

December 2005

Dear Member,

Consumer Exhibitions rule change

The ABC Council has ratified a change to the Consumer Exhibitions audit rules.

The latest rule book – 2005 Version 3 – incorporates this change and will be available shortly to download from the ABC website www.abc.org.uk

The rule change was 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.

Exhibitor personnel

Objective

To allow for the operational testing and implementation of the changes to the method of claiming exhibitor personnel, the introduction of the rule change below has been delayed until 1 January 2007.

In addition the requirement to capture the names of exhibitor personnel claimed has been removed, to allow alternative methods of verification to be used (the rule still requires ABC to approve any system in advance).

Rule change

Amended as shown by shaded text

For shows ending after 1 January ~~2006~~ 2007, the following rules replace 5.2.1 to 5.2.5

5.2.6 Counting exhibitor personnel

- Organisers should employ an auditable system, such as a bar code & swipe system, to record the attendance at the show of each individual claimed in the exhibitor personnel category.
- Organisers must submit details of their system for ABC approval in advance of the exhibition.
- Should the organiser be unable to provide proof of the attendance of any individual claimed as exhibitor personnel, then the claim will be disallowed.

Continued overleaf:

5.2.7 Exhibitor personnel – audit requirements

- The organiser must retain and have available at audit the name, company name, address and the date of attendance at the show for each attendee claimed in this category.
- The organiser must be able to provide ABC with this information for each day of the show for which the attendance is claimed
- Entry to the exhibition on multiple occasions during the same day is counted as a single visit
- This record of attendance should be provided in electronic format
- ABC will verify each day's attendance claimed directly with the attendee

For more information or if you have any queries on this please contact the Sales & Exhibition Manager, Chris Skeith, or me.

Yours sincerely,



Martin Hackett
Head of Compliance