



Glossary

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Term	Definition
100	A limousine stretched 100 inches from the original factory version of the vehicle. This is typically a seven passenger limousine.
10-Pack	A ten passenger limousine.
120	A limousine stretched 120 inches from the original factory version of the vehicle. This is typically an eight passenger limousine.
180	A limousine stretched 180 inches from the original factory version of the vehicle. This is typically a 12 passenger limousine.
60	A limousine stretched 60 inches from the original factory version of the vehicle. This is typically a six passenger limousine.
6-Pack	A six passenger limousine.
70	A limousine stretched 70 inches from the original factory version of the vehicle. This is typically a six passenger limousine.
8-Pack	An eight passenger limousine.
A to B	The trip starts at one point (A) and concludes at another (B).
A/D or A.D.	As Directed.
Advance	An entertainment term used for planning for transportation, lodging, equipment, catering in advance of a production. Commonly referred to as "advancing the show"; i.e. "I will provide more information as we advance the show."
Advanced Seminar	A Breakout Session designed for operators who have been in business for three or more years, or operate a fleet of over 25 vehicles.
AE or A/E	Account Executive.
Affiliate\Networks	Companies that maintain relationships with independent Affiliate operators to deliver service in any geographic area.

Airport Hustler	A limousine Operator who parks at the airport waiting to be hailed like a taxi. Commonly unlicensed.
AMX/AMEX	American Express credit card. AMEX credit cards contain fifteen numbers that begin with a "3."
Badge	Identification worn by event attendees that displays their name, company, home city, and home state. Badges are used to access each event and must be worn at all times.
Balance Sheet	A snap shot on a particular day detailing to assets and liabilities of a company, including equity on a given date.
Basic Seminar	A Breakout Session designed for operators who have been in business for less than three years, or operate a fleet of 25 vehicles or less.
Breakout Session	An educational session with a focused and specific subject matter usually held concurrently with other breakout sessions. Also known as Seminar.
CC	Credit card.
Cc	"Carbon copy"; to provide a duplicate copy of a document to another party.
Charter	An arrangement between a client and limousine company to provide transportation services generally under an hourly basis.
Client	A person who engages service, signs a contract and pays for the service.
CMC	Cadillac Master Coachbuilder. A certification program for Coach Builders designed by Cadillac to insure the structural and operational integrity of their base vehicles stretched or modified by a coachbuilder.
Coach	A limousine, limo-bus or full size bus (i.e. Greyhound)
Coach Builder	A company engaged in stretching or modifying vehicles for the limousine, charter, and tour industry.
Conference	The education portion on an event, convention, or tradeshow.
Consultant	A person or company that provides contracted services to and is not directly employed by an Operator. Consultants are considered Suppliers Service Providers.
Convenience Bag	Also known as a motion sickness bag for use by passengers who become nauseated in the vehicle during travel.
Copy	A brief word used to acknowledge and confirm instructions as given by two-way radio, Nextel or telephone.
CXL	Cancel an order.

Day Of	Primarily an entertainment industry term used in strategic planning performed in advance of a show, event or meeting referring to the actual date of the event being planned.
Deadhead	To travel a significant distance to or from the garage without passengers onboard.
DISC	Discover credit card. Discover credit cards contain sixteen numbers that begin with a "6."
DOT	Department of Transportation; the chief agency in the United States for transportation oversight and management of all transportation methods including air, marine, railroads and vehicles engaged in transportation services.
Driving Force	The weekly newsletter compiled and sent by <i>LCT Magazine</i> .
Drop Time	The actual time a passenger exited the vehicle and passenger service was discontinued.
ER	Enroute. The vehicle is moving to a specific destination or pickup location
Exhibit Hall Only Pass	A Registration Option that allows the attendee access to only the exhibit hall. It does not include Breakout Sessions, General Sessions, networking events, and parties.
Exhibit Hall/Exhibits	The area(s) within an exposition center where exhibits (product displays) are located.
Farm Job	A job that is either received from another Operator or Network or given to another operator or network to provide service.
Farm-In	To receive a job from another operator or network. The receiving operator will perform the work for the Operator or Network that provided the job as the originating operator or network was unable to do it due to availability or geographic location. Also know as Referral Business.
Farm-Out	To give a job to another Operator or Network to perform the work due to availability or geographic area limitations.
FMCSA	Federal Motor Carrier Safety Administration; A specific division of the DOT focusing on highway safety issues including vehicle maintenance, driver and passenger safety issues.
Fuel Surcharge	A separate charge passed on to a client specifically to pay a portion of fuel expense. Commonly added during times of fuel price escalation or on long trips requiring a significant amount of fuel. Some operators assess fuel charges on all trips based on a Tier basis
Full Show Pass	A Registration Option that allows the attendee access all events including Breakout Sessions , General Sessions , the Exhibit Hall, networking events, and

