



## ISO TECHNICAL MANAGEMENT BOARD

### SUBJECT

**IWA on Exhibition booth – Vocabulary**

### BACKGROUND

A proposal for the development of an ISO International Workshop Agreement (IWA) on *Exhibition booth- Vocabulary* was submitted by the Standardization Administration of China (SAC). SAC is willing to provide the secretariat for the development of the IWA.

The following documents are attached in annex:

- The proposal for the IWA including purpose and justification
- The draft IWA

### ACTION

The members of the Technical Management Board are invited to:

- Approve the proposal for an IWA on *Exhibition booth - Vocabulary*
- Allocate the secretariat to SAC (China)

**By 18 February 2021.**



## PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

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A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS ([tmb@iso.org](mailto:tmb@iso.org)). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot).

Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

### Proposer

*A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies, etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in the country of its intent to submit such a proposal.*

SAC(China)

### Contact details of the proposer

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**Email:** [ccpitzhen@163.com](mailto:ccpitzhen@163.com)

### Title of the proposed IWA

Exhibition booth—Vocabulary

Purpose and justification:

The IWA document aims to:

- to establish a set of standardized and explicit booth vocabulary, solve the ambiguity and misunderstanding caused by the lack of the standard, and form a common language for communication within the exhibition industry and between the exhibition industry and other industries;
- to strengthen the standardization of exhibition booth design, production, construction and management;
- to help improve the professional ability of exhibition practitioners;
- to promote communication and exchanges between exhibition industries of various countries and strengthen international cooperation in the exhibition industry.

**Justification 1:**

This IWA document is based on good practices from the exhibition industry of many countries around the world. With the rapid development of economic and trade globalization, exhibitions have become an indispensable platform for trade, exchange and cooperation among countries and regions. The number of exhibitions has increased year by year worldwide, and various exhibition service providers have emerged providing services at different levels. The work of booth design, production, construction and management are highly professional during the pre-exhibition, and it has a direct impact on the overall quality and level of the exhibition. However, there are many misunderstanding and communication problems resulted from lack of standardized booth vocabulary, and it always leads to the delay of booth design and construction, the waste of materials and the increase of project costs, lays a negative impact on the efficiency and quality of exhibitions as a whole.

**Justification 2:**

With respect to the international standards, few documents and reference interpret booth related vocabulary. In 2008, ISO published ISO 25639-1:2008 Exhibitions, shows, fairs and conventions — Part 1: Vocabulary. It contains terms related with individual and entity, types of events, general physical item of exhibitions. This IWA document is fundamentally different from ISO ISO 25639. It contains more than 80 specific terms of exhibition booth and establish a set of booth vocabulary about booth types, structures and layout. This IWA document may solve the ambiguity and misunderstanding caused by the lack of international standards, and improve the

accuracy of information exchange within the exhibition industry and between the exhibition industry and other industries.

**Justification 3:**

Due to the impact of COVID-19, online exhibitions have been launched instead of many large offline exhibitions in countries around the world. The rise of online exhibitions has brought about new technological advances and changes in management models. Virtual booth design and production under new technology will pose new challenges to practitioners. This document is an essential and fundamental reference in the preparation of exhibitions. It can provide clear guidance for practitioners and support for the standardization of exhibition booth design, production, construction and management of both online and offline exhibitions. Meanwhile, it can also help enhance the quality of work and service level of exhibition practitioners through improving their professionalism.

**Justification 4:**

From the perspective of the development of the global exhibition industry, there are differences in the number of exhibitions and the level of exhibition services in different countries, and there are also large gaps in the professional foundation and service quality of employees. This document can push forward the consensus reached by the international exhibition industry, urge the exhibition practitioners in various countries to pay attention to and use professional vocabulary, strengthen the exchange and cooperation of international exhibitions and develop international trade.

**Justification 5:**

*Exhibition booth—Vocabulary* is able to be an universal document within the exhibition industry. It not only brings vocabulary standard and reference to practitioners and enhances their professionalism, but also helps promote economic and trade exchanges and cooperation, generate new opportunities and drive economic growth in the host city/area of exhibitions. This IWA document is closely in line with the United Nations Sustainable Development Goals: SDG8-“Decent Work and Economic Growth” and SDG17 –“Partnerships for the goals”.

