

Trade Exhibitions

ABC Reporting Standards

2009

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Note: Effective for exhibitions ending up to 31 Aug 2009. See version 2 for 1 Sep 09 onwards



www.abc.org.uk

Industry agreed measurement



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SECTION 1 - INTRODUCTION

1.1 THE ROLE AND PURPOSE OF ABC

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1.1 THE ROLE AND PURPOSE OF ABC

Founded in 1931, ABC aims to provide the exhibition industry independent verification of attendance figures and associated data, thus providing buyers of exhibition space with a benchmark to help them select exhibitions at which to exhibit. At the same time ABC aims to provide exhibition organisers with an effective promotional tool that helps them win marketing spend.

This is achieved through industry-agreed standards of auditing and record keeping, which leads to the universally recognised ABC certification.

The following sections detail the standards to which all ABC audited trade exhibitions must adhere, in order to achieve ABC certification. It is the common application of these Reporting Standards that provides a true and fair view of the attendance figures for all ABC audited trade exhibitions.

1.2 HOW TO USE THESE REPORTING STANDARDS

These Reporting Standards contain the current requirements relating to the Trade Exhibition Certificate of Attendance and Profile Certificate of Attendance. In addition it covers other aspects of ABC membership such as submission of figures etc. Rule changes, once approved by the ABC Council, are communicated to members in writing and the rule-book is updated on ABC's web site, www.abc.org.uk. ABC advises that members check the website to ensure they have the latest Reporting Standards.

1.2.1 Glossary of Terms

- ABC Byelaws-rules and procedures which govern all sectors of ABC, compliance to ABC Byelaws is a condition of membership of ABC.
- Attendance figure – this is the headline figure describing the number of attendees at an exhibition.
- Attendance list – this is an electronic file that is a record of all the visitors that attended an exhibition and are to be claimed by the organiser.
- Audit Report –this is a statement issued by ABC when problems found at audit show that there were material errors in the organiser's original return submission and subsequent certificate. A revised certificate is issued with the audit report entered on the front page of the certificate.
- Reporting Standards – these are the rules, agreed by the industry, that govern how organisers count their attendance and how ABC audits the attendance. Compliance with the Reporting Standards is a condition of membership of ABC.

- Certificate of Attendance (CoA) – the certificate issued by ABC that shows an exhibition's attendance in an industry. There is also a profile Certificate of Attendance that includes additional data.
- Continuous reporting – this term means that once an audit has been achieved by an exhibition, every subsequent exhibition must be audited by ABC whilst the exhibition remains registered with ABC.
- Demographic data – third party information collected by the organiser about the registered attendees of a particular exhibition which allows greater analysis of the attendance figure. Examples are job title, purchasing responsibility, company activity.
- Duplicate – two or more occurrences of the same name and address on an attendance list. A simple criterion to help decide if a name is a duplicate is to ask – 'Is the name a different person attending the show?'
- Exhibitor stand/space list- this is the list of exhibitors together with details of the stands they have taken at a particular exhibition.
- Management letter- this is the letter sent by ABC to an organiser that confirms the audit of the exhibition is complete and details any issues identified at audit which need to be addressed by the organiser.
- Material problem- this is a problem found at audit that shows that the original return submission by the organiser was inaccurate. A material problem will result in an audit report being issued.
- Return- this is the form issued by ABC to the organiser which is used by the organiser to make their attendance claims.
- Submission deadline – this is the deadline by which an organiser must deliver their Return to ABC.

1.3 DEVELOPMENT OF THE TRADE EXHIBITION REPORTING STANDARDS

The needs of ABC members, and the industry as a whole, change constantly. In order to meet those needs and stay abreast of industry developments the Reporting Standards are continuously evolving. It is the industry itself, via the work of the Reporting Standards Group that set the Trade Exhibition Reporting Standards.

The Trade Exhibition Reporting Standards Group (TERSOG) is comprised of exhibition organisers & buyers and meets regularly to devise and revise Reporting Standards as is needed by the industry. Any ABC member may raise issues relating to these Reporting Standards for consideration by the TESC at any time.

