

June 2002

Dear Member

Consumer Exhibitions rule change

The ABC Council has ratified the following changes to the Consumer Exhibition Rules.

The changes have been incorporated into the rule book on the ABC website www.abc.org.uk

The rule changes were discussed and approved by the Consumer Exhibitions Specialist Committee. If you would like the Committee to review any current rule, or to consider any area where the rules may need development, please contact the Sales and Exhibitions Manager, Chris Skeith or the Director of Business to Business, Jan Pitt.

1. Complimentary attendance - children

This change allows the inclusion of children under complimentary attendance without the requirement to capture their names. Effective immediately.

Rule

New rule

7.4.4 Family Complimentary tickets

Family complimentary tickets do not require the name of each child just the number of children accompanying the adult.

- The name and address of the attending adult must be captured on the ticket
- The number of children accompanying the adult must be recorded on the ticket
- The tickets which include claimed child attendees must be stored separately in counted daily bundles with a note detailing the number of tickets and children in the bundle.

Note: ABC does not need the names of the children because it will test the child attendance by contacting the accompanying adult.

2. Rule to allow alternative audit methodology

Current Consumer Exhibition Rules are very prescriptive with regard to audit methodology. Rules state that proof of attendance is dependant on the only on the retention of tickets and allow ABC no flexibility to use alternative audit methodology to prove attendance figures should organisers experience any problems with the retention of tickets.

Continued

In cases where tickets are lost, ABC could provide extra audit testing to prove the attendance of individuals subject to the contact information that the Organiser holds. This change allows ABC to conduct extra testing (if possible) to verify attendance data. Effective immediately.

Rule

Add to rule 7.2.1 (Advance Ticket Sales) and 7.4 (Complimentary tickets)

Should organisers experience difficulty in providing proof of attendance through the retention of ticket stubs, ABC may be able to conduct further audit testing to prove attendance. In this instance organisers must contact ABC for advice and further requirements. This will involve ABC in extra audit time, payment for which must be agreed by the Organiser before additional work starts.

If you would like more information about how the changes affect you, please contact the Sales & Exhibitions Manager, Chris Skeith, the Director of Business to Business, Jan Pitt, or me.

Yours sincerely



Martin Hackett
Head of Compliance
martin.hackett@abc.org.uk