**Does the proposed IWA relate to or impact on any existing work in ISO committees?**

Yes       No

**Please list any relevant documents and/or ISO committees**

ISO 25639-1 Exhibitions, shows, fairs and conventions — Part 1: Vocabulary

ISO 20121 Event sustainability management systems — Requirements with guidance for use

ISO 14785 - Tourist information offices — Tourist information and reception services — Requirements

ISO/DIS 23592 - Service excellence – Principles and model

ISO/IEC Guide 76:2020 Development of service standards - Recommendations for addressing consumer issues

GB/T 26165-2010 Economic and Trade Fair Terminology

SB/T 11161-2016 Exhibition Fittings, Terminology, Framing System

SB/T 11162-2016 Booth Classification and Technical Specifications

T/CCPITCSC 023-2019 Exhibition Booth—Terminology, published by CCPIT Commercial Sub-council

**Note:**

GB/T refers to the national standards published by Standardization Administration of China.

SB/T refers to the sectoral standards published by Ministry of Commerce of the People's Republic of China.

T/CCPITCSC refers to the association standards published by China Council for the Promotion of International Trade Commercial Sub-council.

<p><b>Relevant stakeholders (list of organizations that may be interested)</b></p> <p>France (GL events, UNIMEV-- French Meeting Industry Council)</p> <p>USA (E.J.Krause &amp; Associates,Inc, SISO-- Society of Independent Show Organizers)</p> <p>India (Indian Exhibition Industry Association)</p> <p>Jamaica (Montego Bay Convention and Exhibition Center)</p> <p>United Kingdom (Reed Expo Group, AEO-- Association of Event Organisers)</p> <p>Mexico (Mexico City International Convention and Exhibition Center, Centro Banamex, AMPROFEC Mexican Association of Professionals in fairs, exhibitions and conventions)</p> <p>Germany (MesseFrankfurt Exhibition, AUMA-- Association of the German Trade Fair Industry)</p> <p>Russia (RUEF-- Russian Union of Exhibitions and Fairs)</p> <p>Iran (Iran International Exhibitions Company)</p> <p>Japan (CMP Japan Group, EXA--Japan Exhibition Association)</p> <p>Korea (AKEI-- Association of Korean Exhibition Industry)</p> <p>China (Pico Group, North Star Events, Huakai Cultral and Creative Co.,Ltd., China Convention Exhibition Event Society )</p> <p>Canada (DMGWorldMedia)</p> <p>Sweden (Kistamassan Exhibition Company, Fairlink AB)</p> <p>Singapore (Singapore Association of Convention and Exhibition Organisers and Suppliers)</p> <p>Brazil (Diretriz Group, Alcantara Machado, UBRAFE--Brazilian Federation of Exhibitions)</p> <p>Malaysia (Malaysia Convention and Exhibition Bureau, Pico International(M)Sdn.Bhd.)</p> <p>Argentina (Messe Frankfurt Argentina, Grupo SYG, OMATEN Buenos Aires)</p> <p>Australia (Pico Australia Pty Ltd., EEAA--Exhibition &amp; Event Association of Australia)</p> <p>Norway (Norwegian Promotion Group)</p> <p>UFI (Union of International Fairs)</p> <p>IAEE (International Association of Exhibitions and Events)</p>
<p><b>Member body willing to act as secretariat</b></p> <p>SAC(CHINA)</p>
<p><b>Number of meetings to be held (if more than one is envisaged) and proposed dates</b></p> <p>1<sup>st</sup> Virtual Workshop(ZOOM Meeting) 25th-27th May, 2021</p> <p>2<sup>nd</sup> Virtual Workshop(ZOOM Meeting) 24th-26th August, 2021</p>

**Annexes are included with this proposal (give details)**

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INTERNATIONAL  
WORKSHOP  
AGREEMENT

**IWA  
XX**

First edition

2020-11

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**Exhibition Booth—Vocabulary**



Not for Resale, 03/26/2020

Reference number  
IWA XX:2020(E)

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## INTRODUCTION

With the rapid development of economic and trade globalization, exhibitions have become an indispensable platform for trade, exchange and cooperation among countries and regions. The number of exhibitions has increased year by year worldwide, and various exhibition service providers have emerged providing services at different levels. The work of booth design, production, construction and management are highly professional during the pre-exhibition, and it has a direct impact on the overall quality and level of the exhibition.

