

Trade Show & Exhibit Glossary: Understanding the Terms

Navigating the trade show circuit involves a specialized vocabulary. This reference guide defines the most common structural layouts, graphic configurations, and logistical elements to help you clear up any confusion when collaborating with show organizers and our exhibit engineering teams.

1. Booth Layout & Footprint Classifications

Inline Booth (Linear)	A booth footprint arranged side-by-side along a straight aisle with neighbors on the left and right sides. Only the front of the space faces the pedestrian aisleway, and back walls are capped at a standard 8-foot height limit.
Island Booth	An elite exhibition space exposed to walkways on all four sides, completely detached from neighboring structures. Typically configured at 20'x20' sizes or larger, allowing for structural heights exceeding standard linear limits.
Peninsula Booth	An exhibit footprint exposed to pedestrian aisles on three sides, backing onto another linear or peninsula space. It combines features of both linear and island configurations.
Perimeter Booth	An inline structure located along the outside physical perimeter wall of the exhibition center floor. These spaces frequently permit back wall graphic structures up to 12 feet high.

2. Structural & Graphic Technologies

SEG Graphic (Silicone Edge)	A high-tension fabric signage technique where a thin silicone strip is stitched directly along the perimeter of the print material. This strip presses seamlessly into an aluminum frame channel, creating a completely smooth, wrinkle-free layout without visible hardware.
Hardwall Structure	A premium, solid display framework engineered from custom structural laminate or finished wood sheets instead of standard fabric drapes or pop-up aluminum lattices.
Modular System	An adaptable structural framework engineered from interchangeable, standard structural components. These modular pieces can expand, contract, or rearrange into completely distinct layouts across different exhibit dimensions.
Pipe and Drape	The lightweight, standard aluminum framing and fabric drapery configuration used by event managers to establish individual booth perimeters and backdrops across the main floor.

3. Logistical & Venue Frameworks

Drayage (Material Handling)	The crucial service charge covering the physical transport of exhibition assets from the venue's receiving dock to your assigned space, including empty crate storage and return delivery post-show.
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Marshalling Yard	The designated staging lot outside the main venue facility where cargo trucks wait in sequence before being called forward to the loading docks for unloading.
Rigging	The specialized structural suspension of overhead display items—such as lighting arrays, overhead video panels, or giant hanging fabric sign rings—from the convention center ceiling structural trusses.
Show Manual (Exhibitor Kit)	The master instructional compilation issued by event logistics managers. It details mandatory rules, safety deadlines, shipping dates, order forms, and structural height restrictions.

Preparing For Your Show

Understanding these terms saves critical time and prevents unexpected floor surcharges. Always check your event's official Show Manual early for strict engineering guidelines regarding rigging clearances and structural back wall height limitations.

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**Pro-Tip: When ordering fabric display prints, make sure to specify whether your design requires a raw fabric hem or an integrated SEG silicone edge border to perfectly match your framework hardware setup.*