

June 2007

Dear Member,

Trade Exhibitions - audit rule changes

The ABC Council has ratified three changes to the Trade Exhibitions audit rules.

The latest rule book – 2007 Version 2 – incorporates these changes and is available to download from the ABC website www.abc.org.uk.

Submission of ABC Return

The deadline for submitting an attendance claim to ABC is being reduced from 45 days to 30 days of the last day of the exhibition. This will be effective for exhibitions ending after 1st September 2007. See section 3.5 of the audit rules.

Issue of Certificate

ABC's existing right to audit any certificate prior to it being issued is highlighted, with the rules now including guidance on some factors that will be considered in arriving at this decision. These factors include changes in the attendance claim compared to previous exhibitions, changes in the bureau and/or registration systems used and a change in the location or nature of the exhibition. See section 3.6 of the audit rules.

Recording of transfer attendance using light pens

It is clarified that mobile light pens may be used to record the attendance of transfer visitors at an exhibition (for example light pens operated by exhibitor personnel manning exhibition stands). The use of such a method of recording attendance will require:

- ABC's written approval of the system in advance of the exhibition.
- Additional audit work (which will incur additional audit charges)
- The completion of the audit before the exhibition's certificate is issued.

See sections 5.2 and 7.2.3.1 of the audit rules for the full detail of the rule.

Certificate of Attendance – audit status

ABC is to record on each Certificate of Attendance it issues whether the data contained within that certificate is an organiser's claim which is subject to audit, or whether the audit of the data has been completed. Certificates that require changes to the data following audit will continue to be re-issued with an audit report as at present. This procedural change is not listed in the audit rules but certificates will change for all shows from 1st September.

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The rule changes were discussed and approved by the Trade 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 Director of Business to Business and Exhibitions, Jan Pitt (jan.pitt@abc.org.uk).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Martin Hackett". The signature is written in a cursive style with a horizontal line at the end.

Martin Hackett
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