1.4 BENEFITS OF ABC CERTIFICATION

An ABC Certificate of Attendance is full of valuable information for buyers (exhibitors) and exhibition organisers. For exhibitors, it offers accurate, comparable data to be used when making buying decisions.

For exhibition organisers it is an effective sales tool for attracting exhibitors and sponsors. It also helps demonstrate

SECTION 1 - INTRODUCTION [cont.]

an organisers' integrity in their willingness to be audited and conform to industry standards.

1.5 ABC BYELAWS

- Membership of ABC is subject to compliance with the Reporting Standards and also the ABC Byelaws (as detailed in appendix 2). It is important that both these documents are read and understood.
- ABC Byelaws apply to all of ABC's media sectors, organisers should note that where 'title' is mentioned this also covers 'exhibition' and where 'publisher' is mentioned this also covers 'organiser'.

*2) WXT Show 2005, attendance 22,245**

...

...

**attendance figure includes 18,845 visitor attendance and 3,400 other attendance)*

If no 'other attendance' claimed:

3) RST Show 2005, visitor attendance 20,325

4) PQR Show 2005, attendance 14,356 visitors

1.6 PUBLICITY REQUIREMENTS

For easy reference key publicity requirements are noted below please also reference the ABC Byelaws:

- After receiving the formal notification of acceptance, the organiser may only state 'ABC application approved <month of joining>'. Until ABC has issued the first certificate, organisers must not infer that figures or statements have been audited by ABC and no use may be made of the ABC logo.
- If exhibition organisers quote attendance figures for a registered show before a certificate is issued they must make it clear that the figures are subject to audit.

For example:

'Attendance 12,500 (organiser's statement subject to ABC audit)'

- ABC recommends that organisers using their ABC attendance figures to promote their exhibitions in their literature include the statement. 'our latest ABC Certificate of Attendance is available on the ABC web site. www.abc.org.uk.'
- Any figures sourced to ABC must quote the audited show dates
- When the total net attendance figure is quoted in any material (including editorials, sales presentations, media packs and websites), it must be accompanied by the ABC certified figure for visitor attendance (registered) and other attendance. 'Accompanied' for this rule means appearing on the same page of the document/website, either next to the total net attendance figure or if appearing elsewhere on the page (for example as a footnote), linked by an asterisk/symbol to the total net attendance figure. Where presented as a footnote this should be in a font size no smaller than used elsewhere on the page.

For example:

1) XYZ Show 2005, attendance 20,315 (including 18,000 visitor attendance, 2,315 other attendance)

SECTION 2 - ABC CERTIFICATES

2.1 INTRODUCTION

2.2 CERTIFICATE OF ATTENDANCE (COA)

2.2.1 CERTIFICATE OF ATTENDANCE (CO-LOCATED EXHIBITIONS.)

2.3 PROFILE CERTIFICATE OF ATTENDANCE

2.3.1 PROFILE CERTIFICATE OF ATTENDANCE (CO-LOCATED EXHIBITIONS)

2.4 GRAPHICS & TYPEFACE

2.1 INTRODUCTION

Every show registered with ABC must issue either a Certificate of Attendance or Profile Certificate of Attendance for each show that is held.

2.2 CERTIFICATE OF ATTENDANCE (COA)

The Certificate of Attendance provides an attendance figure, broken down by total registered visitors (further analysed into free attendance, paid attendance and transfer attendance) and other attendance (comprising press, exhibitor personnel and nonregistered visitors) together with the following details:

- Exhibition name
- Exhibition dates
- Venue
- Year the exhibition was established
- Dates of next exhibition
- Venue of next exhibition
- Organisers statements for target audience & main products / services exhibited

As an option to provide buyers with more information organisers can include the stand space occupied and number of stands.

2.2.1 Certificate of Attendance (Co-located exhibitions.)

The certificate shows the de-duplicated attendance for two or more shows, which have no physical barrier or 'swipe' points between the shows. The name(s) of the exhibition(s) detailed on the certificate will include all shows covered by the certificate. If there are swipe points separate certificates can be produced.