	parties. May exclude extended training sessions with an additional fee.
General Sessions	A session designed for all attendees of a conference or tradeshow typically with broad subject matter.
GPS	Global Position System; A navigation system using satellites to assist or monitor vehicle direction, speed and operational history as well as providing guidance to destinations through visual and/or audio instructions to the driver of a vehicle
Greeter	A person who greets passengers with a signboard upon their arrival, usually at passenger facilities such as airports and escorts the party to the livery vehicle.
Gypsy	A limousine operator who generally has no insurance, no operating authority, no airport permits and prices his service far below market value.
Holiday Surcharge	A charge assessed to a client for services on such days as Thanksgiving and Christmas or New Year's Eve. Generally used to cover bonuses to chauffeurs who work on a major Holiday.
House Driver	A chauffeur employed by a hotel to drive the hotel limousine.
IC	An Independent Contractor; a self employed chauffeur who pays his own taxes, provides his own insurance and is responsible for his own expense of operating a company owned vehicle such as fuel. May perform driving services for more than one limousine service as he is "independent."
IO	Independent Operator: An operator who owns his own vehicle, drives the vehicle, maintains the vehicle and accepts jobs that he originates himself or are provided to him by another operator or network to perform in his own vehicle
Keynote	A General Session with a highly specialized and featured speaker. The keynote presentation generally sets the tone for the event.
LCT	Limousine, charter, and tour.
<i>LCT Magazine</i>	The oldest and most respected trade magazine in the chauffeured transportation industry. As the host of the LCT Eastern Conference, <i>LCT Magazine</i> is the foremost resource for industry information and trends.
Manufacturer	A company the builds the base vehicles and chassis used in the chauffeured transportation industry. Examples include Ford Motor Company, Cadillac Professional Vehicles, Chrysler, Mercedes-Benz USA, and Audi USA.
Meet & Greet	A service performed by a Greeter at a passenger transportation facility; to meet and greet the arriving passenger; an event before or after a concert or promotional appearance where celebrities meet and greet invited fans and media for autographs and photo opportunities.
Merchant Fees	Fees charged to a merchant/operator for processing credit cards. Also referred to as a "discount amount" or "points" the credit card companies deduct for each

	transaction based on a percentage of the sale.
NELA	The New England Livery Association. NELA is a non-profit corporation dedicated to promoting quality service and management in the ground transportation industry. NELA member companies provide private ground transportation services throughout New England.
Network	Large operators that maintain a "network" of limousine operators/affiliates to perform work in virtually any geographic area.
NLA	National Limousine Association The NLA was founded in 1985 as a voluntary, non-profit, tax-exempt organization responsible for and dedicated to representing and furthering the worldwide, national, state and local interests of the luxury chauffeured ground transportation industry. NLA membership includes limousine owners and operators, suppliers, manufacturers, and regional and state limousine associations.
No Show	When a passenger fails to show up at the pickup location and never calls to cancel the order. Generally considered fully billable for the arrangements.
On Location	The vehicle is at the pickup location now.
Operator	A person or company that owns and runs a fleet of vehicles for hire
OSC	On-Site Coordinator/Contact.
P & L	Profit & Loss Statement; a financial statement showing income and expenses for a specified period of time and the bottom line profit or loss during the specified period.
Pass Type/Category	A term that refers to the level of event access in conjunction with an attendee registration. Also known as Registration Option/Type.
PAX	Passenger; refers to either client/passenger or guests of client/passenger
Plus Plus	Plus taxes, plus gratuities and other associated fees. Generally used when quoting a base rate to an affiliate; (i.e. hourly rate is \$80 plus plus) to indicate additional charges will be added.
POB	Passenger is Onboard.
Points	The percentage being charged in a business transaction including but not limited to credit card fees, real estate loan fees and similar transactions.
PU, P/Up	Pick-Up.
PUC	Public Utilities Commission; the licensing authority for most states that license and oversee livery operations.
QVM	Quality Vehicle Modifier. A certification program for manufacturers designed by