The aim of this document is to facilitate standard vocabulary for exhibition booth, address ambiguity and misunderstanding caused by the lack of standardization and improve the accuracy of information exchange within the exhibition industry and between the exhibition industry and other industries. This document is an essential and fundamental reference in the preparation of exhibitions. It can provide clear guidance for practitioners and support for the standardization of exhibition booth design, production, construction and management of both online and offline exhibitions. Meanwhile, it can also help enhance the quality of work and service level of exhibition practitioners through improving their professionalism. From the perspective of the development of the global exhibition industry, this document can push forward the consensus reached by the international exhibition industry, urge the exhibition practitioners in various countries to pay attention to and use professional vocabulary, strengthen the exchange and cooperation of international exhibitions and develop international trade. This IWA document is based on good practices in the international exhibition industry.

This document defines the common terms and definitions of exhibition booth, including exhibition types, booth types, floor platforms, backdrops, overhead structures, free standing poles, truss ceilings, ancillary exhibition fittings, plane layout of the booths, layout of booth areas. It is applicable to the exhibition booth design and construction. It can also be used as reference in space design and other related fields such as showroom, retail store, shop counter, staging, window display and installation arts.

This document is committed to implementation of the United Nations Sustainable Development Goals: SDG8- “Decent Work and Economic Growth” and SDG17 –“Partnerships for the goals”.

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## CONTENTS

Introduction.....	II
1 Scope .....	1
2 Normative References .....	1
3 Terms and Definitions.....	1
Alphabetical indext .....	14
Annex A.....	16
Annex B .....	17
Bibliography .....	19



## 1 Scope

This document defines the common terms and definitions of exhibition booth.

This document is applicable to the exhibition booth design and construction, etc. (See Appendix A for the schematic diagram of a booth). It can also be used as reference in related fields such as showroom, retail store, shop in shop, staging, window display and installation arts, as well as space design.

NOTE Refer to Annex A for supplementary information on ISO standards.

## 2 Normative References

There are no normative references in this document.

## 3 Terms and Definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <http://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

### 3.1 Booth types

#### 3.1.1

##### **booth; stand**

Structure occupied for the display of products or services.

[Source: ISO 25639-1:2008, 4.1]

#### 3.1.2

##### **standard booth; package stand**

##### **shell scheme**

The one installed or constructed in uniform styles, sizes and materials.

#### 3.1.3

##### **special design booth**

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Booths with its own design other than shell scheme booth.

## **3.2 Floor Platforms construction**

### **3.2.1**

#### **floor platform**

The base that carries all the booth structures.

### **3.2.2**

#### **overlay**

Always exists as one layer of material laying directly on the ground of exhibition hall.

### **3.2.3**

#### **raised platform**

Always exists as more than one layer of materials laying directly on the ground of exhibition hall.

### **3.2.4**

#### **adjustable platform**

The floor platform (3.2.1) whose height of the base panels and surface panels can be adjusted at the same time.

### **3.2.5**

#### **platform trimming**

The strips or materials used to cover the side elevations of the platform.

### **3.2.6**

#### **disabled ramp**

Ramp for disable is usually with slope of 8:1 or 10:1.

## **3.3 Backdrops construction**

### **3.3.1**

#### **backdrop**

A walling structure that present relevant information to visitors in a function area (3.9.1) .

### **3.3.2**

#### **2D backdrop**

The 2D backdrop (3.3.1) is the one whose surface is flat, basically with no bulges, hollows or other shapes.

### **3.3.3**

#### **3D backdrop**

The 3D backdrop (3.3.1) is the one with various three-dimensional shapes.

### **3.3.4**

#### **dynamic backdrop**

The dynamic backdrop (3.3.1) refers to the one that can be reassembled or composed of removable materials.

### **3.3.4**

#### **framing system backdrop**

The framing system backdrop (3.3.1) is mainly made of framing systems, supplemented by other materials.

### **3.3.5**

#### **double-story like façade backdrop**

Double-story like facade refers to the backdrop (3.3.1) that is visually like double-story, but actually is a single story.