Exhibitions certified as co-located shows

When quoting ABC attendance figures for exhibitions certified by ABC as 'co-located' exhibitions, all exhibitions names stated on the certificate must be used alongside the attendance figure. It is not permissible to just refer to the names of the co-located shows in a footnote or other location. Organisers may not attribute figures to one exhibition that forms part of the Certificate of Attendance (Co-located Exhibitions.) This applies to all publicity material used to promote the exhibitions in question.

For example:

ABC certified show name: Telephone Show/Computing Show

ABC certified attendance: 10,100

Permissible claims include:

'ABC attendance Telephone Show/Computing Show 10,100'

Or 'Last year 10,100 people attended the Telephone Show/Computing Show'

Prohibited claim:

'The Telephone Show's audited attendance was 10,100'

Exhibitions/areas not certified as co-located shows

- Any co-located show/area that is not included in the ABC registered name must not:
 - be separately promoted as being associated with ABC, either by quoting ABC attendance figures, claiming ABC membership or ABC audit
 - use the ABC logo
 - have its attendance compared with that of an ABC certified show, including where such comparisons do not refer to an exhibition by name but by implication. For example 'largest attendance in the electrical market' where ABC certifies shows in this market.

For example:

ABC certified show name: Plumbing Show

ABC certified attendance: 2,800

The organiser decides to promote an area within the show aimed at electrical fittings suppliers which they call 'electriks'. This does not appear on the certificate and so should not be associated with ABC.

If ABC has a certified show 'Electrical Fittings', then the organiser of electriks is prohibited from making the claim 'electriks has the highest attendance of any show for the electrical market'

2.3 THE PROFILE CERTIFICATE OF ATTENDANCE

Providing demographic analysis of an exhibition's attendance is an effective way of demonstrating the quality of visitors to prospective buyers and can provide an important competitive advantage in selling exhibition space and sponsorship.

The Profile Certificate of Attendance provides certification of the attendance at an exhibition together with audited demographics of attendees. It also certifies the number of stands and the stand space occupied. The scheme was launched in 1993, it provides all the information contained in a Certificate of Attendance plus:

- Stand space occupied & number of stands*
- Further breakdown of the attendance type*
- Breakdown of transfer attendance
- Repeat visits (shown separately but individuals only included once in the attendance figure)
- Geographic analysis*
- Job title/function analysis*
- Company activity analysis*
- Analysis of any other demographics collected at the discretion of the organiser

* Indicates mandatory information for a Profile Certificate of Attendance.

SECTION 2 - ABC CERTIFICATES [cont.]

2.3.1 Profile certificate of attendance (Co-located exhibitions)

This certificate allows an organiser to show the attendance figures of two or more exhibitions as a single de-duplicated figure. The following requirements must be met:

- The exhibitions must take place at the same venue and for the same dates
- If the registration cards for each exhibition on the combined certificate have the same demographics for all the audited tables (whether mandatory or optional), a full audit fee is payable for the first exhibition and 50% audit fee for each additional exhibition
- If the registration cards contain different demographics for any audited table, a full audit fee is payable for each exhibition on the combined certificate

When quoting ABC attendance figures for exhibitions certified by ABC as 'co-located' exhibitions, all exhibition names stated on the certificate must be used. Organisers may not attribute figures to one exhibition that forms part of the Profile Certificate of Attendance (Co-located Exhibitions.) This applies to all publicity material used to promote the exhibitions in question.

2.4 GRAPHICS & TYPEFACE

In order to effectively represent the demographics a Profile Certificate of Attendance may include pie-charts, bar charts, graphs etc.

- All graphics must accurately represent data shown on tables included on the Profile Certificate of Attendance.
- The use of graphics incurs a small additional charge for the printing.
- ABC prefers graphics to be in a generic eps format (fonts embedded). If you are unable to provide graphics in this format please consult your Account Manager at ABC.
- Graphics must be submitted in the font Helvetica this ensures that the whole Profile Certificate is in the same typeface and enables ABC to convert certificates to pdf files that are posted on the ABC web site www.abc.org.uk.

If you are unable to provide graphics in this format please consult your Account Manager at ABC.

