhibit to/ and from the docks during the show. This is a one time fee, paid up front via your corporate card, or per cleared company check. Again, there are various expensive loop holes in the Material Handling form, give us a call and we will guide you through them.

**Fire Marshall:** Every show requires safety guidelines to be strictly adhered to. The Fire Marshall will physically walk the floor and view every exhibit to maintain those safety regulations. Speak with our representative to see how it might affect your exhibit.

**Bone Yard:** The storage area, and method of storing the empty crates, skid, boxes etc during the show. Crate after crate, and box after box is gathered up and stored after set up is complete. In cities where weather might be in question, they will relocate the empties into trailers and then keep them in the bone yard. In sunny climates, they are simply stored in a parking lot that is usually on site.

**MARSHALLING:** *All vehicles must check in and register your exhibit for delivery into, or pickup out of your show. This check-in area is called the Marshalling Yard. Most cities will utilize a vacant parking lot large enough to hold dozens of semi's at a time. On this parking lot the Decorator will have a trailer or small building where the driver's will need to identify themselves, and provide paperwork claiming what booth number, client and show they are delivering, or picking up for. During the outbound, if you have not indicated that BTX will be your carrier on the outbound manifest **we will not** be able to obtain your product. Many factors come into play in conjunction with the Marshalling Yard. Speak with your BTX rep concerning weigh scales, waiting time and exhibit load and unload scheduling.*

**WEIGHT SCALE:** *EVERY exhibit must be weighed; this means we must obtain certified Weight Scale Tickets reflecting the light weight, heavy weight and gross weight of your total exhibit. All material handling fees are accrued from these scale tickets.*

**WAITING TIME:** *Based on the method of transportation, every exhibit will almost always accrue some fees accessed from Waiting Time. This is a fee that pays for the driver and the vehicle to wait in line while remaining in the Marshalling Yard awaiting his turn to get called up to the docks. Fees will vary and your BTX representative will be able to provide a rough budget for your shows.*

**MANIFESTS:** *Every exhibit will require an outbound and inbound manifest. Upon arrival to the Marshalling Yard, and after the driver has checked into the Decorators Service Desk, he will be given a MANIFEST on their paperwork that will be used to verify the piece count and weight of your exhibit. Upon departure from the show, you will be required to complete an In-House Bill of Lading. (Details to follow) From off of that Bill of Lading, the forklift driver will verify once again, your piece count and item description of each piece of your exhibit that was tendered to us, and received by us. These manifests will serve as "Proof of Deliveries", and condition of delivery on the inbound. As well as validation that we received your entire product intended for us at the close of the show. This is why communication on the floor with your company rep is imperative. We must know how many pieces we are looking for at all times.*

**BILL OF LADING:** Some times referred to as "Way Bills" A Bill of Lading is simply the documentation completed by any party that indicates the origin, destination, piece count, carrier, weight, and payment method. They are used by every company in the world like BTX that ships freight. In the show business however, they will have you indicate one more line of business; that clearly identifies by your choice your desired carrier.... **THIS IS IMPARTITIVE.** Even if we can prove that we carried your exhibit in, your Decorator makes money if they can obtain your exhibit at the close of the show, and ship it via their preferred carrier. On the Outbound Manifest that you will complete at the close of the show, the Decorator will actually have you sign the Bill of Lading stating that if your chosen carrier does not show up, you are granting them permission to ship it by their design. **FIRST OFF >> WE WILL BE THERE, ALREADY IN LINE!!!** Tell them that we are already in line when you hand them the manifest back. **SECONDLY>>THEY WILL CHARGE AT LEAST TWICE WHAT OUR TRANSPORATION CHARGES ARE!..** *Do not get caught in this trap.* Communication with your BTX Air representative will eliminate this industry wide dark hole.

**SERVICE DESK:** *At both the Marshalling Yard, and in the convention center there will almost always be a Service Desk from which all of your needs can be directed to the Decorator.* Whether you need additional electrical outlets, carpet cleaning, graphics etc... the Service Desk is where all your answers will be met. This is the same place you will need to go prior to the close of the show to obtain your Pre-Printed Outbound Bill of Lading. Again, this last step before closing up your booth and before you head home is critical. BTX AIR will help you through these final stages of exhibiting.

**INSTALLATION** *Installation and Dismantling, also known as I&D, is terminology for the labor used to set your booth up, and then tear it back down on the show floor.* It is recommended that in most cases it is best to use independent I&D companies. Your BTX rep can assist you in discussing the pro's and cons when using I&D companies.

**TARGET DATE:** *Most shows will indicate a day specific to your show or booth that must be strictly adhered to for delivery into the show, this is a Target Date.* Variance from this date can be a costly mistake. Make sure your BTX rep and you have discussed this issue in detail.

**SHOW KIT:**

*Everything* regarding your upcoming show is in this Show Kit. The “Show Association” via the chosen Decorator will mail the Show Kit to you usually about 90~ 120 days prior to the show. There are so many items detailed in the Show Kit, that we highly recommend that if you need assistance, we would love to help you understand how it all works. Give us a call.

**FORCED FLOOR:**

The Decorator has a due diligence to be cost effective when it comes to overtime labor and expenses. Hence many times they will find themselves ahead of the game when it comes to how long the budgeted move out time was, compared to how it is actually going. In these cases they will do all possible to keep the momentum going and Force the Floor. Meaning, they will put your exhibit on a truck...any truck! Even if you have another day allowed for loading out in your show kit. They are usually very good of passing this information along. Your companies “on floor” show rep needs to keep their ear to the ground and listen for this kind of talk going around. Likewise, in turn we need to know that immediately.

**GENERAL INFO:**

Most shows will offer a few days prior to the exhibit opening for setting up your booth. We recommend that you maintain a tight hold on how long it takes you to set up your booth, clean it up and have it ready for the show, and gauge that knowledge against your actual desired delivery date. Getting your exhibit to the show days before you and your team actually show up is not recommended. Product is continually shoved around, misplaced, tampered with, or stolen if your presence is not visual during set up hours. If the show is allowing 3 days to set up, but your booth only takes one day to set up. Let us deliver it on the day that you intend to be there to set it up. An abandoned booth is open game for damage and theft.

**During the close of the show**, make sure you have discussed the actual hour that the show closed with our office prior to the outbound date. We are professionals, and can easily judge when it will be most cost effective to show up to the marshalling yard, or dock to minimize waiting time. While not leaving your exhibit un-manned overnight, only to come back the next morning to find out the floor was forced, or your exhibit was scalped by an unknown carrier.

**BTX AIR – SALT LAKE CITY:**

**877-733-6261**