	Ford-Lincoln to insure the structural and operational integrity of their base vehicles stretched or modified by a coachbuilder.
Referral Business	Bookings obtained through an Affiliate Network or referred by another Operator. Also known as Farm Job or Farm-In.
Registration Option/Type	A term that refers to the level of event access in conjunction with an attendee registration. Also known as Pass Type/Category.
Road Show	Multiple stop Charter with financial executives presenting information to financial investors. Usually involves multiple vehicles and lasts the entire business day.
Seminar	An educational session with a focused and specific subject matter usually held concurrently with other Breakout Sessions. Also known as Breakout Session.
Service Charge	A charge assessed in addition to the base rate. In some areas considered a gratuity. In other areas specifically not part of the gratuity but used to fund car washers, reservationists and others involved in providing service.
Service Provider	Any person or company that provides a support service to Operators and does not operate a fleet of vehicles for hire. Examples include insurance and leasing companies, consultants, software and technology providers, law firms, and marketing and public relations agencies. Also known as Supplier.
Sessions Set	A group of Breakout Sessions or Seminars running concurrently.
Sharecropper	See Gypsy.
Standby Time	Time spent standing by for a client but not actually driving such as waiting at the airport flight that is delayed or waiting through a concert. May be interchanged with Wait Time in some cases.
STC	Service Transportation Charges. A generic term to include such things as fuel Surcharges, airport fees, tolls, parking fees etc. collectively referred to as STC.
Suitcasing	The act of soliciting business by non-exhibitors in the aisles during the exhibition or in other public spaces, or the act of planning and promoting non-scheduled unsanctioned events throughout the duration of the Show. Suitcasing is not permitted at the LCT Eastern Conference, violators will be ejected.
Supplier	Any person or company that provides a support product service to Operators and does not operate a fleet of vehicles for hire. Examples include coach builders, vehicle manufacturers and resellers, after market parts sellers, insurance and leasing companies, consultants, software and technology providers, law firms, and marketing and public relations agencies.
Supplier Pass	The Registration Option available to Suppliers. The Supplier Pass has limited event access and is designed for potential exhibitors to "check-out" LCT East for future exhibit consideration. Suppliers are NOT permitted to solicit business at the LCT Eastern Conference.

Surcharge	An additional charge above the base fare for fuel, holidays, airport taxes or other charges levied by an operator.
TCP	Transportation Charter Party
Think Tank	Part of the Conference portion of LCT East, Think Tanks are open forums with no pre-determined topics for Operators to freely discuss current issues and trends.
Tier	A unit of measurement for fuel and travel charge calculation. Tier 1 would be the perimeter closest to the base of operations. Tier 2 would be slightly further away with the highest level tier being the furthest distance the operator would travel
Trade	To exchange service for product or service from the company/person receiving transportation instead of exchanging cash. Examples include trading radio commercials, print advertising, concert tickets or other goods and services for limousine usage
Transfer	To transfer a passenger or group to or from the airport to a hotel or private residence and this is the extent of the job
Transportation Booking Service	A company which sells transportation services locally, nationally or internationally but does not own the vehicles to perform the actual service.
Travel Charge/Time	Time to or from the garage to a location when the vehicle must travel a great distance before service begins or after service ends for which the client is charged for such time
V/M	Visa/MasterCard. Visa credit cards contain sixteen numbers that begin with a "4" and MasterCards contain sixteen numbers that begin with a "5."
Vehicle for Hire Business	Any business that owns and operates a chauffeur driven fleet of vehicles for hire.
Vendor	Any person or company that provides a support product service to Operators and does not operate a fleet of vehicles for hire. Examples include coach builders, vehicle manufacturers and resellers, after market parts sellers, and Service Providers. Also known as Supplier.
Virtual Network	A group of limousine operators who receive limousine bookings via the Internet from a web based Transportation Booking Service. All transactions are handled electronically. The booking company may or may not own a fleet of vehicles.
Wait Time	Time spent waiting for a client but not actually driving such as waiting at the airport flight that is delayed or waiting through a concert. May be interchanged with Standby Time in some cases.
XFER	To transfer a passenger or group to or from the airport to a hotel or private residence and this is the extent of the job

Thank you to Jim A. Luff, Contributing Editor of *LCT Magazine* for compiling these terms and definitions.