SECTION 3 - ABC RETURN SUBMISSION, CERTIFICATION AND AUDIT

3.1 INTRODUCTION

3.1.1 FIRST TIME REPORTERS

3.2 REGISTERING AN EXHIBITION WITH ABC

3.2.1 RESIGNING AN EXHIBITION FROM ABC

3.2.2 TRANSFER OF AN EXHIBITION TO ANOTHER MEMBER

3.2.3 TRANSFER OF AN EXHIBITION TO A NON-MEMBER

3.3 REPORTING EXHIBITION ATTENDANCE

3.4 ABC RETURN

3.5 SUBMISSION OF ABC RETURN

3.5.1 DOCUMENTS TO BE SUBMITTED WITH RETURN

3.5.2 LATE / NON SUBMISSION

3.6 ISSUE OF CERTIFICATE

3.6.1 CORRECTION OF CERTIFICATE

3.6.2 VALIDITY OF CERTIFICATE

3.7 PUBLIC RELEASE OF ABC FIGURES

3.8 AUDIT PROCEDURE

3.8.1 ACCESS TO DOCUMENTATION

3.8.2 DATE OF AUDIT

3.8.3 AUDIT RESULT

3.8.4 RETENTION OF RECORDS

3.8.5 OVERTIME CHARGES

3.9 AUDIT REPORTS

3.9.1 PUBLICISING OF AUDIT REPORTS

3.9.2 SUBSEQUENT CERTIFICATES

3.10 EXHIBITIONS REPORTING FOR THE FIRST TIME

3.10.1 RETURN SUBMISSION

3.10.2 AUDIT TIMING

3.1 INTRODUCTION

ABC aims to publicise accurate attendance figures as soon as possible after the completion of the exhibition, the certification and audit system has been designed to facilitate this. There is a different system for those exhibitions that are reporting their attendance figures for the first time.

For exhibitions that are submitting a return for an event that has been audited previously by ABC, the certificate will be issued once the Return has been processed. This ensures that exhibition organisers can benefit from having an ABC Certificate as soon as possible.

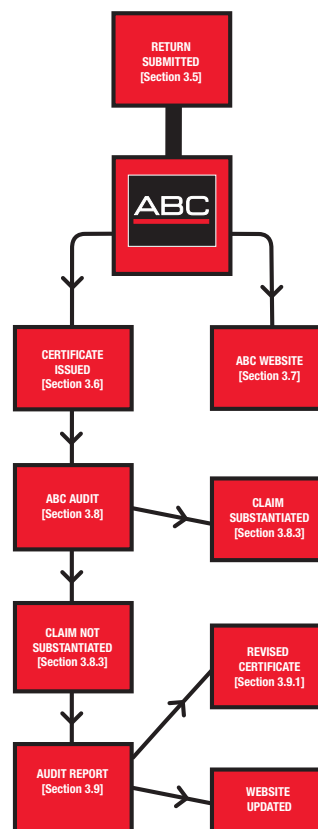
As attendance at the exhibition is confirmed during the audit process with individual visitors, the audit should take place as soon as possible after the end of the exhibition. The maximum time allowable for audit is within six months of the certificate being issued.

All issued Certificates of Attendance are published on ABC's own web site www.abc.org.uk as pdf files. The process from Return to audited certificate is illustrated.

3.1.1 First time reporters

For exhibitions that are reporting for the first time, ABC will audit the figures on the return before a certificate is issued. This allows newly registered exhibitions to benefit from additional assistance from audit staff and to ensure that accurate figures are certified. Organisers should refer to

section 3.10, which details the different requirements, in particular, the return submission deadline and the audit timing.



Process for exhibitions with subsequent audits

3.2 REGISTERING AN EXHIBITION WITH ABC

- Exhibitions should be registered for audit, with ABC, ideally prior to the show but in any event no later than 15 days after the last day of the exhibition. ABC encourages earlier registration as this enables the organiser to liaise with ABC over the design of registration documentation to ensure compliance with ABC audit rules.
- Where there is more than one show per annum, for example ABC Show Spring, ABC Show Autumn, each show must be registered separately with ABC.
- The organiser must notify ABC of any changes to the show dates for subsequent exhibitions, this is to ensure the returns are sent out promptly.
- Once an exhibition is registered for a Certificate of Attendance, the organiser 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 organiser 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 Trade Exhibition Reporting Standards Group.