### **3.3.6**

#### **backdrop in multi-layers**

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The multi-layered backdrop is the backdrop (3.3.1) composed of multiple backdrops (3.3.1) .

### **3.3.7**

#### **plane plates backdrop**

The plane plates backdrop is composed of single or multi-board plates, with no functional area (3.9.1) of the booth.

### **3.3.8**

#### **building facade backdrop**

The building facade backdrop is a plane backdrop with functional area (3.9.1) of the booth.

### **3.3.9**

#### **curve backdrop**

The curve backdrop is a tridimensional backdrop (3.3.3) composed of arc-shaped bodies in vertical or horizontal directions.

### **3.3.10**

#### **geometry backdrop**

The geometry backdrop is a tridimensional backdrop (3.3.3) composed of various kinds of geometric shapes.

### **3.3.12**

#### **boxes backdrop**

The boxes backdrop is a tridimensional backdrop (3.3.3) composed of boxes of different sizes and thicknesses.

### **3.3.13**

#### **plates backdrop**

The plates backdrop is a tridimensional backdrop (3.3.3) composed of plates of the different shapes but the same thickness.

### **3.3.14**

#### **fence backdrop**

The fence backdrop is a tridimensional backdrop (3.3.3) composed of fences of various shapes but equal thickness.

### **3.3.15**

#### **high-stage backdrop**

The high-stage backdrop is a tridimensional backdrop (3.3.3) of high stage shape with exhibits placed above 2.4m.

### **3.3.16**

#### **full-screen backdrop**

The full-screen backdrop is a tridimensional backdrop (3.3.3) composed entirely of videos, light boxes or pictures.

### **3.3.17**

#### **exhibit backdrop**

The exhibit backdrop is a tridimensional backdrop (3.3.3) on which the exhibits are directly placed.

### **3.3.18**

#### **extending backdrop**

The extending backdrop is a tridimensional backdrop (3.3.3) that extends from the backdrop (3.3.1) to the truss ceiling (3.6.1) without turning back to the platform.

### **3.3.19**

#### **scattering backdrop**

The scattering backdrop is a three-dimensional backdrop (3.3.3) composed of multiple unconnected small backdrops (3.3.1) .

### **3.3.20**

### **coordinating backdrop**

The coordinating backdrop is a three-dimensional backdrop (3.3.3) where the design elements of the booth (3.1.1) are arranged on each part of it.

#### **3.3.21**

### **building backdrop**

The building backdrop is a tridimensional backdrop (3.3.3) that introduces the design style of building into the booth (3.1.1) backdrop design.

#### **3.3.22**

### **story backdrop**

A tridimensional backdrop (3.3.3) applied to the backdrops after extracting the core elements from the logos of exhibitors or typical products.

#### **3.3.23**

### **sign on top of backdrop**

A tridimensional sign of a plate or frame protruding wholly or partially above the backdrop (3.3.1).

## **3.4 overhead structure construction**

### **3.4.1**

#### **overhead structure**

Overhead structure is the large main structure hanging from the truss ceiling within the exhibition booth.

### **3.4.2**

#### **wall overhead structure**

An overhead structure is continued from a vertical backdrop (3.3.1).

### **3.4.3**

### **overhead hanging structure**

Overhead structure (3.4.1) not connected with any exhibition fittings.

### **3.4.4**

#### **extending overhead structure**

An overhead structure is developed from the floor platform (3.2.1) to backdrop (3.3.1) or truss ceiling (3.6.1) and can also be folded back to the floor structure.

### **3.4.5**

#### **modular pattern overhead structure**

A overhead structure (3.4.1) composed of multiple modular pattern plates of equal thickness and different shapes arranged and combined in a certain way.

### **3.4.6**

#### **large-span overhead structure**

Large-span overhead structure (3.4.1) with exaggerated design.

### **3.4.7**

#### **hollow overhead structure**

The overhead structure (3.4.1) that uses hollow-out materials or hollow shapes to surround the whole booth.

### **3.4.8**

#### **cantilever overhead structure**

A block-shaped overhead structure (3.4.1) extends from a cantilever at the top of the main backdrop.

