

September 2002

Dear Member,

### **Consumer Exhibitions rule change**

The ABC Council has ratified changes to the Consumer Exhibitions audit rules and a new Consumer Exhibition rule book. This new rulebook has been rewritten and redesigned to provide clearer explanations and a layout which is intended to be much easier for you, the user, to follow.

**To view or download a copy of the new rule book, which incorporates the rule changes detailed below, visit the ABC website [www.abc.org.uk](http://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.

Note: The references below are for the new revised rulebook.

#### **1. Public attendance**

##### **Objective**

*The current rules require full price attendance, discounted sales and bulk sales to be broken out on the certificate. The Specialist Committee decided after much discussion that the breakout of the public attendance of the different types was of little interest to the industry and therefore recommend each of these types be combined on the certificate.*

*To prevent deep discounting undermining the distinction between paid and free attendance a lower threshold on price has been agreed, below which the paid attendance must be claimed as complimentary. Effective immediately*

##### **New Rule**

#### **4.2 Categories of Public Attendance**

The Public Attendance figure shown on the Certificate of Attendance is comprised of paid attendance, defined as the number of visitors who gain entrance to an exhibition by the payment of an admission charge and complimentary attendance, defined as the number of visitors who attend the exhibition free of charge.

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#### **4.3 Paid Attendance**

- Paid Attendance is the category in which attendees that have paid for entrance are claimed provided that they have paid at least 10% per ticket of the highest single ticket price advertised by the organizer.

For example: If an exhibition had the following ticket prices:

£50 – Preview Day

£20 – Adult Rate

£15 – Concessions

Then at least £5-00 must be received per ticket sale to be claimed as paid attendance.

- If less than 10% of the highest single ticket price is received the attendee must be claimed as complimentary attendance.

## **2. Requirement to complete audit**

### **Objective**

*The current rules permit an organiser to not complete an audit and issue a certificate for a show if attendance is affected by circumstances outside their control or the show is cancelled. It was felt that organisers should not be able to opt out of having attendance figures certified because of circumstances outside of their control*

*Therefore this opt-out has been removed and organizers given the option of including a statement on their certificate detailing the circumstances which are outside of their control and have affected the attendance figures. Such statements must be approved in advance by the Consumer Exhibition Specialist Committee. Effective immediately.*

### **New Rule at 3.2**

Once an exhibition is registered for a Certificate of Attendance, the organizer is committed to the audit and completion of the certificate unless the exhibition is cancelled. If the Exhibition Attendance is affected by circumstances outside the organiser's control, then the organizer may include a statement on the front of their certificate detailing the circumstances that have affected the attendance figures. This statement must be agreed in advance of certificate issue by the Consumer Exhibition Specialist Committee.

## **3. Press attendance**

### **Objective**

*Currently press attendance may be counted on a multiple visit basis based on a formula designed to estimate attendance over the duration of the show. To provide a more accurate figure, press attendance may only be claimed on more than one day if the organizer uses a bar code system that allows the attendance of each member of the press to be verified for each day they attend. To be effective for shows ending after 1 January 2003.*

This method is introduced as a recommendation for the multiple visit counting of exhibitor personnel.

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**Rule**

NOTE: From January 1<sup>st</sup> 2003 rules 5.4.5 and 5.4.6 will replace rules 5.4, 5.4.1, 5.4.2, 5.4.3 and 5.4.4

**5.4.5 Counting press visitors (Effective from January 1<sup>st</sup> 2003)**

- Organisers should employ a bar code system to record the attendance of press visitors if they attend the exhibition on more than one day.
- In the absence of a bar code system to accurately record press attendance each member of the press must be counted only once on the certificate irrespective of the number of days they attended the exhibition.
- In the absence of a bar code system the press attendance is the number of press passes issued.

ABC's integrity depends on high standards in auditing practice and also its commitment to involving the industry in every aspect of the audit system. If you would like more information about how the changes affect you, please contact the Sales and Exhibitions Manager, Chris Skeith or me.

Yours sincerely,



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**Head of Compliance**

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