SECTION 3 - ABC RETURN SUBMISSION, CERTIFICATION AND AUDIT [cont.]

3.2.1 Resigning an exhibition from ABC

Members may resign an exhibition from membership providing the following applies:

- ABC has been notified of the resignation before the expiry date stated on the current certificate.
- There is no complaint outstanding against the exhibition in question
- The audit of the current certificate has been completed
- All outstanding fees or subscription charges have been paid to ABC.

If any of these terms are not fulfilled ABC will cancel the registration of the exhibition and this will be publicised on ABC's web site and in ABC media.

3.2.2 Transfer of an exhibition to another member

ABC may cancel the registration of an exhibition unless within 30 days of the transfer to another member the following terms have been fulfilled:

- The previous owner has notified ABC of the transfer. (This requirement may be waived if ABC is satisfied that there are reasons why the previous owner is unable to notify ABC of the transfer.)
- All outstanding fees or subscription charges have been paid
- The new owner has completed a Permanent Information Form for the exhibition and agreed to continue to audit each event held.
- The new owner has paid the relevant subscription fee that is applicable for the appropriate period.

3.2.3 Transfer of an exhibition to a non-member

- Registration shall cease immediately upon the transfer of an exhibition to a non-member.
- The right to use an ABC logo ceases at the date of the transfer of an exhibition to a non-member.
- The non-member may apply for membership and registration of the exhibition in accordance with section 9 of ABC Byelaws.

3.3 REPORTING EXHIBITION ATTENDANCE

Continuous reporting is a requirement of ABC membership. This means once an audit has been achieved every subsequent exhibition must be audited whilst the exhibition remains registered with the ABC.

3.4 ABC RETURN

The exhibition organiser makes the attendance claim on a Return Form. The information claimed on this form is the basis of information that appears on the ABC Certificate of Attendance.

3.5 SUBMISSION OF ABC RETURN

- Care should be taken to complete the Return accurately as the Certificate of Attendance will be produced from the data on the Return.
- The submission deadline for the Return to be received at

ABC is **no later than 30 days** from the last day of the exhibition.

- The return can be submitted to ABC at any time before the submission deadline once the data is known.

3.5.1 Documents to be submitted with Return-

- Certificate of Attendance
 - Attendance list
 - Exhibitor stand / space list (if claimed)
- Profile Certificate of Attendance
 - Attendance list
 - A sample of all types of registration cards used for the exhibition
 - Exhibitor stand / space list

3.5.2 Late/non-submission

- Any Return not submitted by the submission deadline will be subject to a late submission charge of £200. (Or such other amount as advised and agreed by ABC Council.)
- If the Return remains outstanding, the organiser will have 14 days from the date of issue of the late submission invoice to pay the surcharge and submit the Return.
- ABC has the right to terminate the registration of an exhibition, which does not submit a Return by its submission deadline.

3.6 ISSUE OF CERTIFICATE

- The Certificate of Attendance is issued once the return has been received, preliminary checks by ABC have been completed, and any queries on the data submitted resolved.
- ABC reserves the right to audit any return before issuing a certificate of attendance. Factors that will be considered in arriving at this decision will include changes in:
 - the attendance claim compared to previous shows
 - the registration bureau and/or registration systems used
 - the location or nature of the exhibition itself
- ABC will process those Returns received within the submission deadline in order of receipt.
- Certificates are dispatched by first class post to the return form and certificate contact that is detailed on the Return Form.

3.6.1 Correction of certificate

- Organisers must advise ABC of any errors on their certificates that require correction within 5 working days of the dispatch of the certificate from ABC. i.e. before the figures are publicly released.
- ABC may not amend certificates after 5 working days unless an audit is undertaken and an Audit Report issued if necessary.