### **3.4.9**

#### **echo overhead structure**

The overhead structure (3.4.1) whose main design elements are the same as or similar to the backdrop of the booth (3.3.1).

### **3.4.10**

#### **geometry overhead structure**

It is composed of a variety of solid geometric bodies.

### **3.4.11**

#### **screen overhead structure**

The overhead structure that uses screens (including video, curtain LED display screen, light boxes, pictures, etc.).

### **3.4.12**

#### **frame overhead structure**

An overhead structure (3.4.1) that is composed of multiple frames of equal thickness and different shapes arranged and combined in a certain way.

### **3.4.13**

#### **ground connection overhead structure**

An overhead structure that extends from the platform to the truss ceiling or the backdrop without turning back to the floor platform.

### **3.4.14**

#### **abstract overhead structure**

The overhead structure that applies the abstraction of logos or products of exhibitors to the booth design (3.4.1).

### **3.4.15**

#### **surrounding overhead structure**

The overhead structure (3.4.1) that applies different shapes to surround the display area (3.9.2) and the function area (3.9.1) (with a visitor passage).

## **3.5 Freestanding poles**

### **3.5.1**

#### **Freestanding pole for lighting and AV equipment**

A freestanding metal pole erected in the display area (3.9.2) of the booth that can hang lamps, speakers and other AV equipment.

### **3.5.2**

#### **rectangular freestanding pole**

A lighting pole with a rectangular cross-section (3.5.1).

### **3.5.3**

#### **circular freestanding pole**

A freestanding pole with a circular cross-section (3.5.1).

### **3.5.4**

#### **frame freestanding pole**

A freestanding pole composed of a number of small poles (3.5.1).

## **3.6 Truss ceilings**

### **3.6.1**

#### **truss ceiling**

A ceiling composed of trusses and suspended lamps, speakers and other accessories.

### **3.6.2**

#### **hanging truss ceiling**

The hanging truss is the ceiling directly hung on the beams of the exhibition hall.

### **3.6.3**

#### **floor supported truss ceiling**

The floor supported truss ceiling (3.6.1) is the ceiling (3.6.1) supported by several poles or hung on the top of poles.

### **3.6.4**

#### **ceiling roof**

The ceiling that faces the surface of the platform.

### **3.6.5**

#### **facial board**

A decorative board marked with information such as the names of the exhibitors or booth numbers on the side of the ceiling.

### **3.6.6**

#### **lines facial board**

Facial board (3.6.5) that is decorated with single-line or multi-line shapes.

### **3.6.7**

#### **hanging curtain facial board**

Facial board (3.6.5) with various decorations hung below.

### **3.6.8**

#### **siamesed facial board**

Facial board (3.6.5) that connects the facial board (3.6.5) with the backdrop (3.3.1) or other booth accessories.

## **3.7 Categories of auxiliary exhibition fittings**

### **3.7.1**

#### **ancillary exhibition fittings**

Small fittings in the booth.

**Note:** Including pylon (3.7.2), reception desk (3.7.3), display stand (3.7.4), info sign (3.7.5), stage (3.7.6), etc.

### **3.7.2**

#### **pylon**

A pylon with a certain height and width and marked with relevant information such as corporate logos.

### **3.7.3**

#### **reception desk**

A desk used by exhibitors to receive, consult, or distribute materials.

### **3.7.4**

**display cabinet**

A high platform for displaying exhibits.

**3.7.5****info sign**

Signs showing various parameters of exhibits.

**3.7.6****stage**

A platform for exhibitors to hold activities or performances.

**3.8 Plane Layout of the Booths****3.8.1****common style**

The function area (3.9.1) and the display area (3.9.2) are arranged at two ends of the booth respectively.

**3.8.2****bay shape**

Booths are arranged in L-shaped layout, with function area (3.9.1) on the outside and display areas (3.9.2) on the inside.

**3.8.3****island shape**

The function area (3.9.1) is placed in the center of the booth, and the display areas (3.9.2) are arranged around the booth.

**3.8.4****surrounding shape**

The function area (3.9.1) and the display area (3.9.2) are surrounded by some shapes (with visitor passage left).

**3.8.5****hybrid shape**

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Booth layout with common style (3.8.1), bay shape (3.8.2), island shape (3.8.3) and surrounding shape (3.8.4) design elements.