Exhibitor Terms

For a more expanded list, visit ExhibitorOnline at www.exhibitoronline.com/glossary/index.asp

Term	Definition
A/V	Audio/visual support such as television monitors, DVD players, or recorded music.
Advance Order	An order for services sent to the service contractor prior to the installation date. Also known as Floor Order.
Advance Rates	Fees associated with Advance Orders., which typically include discounts when paid in advance.
Advance Warehouse	Location set by Show Management to receive Freight before the start of show. Freight is stored at this location and then shipped to the show at the appropriate time.
Banner	A suspended panel used as a decoration or a sign, usually made of fabric or paper for temporary use.
Bill of Lading (B/L)	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.
Boneyard	A storage area for empty crates and contractor materials.
Booth Personnel	Staff members assigned by an exhibitor to work in an exhibit.
Carrier	A transportation line moving freight. Usually a van line, common carrier, rail line, or air carrier. Also known as Common Carrier.
Cartage	(1) The fee charged for transporting freight. (2) The moving of exhibit properties over a short distance.
Certificate of Insurance	Written verification from an insurance company of the existence of insurance, the policy amount, the insured(s), and the policy period.
Clean Bill of Lading	A carrier -issued receipt indicating that transported merchandise was received in apparent good condition. Compare with Foul Bill of Lading.
Common Carrier	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.
Consignee	A person to whom goods are shipped.
Consignment	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.
Consignor	A person who sends freight.
Corner Booth	An exhibit space with exposure on at least two aisles.
CWT	Hundred weight. A measurement used for shipping exhibit properties. Usually 100 pounds.
D.T. Labor	Double Time Labor. Work performed on overtime and charged at twice the published rate.
Damage Report	A report submitted by an exhibitor to a freight company or Drayage contractor itemizing damage to shipped goods.
Declared Value	A shipper's stated dollar value for the contents of a shipment.
DIM Weight	Length x width x height divided by 194 for domestic shipments, or divided by 166 for international shipments.
Dismantle	To take apart an exhibit.
Display Rules & Regulations	Exhibit construction specifications endorsed by major exhibit industry associations. Also the specific set of rules that apply to an exposition.
Dock	A platform where freight is loaded onto and removed from vehicles or vessels. Also known as Loading Dock.
Drayage	The movement of show materials from Loading Dock to booth for show Set Up and back to dock for return shipment at end of show.
DW	Deadweight (tons of 2240 lbs.)
Emergency Contact Listing	Contact information provided by each exhibitor to Show Management in case there is an urgent onsite issue regarding the exhibitor's booth. This is one contact, it is suggested that each exhibitor keep a separate emergency contact listing for Booth Personnel onsite.
End Cap	An exhibit space with aisles on three sides.
Est. Wt.	Estimated Weight.
Exclusive Contractor	A contractor appointed by Show Management as the sole provider of specified services.
Exhibit Hall	The area(s) within an exposition center where exhibits are located.
Exhibit Manager	Person in charge of a company's exhibit program.
Exhibitor Appointed	A contractor hired by an exhibitor to perform trade show services independently

Contractor (EAC)	of show management appointed contractors.
Exhibitor Kit	A package of information which contains all rules, regulations, and forms relating to an exhibition, provided to exhibitors by Show Management. Also known as Service Kit.
Exhibitor Listing	A guide for exhibition attendees which lists exhibiting companies, contact information and descriptions.
Floor Marking	Method used to mark booth spaces.
Floor Order	Order for services placed after exhibit installation has begun. Also known as Advance Order.
Floor Plan	A map showing the size and locations of exhibit spaces.
Foul Bill of Lading	A carrier-issued receipt indicating that transported merchandise was damaged when received. Compare with Clean Bill of Lading.
Freight	Exhibit properties and other materials shipped for an exhibit.
Freight Desk	The area where inbound and outbound exhibit materials are handled at a trade show.
General Contractor	Show Management appointed company providing services to a trade show and/or its exhibitors. Also known as Official Contractor.
Hall	General term used for an exposition facility or the exhibit area within a facility.
Hand Truck	Small hand-propelled vehicle used for transporting small loads.
Hardwall	A type of exhibit construction in which walls are made of a solid material, rather than fabric.
Header	A sign or other structure across the top of an exhibit.
I&D	Installation & Dismantle (of an exhibit). Also known as Set Up and Teardown .
Infringement	An exhibitor's unauthorized use of floor space outside the leased booth area.
In-line	An exhibit that is constructed in a continuous line along an aisle. Also known as Linear Display.
Installation	The process of setting up exhibit properties according to specifications. Also known as Set Up.
Installation & Dismantle	The set up and take-down of exhibits. Also known as I & D.
Island Exhibit	A display with aisles on four sides.