3.6.2 Validity of certificate

- Unless a new certificate is issued by ABC, a Certificate of Attendance remains current until 3 months after the last day of the next consecutive exhibition. The expiry date is stated

SECTION 3 - ABC RETURN SUBMISSION, CERTIFICATION AND AUDIT [cont.]

on the certificate.

3.7 PUBLIC RELEASE OF ABC ATTENDANCE FIGURES

- The attendance figures become publicly available 5 working days after the dispatch of the certificate by ABC and will be posted on the ABC Website. www.abc.org.uk.

3.8 AUDIT PROCEDURE

An audit will be conducted on every Certificate Of Attendance issued. ABC will contact visitors to confirm their attendance at the exhibition as part of the audit procedure.

- ABC normally conducts card counts at the registration company dealing with the exhibition. ABC will liaise directly with the registration company to arrange a mutually convenient time to complete.
- If cards are not held at a registration company, ABC will arrange a visit to the organiser or alternatively cards can be sent to ABC's offices.

3.8.1 Access to documentation

- The ABC auditor must have full and unrestricted access to all documentation and financial records, which support the attendance claim.
- It is the responsibility of the organiser to ensure all records supporting the attendance claim are maintained for every exhibition and are available at audit.

3.8.2 Date of audit

As attendance at the exhibition is confirmed with individual visitors during the audit process, the audit should take place as soon as possible after the end of the exhibition.

The maximum time allowable for audit is within six months of the certificate being issued.

3.8.3 Audit result

- Following completion of the audit, organisers will receive a management letter from ABC this will confirm the audit is complete and will detail any issues identified at audit which need to be addressed by the organiser to reduce the risk of problems on future audits.

3.8.4 Retention of records

- Once the organiser has received confirmation from ABC that the audit is complete for a particular exhibition the registration cards for that exhibition may be discarded.
- All other records (financial or otherwise) relating to, or needed to ensure the accuracy of a Return must be retained until the ABC certificate for the subsequent exhibition has been audited by ABC
- If records are not retained, ABC may have to withdraw the certificate. This may lead to the cancellation of the exhibition's registration with ABC.

3.8.5 Overtime charges

If records are not available for the auditor at the start of the audit, or if the complexity of the organiser's systems results in an over run on audit time, ABC may not proceed with the

audit unless the organiser authorises an overtime approval form.

3.9 AUDIT REPORTS

This is a statement that is issued when problems found at audit show that there were material errors in the original return submission and subsequent certificate. A revised certificate is issued with the Audit Report entered on the front page of the certificate. The new certificate replaces the original certificate issued and must be used by the organiser in its place.

- In cases where an audit report is necessary, the organiser will receive a letter detailing the reason for the Audit Report.
- The organiser will have 10 working days from the receipt of this letter to provide any further information or to raise any objections.
- Any objection must be made in writing to the Director of Audit who will investigate and provide a decision within 7 days.
- The organiser will be phoned by ABC to confirm receipt of the Audit Report letter, BUT, in the absence of any further response in writing from the organiser, the Audit Report will be issued.

3.9.1 Publicising of Audit Reports

- Audit Reports will be announced to all members and made public on the ABC web-site, with details of the corrections made. A press release will be issued to the trade media.

3.9.2 Subsequent Certificates

- Subsequent Certificates of Attendance will not be issued until all audit queries on the previous certificate have been resolved and an Audit Report issued, if applicable.

3.10 EXHIBITIONS REPORTING FOR THE FIRST TIME.

Exhibitions reporting for the first time are audited before the Certificate of Attendance is issued. Therefore the following additional requirements apply.

3.10.1 Return submission

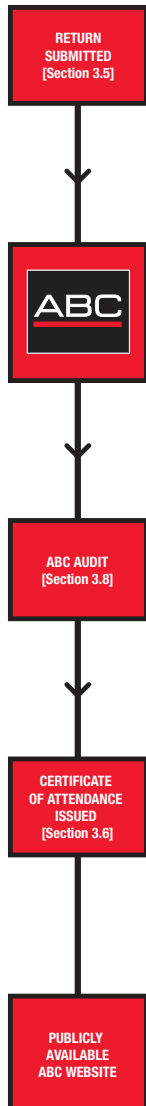
- The Return must be received by ABC within **15 days** after the end of the exhibition
- OR
- **15 days** from the date of acceptance into ABC, if the exhibition has already taken place

The shorter submission deadline for first time reporters is to allow time for the audit to be conducted, and any problems resolved.