## **3.9 Layout of booth areas**

### **3.9.1**

#### **function areas of the booth**

Exhibition management personnel, engineering personnel, visitors, work and lounge area.

### **3.9.2**

#### **display areas of the booth**

The booth area where exhibits, auxiliary exhibition fittings (3.7.1) and experience & leisure areas are arranged.

## **3.10 other terms**

### **3.10.1**

#### **floor plan**

A drawing showing the locations of all exhibitors, where are to arrange the exhibition booth and exhibits. It is usually determined by repeatedly negotiation between exhibition organizer and the exhibitors.

### **3.10.2**

#### **booth location drawing**

A drawing showing the sizes and openings of the booths (3.1.1) assigned to the exhibitors by the exhibition organizer.

### **3.10.3**

#### **1 open side booth**

A booth with partitions on 3 sides and only one side open allowing visitors to enter and exit.

### **3.10.4**

#### **2 open sides booth**

A booth with partitions on 2 sides and two sides open allowing visitors to enter and exit.

### **3.10.5**

#### **3 open sides booth**

The booth with partition on one side and other 3 sides open allowing visitors to enter and exit the booth.

### **3.10.6**

#### **4 open sides booth**

The booth allowing visitors to enter and exit on all sides without partitions, generally located in the middle of the exhibition hall.

## Alphabetical index

	##			
1 open side booth	3.10.3	facial board		3.6.5
2 open sides booth	3.10.4	fence backdrop		3.3.14
2D backdrop	3.3.2	floor plan		3.10.1
3 open sides booth	3.10.5	floor platform		3.2.1
3D backdrop	3.3.3	floor supported truss ceiling		3.6.3
4 open sides booth	3.10.6	frame free standing pole		3.5.4
	A	frame overhead structure		3.4.12
abstract overhead structure	3.4.14	framing system backdrop		3.3.4
adjustable platform	3.2.4	freestanding pole for lighting and AV equipment		3.5.1
ancillary exhibition fittings	3.7.1	full-screen backdrop		3.3.16
	B	function areas of the booth		3.9.1
backdrop	3.3.1		G	
backdrop in multi-layers	3.3.6	geometry backdrop		3.3.10
bay shape	3.8.2	geometry overhead structure		3.4.10
booth location drawing	3.10.2	ground connection overhead structure		3.4.13
booth; stand	3.1.1		H	
boxes backdrop	3.3.12	hanging curtain facial board		3.6.7
building backdrop	3.3.21	hanging truss ceiling		3.6.2
building facade backdrop	3.3.8	high-stage backdrop		3.3.15
	C	hollow overhead structure		3.4.7
cantilever overhead structure	3.4.8	hybrid shape		3.8.5
ceiling roof	3.6.4		I	
circular freestanding pole	3.5.3	info sign		3.7.5
common style	3.8.1	island shape		3.8.3
coordinating backdrop	3.3.20		L	
curve backdrop	3.3.9	large-span overhead structure		3.4.6
	D	lines facial board		3.6.6
disabled ramp	3.2.6		M	
display areas of the booth	3.9.2	modular pattern overhead structure		3.4.5
display cabinet	3.7.4		O	
double-story like façade backdrop	3.3.5	overhead hanging structure		3.4.3
		overhead structure		3.4.1
dynamic backdrop	3.3.4	overlay		3.2.2
	E		P	
echo overhead structure	3.4.9	plane plates backdrop		3.3.7
exhibit backdrop	3.3.17	plates backdrop		3.3.13
extending backdrop	3.3.18	platform trimming		3.2.5
extending overhead structure	3.4.4	pylon		3.7.2
	F			

---

R	
raised platform	3.2.3
reception desk	3.7.3
rectangular freestanding pole	3.5.2
S	
scattering backdrop	3.3.19
screen overhead structure	3.4.11
siamesed facial board	3.6.8
sign on top of backdrop	3.3.23
special design booth	3.1.3
stage	3.7.6
standard booth; package stand; shell	
scheme	3.1.2
story backdrop	3.3.22
surrounding overhead structure	
	3.4.15
surrounding shape	3.8.4
T	
truss ceiling	3.6.1
W	
wall overhead structure	3.4.2

## Annex A

(informative)

### Supplementary information on ISO standards

To understand the proper use of ISO standards that are written for guidance, it is highly recommended that users refer to <http://www.iso.org/iso/foreword.html> where relevant ISO directives, resolutions and their implications are presented.

