

TRADE SHOW GLOSSARY

2025

servis
green builders



INTRODUCTION



Everything you need to know to navigate the **world of trade shows with confidence**

Planning a trade show is already challenging enough without having to decode technical jargon. If you've ever heard terms like truss, render, modular, or rigging points and found yourself even slightly confused, this eBook is for you.

We've put it together using simple language, clear examples, and most importantly, with the goal of helping you make informed decisions with confidence. Whether it's your first trade show or you've done a few already, this guide is designed to make your life easier.

And if you still have questions after reading it, don't worry—we're always here to help. Always.

BASIC ELEMENTS

1

Trade show Carpet

It's not exactly a luxury rug, but it gives your booth a finished look and helps set it apart from the rest. Easy to install, budget-friendly, and available in a wide range of colors.



2

Raised flooring

A slightly elevated surface that defines the boundaries of your booth, hides wiring, and enhances the overall look. It gives your space a visual lift and adds a more polished, professional finish.



BASIC ELEMENTS

3

Vinyl flooring

Vinyl flooring is durable, easy to maintain, and comes in a wide variety of finishes, including wood grain and concrete effects.



4

Truss

A structural framework, usually made of aluminum, that's essential for hanging lights, screens, banners, or other equipment. It's the backbone of many trade show setups: strong, versatile, and designed to stay out of the spotlight while holding everything up.



BASIC ELEMENTS

5

Backlit Graphics or lightbox

Backlit graphics, also known as lightboxes, are bright, attention-grabbing, and impossible to ignore.



6

Rigging points

These are anchor spots used to suspend equipment, trusses, ceilings, or lighting from the venue's structure.



ELEMENTOS BÁSICOS

7

Signage

Turn a blank wall into a branded statement. Signage can come in the form of vinyl decals, 3D lettering, or printed banners.



8

LED Screens or Video Wall

High-impact visuals that grab attention from across the show floor. Whether it's a single LED screen or a full video wall, they're perfect for showcasing dynamic content



TYPES OF BOOTHS

MODULAR BOOTHS

A modular booth is like the LEGO of the trade show world: it's built from prefabricated structures, usually aluminum, that can be assembled and reconfigured to fit the needs of each event. These modules can be customized with graphics, lighting, shelves, screens, and other features to create an attractive functional space.

It's a popular option thanks to its versatility, quick setup, and cost-efficiency. All without compromising on a professional look.

Types of modular booths

Maxima: One of the most widely used systems in Europe. With 4 or 8 cm aluminum profiles, it allows for solid and elegant structures that can be combined with panels, graphics, and ceilings. A great balance of strength and style.

VisualWall: A creative system that enables striking, fully customized stands, without the need for traditional carpentry. Perfect for bold visuals and unique layouts that leave a lasting impression.

Octanorm (Octogonal): The classic modular booth system. Lightweight, highly flexible, and cost-effective—perfect for standard projects, grouped spaces, or institutional pavilions.

Aluvision: A more premium-looking system featuring hidden profiles and smooth surfaces—ideal for seamless tension fabric graphics and integrated screens.

beMatrix: Highly regarded for its sustainability. This system uses reusable aluminum frames that are quick to assemble and offer a clean, polished appearance. Eco-conscious and design-friendly.



Máxima



Octogonal



VisualWall

TYPES OF BOOTHS

CUSTOMIZED BOOTH

A custom booth is a one-of-a-kind creation, designed and built from the ground up to fully reflect your brand's identity and goals. There are no prefabricated parts or technical limitations—everything is tailored to fit your exact needs.

It's the perfect choice if you're aiming for maximum impact, uniqueness, and creative freedom. Think bold structures, premium materials, dramatic lighting, hospitality areas, and even interactive experiences. If you can imagine it, it can be built.

What to keep in mind

A custom booth requires more design time, careful logistical planning, and a higher budget. But if your goal is to stand out and leave a lasting impression, it's often the best investment you can make.

That's why at Servis, we partner with you from the very beginning—starting with the initial briefing, through renders, prototypes, production, and installation, all the way to dismantling. Every detail, fully under control.



DO YOU NEED HELP? GET IN CONTACT

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