Kit	See Service Kit.
Lead Tracking	A manual or automated system used to conduct follow-up activities for sales prospects resulting from a trade show.
Lead Retrieval	The processes of gathering attendee contact information usually by bar codes printed on the attendee name Badge.
Linear Display	An exhibit that is constructed in a continuous line along an aisle. Also known as In-line.
Loading Dock	An area within an exposition facility where freight is received and shipped.
Logo	A specific symbol chosen to represent a company. Usually comprised of stylized type alone or in conjunction with graphic art.
Marshaling Yard	A lot where trucks gather for orderly dispatch to show site.
Material Handling	The movement, storage, control and protection of materials, goods and products throughout the process of exhibiting.
Move-in	The date and time specified by show management for exhibit installation.
Move-out	The date and time specified by show management for dismantling exhibits.
O.T. Labor	Work performed on overtime.
Official Contractor	Show management appointed company providing services to a trade show and/or its exhibitors. Also known as General Contractor or Exclusive Contractor.
On-site	A reference to the exhibit location.
On-site Order	Floor order placed at a show site.
P.W.	Packed Weight.
Packing List	A document prepared by a shipper itemizing contents of shipment and including other information needed by the carrier.
Pallet	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. Also known as Skid.
Peninsula Display	An exhibit with aisles on three sides.
Perimeter Booth	A booth space on an outside wall.
Pipe & Drape	Tubing covered with draped fabric to make up the rails and backwall of a trade show.

Pro Forma Invoice	An invoice sent to a buyer prior to the shipment of merchandise which provides detailed information about the kinds and quantities of goods to be shipped.
Producer	(1) Exhibit Producer: An individual or company which designs and/or builds exhibits. (2) Show Producer: An individual or company which manages trade shows. The producer for the LCT Eastern Conference is Bobit Business Media.
Right To Work State	A state where no person can be denied the right to work because of membership or non-membership in a labor union.
Riser	A platform for people or materials.
S.T. Labor	Straight Time Labor. Work performed during normal work hours at the standard rate.
Service Desk	The location at which exhibitors order services from show management.
Service Kit	A packet of show-related information and order forms provided to exhibitors by show management. Also called Exhibitor Kit.
Set Up	The process of erecting an exhibit from its components. Also known as Installation.
Show Decorator	A company or individual responsible for providing draping, carpeting, and signage services for the trade show and its exhibitors. Also known as Official Contractor, General Contractor or Exclusive Contractor.
Show Manager	The organizer and operator of an exposition. Kristen Messineo is the Show Manager for the LCT Eastern Conference.
Show Management	The collective staff that plans, manages, and governs the trade show on behalf of the Show Producer.
Show Producer	An individual or company which manages trade shows, including leasing the exposition facility, hiring official contractors, and promoting the show. The show producer for the LCT Eastern Conference is Bobit Business Media.
Show Program	A catalog of basic information about the show, including exhibitor listings, floor plan and schedule of events.
Show Rules	The general rules and regulations governing a specific trade show.
Side Rail	A low divider wall, usually pipe and drape, used to divide one exhibit space from another.
Skid	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 known as Pallet.
Skirting	Decorative covering around tables and risers.

Space Contract	A written agreement between the Exhibitor and Show Producer for the purchase of exhibit space at a trade show.
Special Handling	Applies to exhibit shipments requiring extra labor, equipment, or time for delivery to exhibit space.
Staging Area	A location used to deliver, store, wash and detail vehicles to be displayed in the Exhibit Hall..
Stanchions	Posts used to support signage or other elevated objects.
Suitcasing	The act of soliciting business by non-exhibitors in the aisles during the exhibition or in other public spaces, or the act of planning and promoting non-scheduled unsanctioned events throughout the duration of the Show. Suitcasing is not permitted at the LCT Eastern Conference, violators will be ejected.
Table Top Display	An exhibit designed for use on the top of a table or similar surface.
Teardown	The dismantling of an exhibit. Also known as Dismantle.
Trade Show	An exposition related to a particular industry or group, and open only to the members of that group.
Truss	Structural element hung above exhibit for the purpose of hanging lighting equipment to illuminate exhibit components.
Visqueen	A clear plastic sheeting that is placed over exhibit carpeting in order to protect it until the show opens.
W/B	Waybill.