



June 2009

Dear Member,

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## Trade Exhibitions ABC Reporting Standards

[www.abc.org.uk](http://www.abc.org.uk)  
[www.abce.org.uk](http://www.abce.org.uk)

The ABC Council has ratified changes to the Trade Exhibitions ABC Reporting Standards which will apply to exhibitions ending on or after 1 September 2009. The latest Reporting Standards - 2009, Version 2 - incorporate these changes and are available to download from the ABC website [www.abc.org.uk](http://www.abc.org.uk)

### 1. Certificates of attendance

The changes, which aim to simplify the reporting of attendance on the ABC certificate, are as follows:

- The total attendance figure will now be called 'Total unique attendance'
- The total unique attendance will be analysed into just two categories:
  - Visitor attendance
  - Exhibitor attendance (being those who attend and are there for the purpose of manning a stand)
- As a result of the above, the requirement to provide registration information for audit has been removed. All organisers will have to supply to ABC is the attendance list which identifies for each individual whether they have been claimed as a visitor or exhibitor attendee. This also means that for the Certificate of Attendance you do not need to capture individuals' responses to the Personal Identifier Question (PIQ)\*.
- The publicity rules will now require organisers to show the figures for visitors and exhibitor attendance (rather than visitor and 'other' attendance currently)
- Organisers will as an option be able to report repeat visits (by visitors only, not exhibitor attendees)
- Organisers will as an option still be able to report exhibitor/stand space information

For clarification the above changes mean that: transfer visitors will no longer be broken out – they can be included as visitor attendance; any individual who attends not for the purpose of manning a stand can be claimed as a visitor e.g. press; the facility to auto-register visitors is no longer needed.

\*Note: If an organiser intends to use exhibition registrations as source documentation for ABC audited publications then they will need to continue capturing responses to the PIQ for this purpose.

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Industry agreed measurement

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## 2. Profile certificates of attendance

The changes, which aim to simplify the reporting of attendance on the ABC Profile certificate of attendance, are as follows:

- The total attendance figure will now be called 'Total unique attendance'
- The total unique attendance will be analysed into just two categories:
  - Visitor attendance
  - Exhibitor attendance (being those who attend and are there for the purpose of manning a stand)
- However in order to analyse demographics for a visitor the requirement to provide registration information for audit is retained together with the need to capture individuals' responses to the Personal Identifier Question (PIQ) for electronic and telephone registrations
- The total of demographic tables (including geographic analysis) will comprise visitor attendees only (i.e. including transfers that were previously excluded and excluding exhibitor attendees for whom demographics will not be analysed)
- The publicity rules will now require organisers to show the figures for visitors and exhibitor attendance (rather than visitor and other attendance currently)
- Organisers will still as an option be able to report repeat visits (by visitors only, not exhibitor attendees)
- Organisers must still report exhibitor/stand space information

For clarification the above changes mean that: transfer visitors, paid visitors and non-registered attendees will no longer be broken out – they can be included as visitor attendance; any individual who attends not for the purpose of manning a stand can be claimed as a visitor e.g. press; the facility to auto-register visitors is no longer needed; references to conference delegates and prior show registrations have been removed.

The revised Reporting Standards document containing these changes (2009 version 2) applies to exhibitions ending on or after 1 September 2009. It is separately shown on the ABC website and is presented in a new design format. Sections 6 and 7 in the current Reporting Standards have been condensed into just one section (section 6) for ease of reference.

The changes were discussed and approved by the ABC Trade Exhibitions Reporting Standards Group. If you would like the Standards Group to review any current reporting standards, or to consider any area where you believe the reporting standards may need development, please contact the Director of Magazines and Exhibitions, Jan Pitt ([jan.pitt@abc.org.uk](mailto:jan.pitt@abc.org.uk)).

Yours sincerely,



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