## Annex B

(Informative)

## Schematic diagram of the booth

Figure A.1 and Figure A.2 show the location of each part of the exhibition booth for comparison.

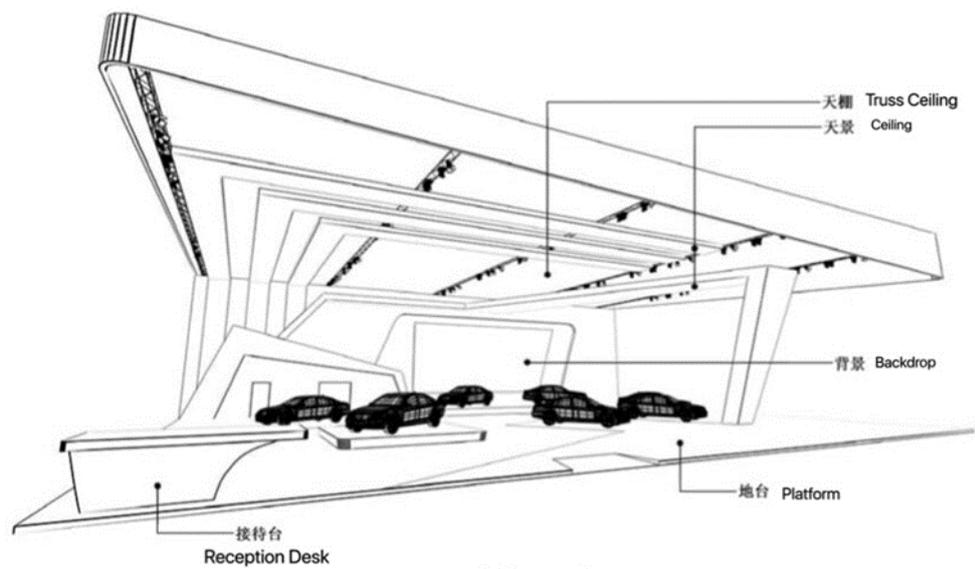


图 A.1

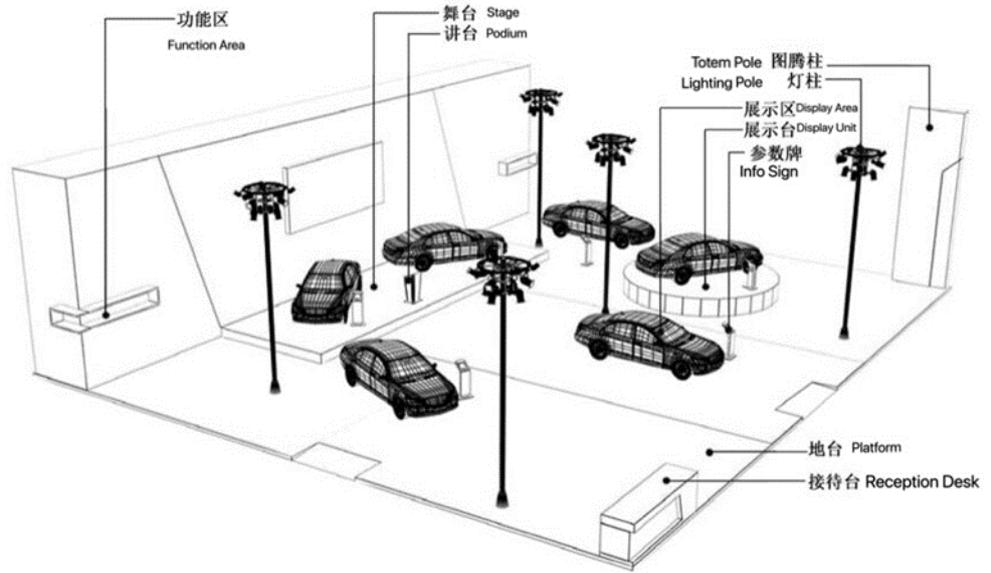


图 A.2

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