3.10.2 Audit Timing

- ABC will conduct the audit before issuing the Certificate of Attendance for every exhibition submitting a first return.
- ABC will conduct the audit as soon as possible after a valid Return has been submitted.

SECTION 3 - ABC RETURN SUBMISSION, CERTIFICATION AND AUDIT [cont.]



Process for exhibitions reporting for the first time

SECTION 4 - THE ATTENDANCE LIST

4.1 INTRODUCTION

4.2 FORMAT OF ATTENDANCE LISTS

4.2.1 CODING OF ATTENDANCE LISTS

4.3 DE-DUPLICATION OF THE ATTENDANCE LIST

4.3.1 DEFINITION OF A DUPLICATE

4.3.2 TESTING FOR DUPLICATES

4.3.3 ABC DUPLICATION TESTS

4.3.4 NON- PERFORMANCE OF DUPLICATION TESTS

4.1 INTRODUCTION

The attendance list is an electronic file that is a record of all the visitors that attended the exhibition and are to be claimed by the organiser.

- Each record should include the visitors name, company name, full address with postcode and telephone number. ABC will not count any visitors whose addresses are unable to be contacted.
- ABC recommends that the fax number and email address are also recorded.
- The organiser must ensure that the attendance list is retained in support of the claimed attendance for each exhibition registered with ABC.
- For Certificates of Attendance:
 - coding will be required on the attendance list to distinguish between registered visitors and other attendance (press, exhibitor personnel and non-registered visitors)
 - if an organiser is utilising more than one type of visitor registration system then each registration type must be separately coded on their database and the attendance list supplied.(see rule 5.3)
- For Profile Certificates of Attendance further details will need to be recorded on the attendance list. (see sections 6 and 7).

4.2 FORMAT OF ATTENDANCE LISTS

ABC auditors have electronic audit software that is used to analyse attendance lists.

The electronic list should be submitted in a simple, standard format, as defined here:

- The attendance list file must hold one line per attendee and must be specific to a single exhibition.
- The file should be composed of separate fields that hold address details and various codings relevant to each visitor.
- The file should be saved as a simple 'ASCII, comma-delimited (or separated) file.
- For Profile Certificates of Attendance in addition to the attendance list file, field names must be provided in order to identify what each field represents.
- It may be possible for ABC to accept alternative file types however it is the responsibility of organisers to contact ABC to discuss suitability before they submit.

4.2.1 Coding of attendance lists

- For Certificates of Attendance:
 - the attendance list must be coded to distinguish between registered visitors, transfer attendance and other attendance (press, exhibitor personnel and non-registered visitors).
 - if an organiser is utilising more than one type of visitor registration system then each registration type must be separately coded on their database and the attendance list supplied. (see rule 5.3)
 - Where transfer visitors visit from more than one other exhibition each exhibition must be separately identified on the attendance list.

- The attendance list must be coded so that the organiser can identify the visitor category for each attendee.
- It is the responsibility of the organiser to ensure coding of lists is accurate and detailed enough to support attendance claims. The coding must be sufficient to identify exactly where a visitor is claimed on the certificate.
- Coding of the attendance list is often done by the registration company, however the organiser should check this.

4.3 DE-DUPLICATION OF THE ATTENDANCE LIST

Duplicate attendees must be removed from the attendance list before the organiser submits the list to ABC, and must be excluded from the data relating to the attendance.

4.3.1 Definition of a duplicate

- A duplicate is defined as two or more occurrences of the same name and address unless it can be shown that these are really for different attendees.
- A simple criterion to help decide if a name is a duplication is to ask:- **'Does the name represent a different person attending the show?'**

4.3.2 Testing for duplications

- The attendance list should be country, then postcode sorted, with a secondary sortation by surname or company alpha. If the list is sorted in this way, duplications, often but not always, appear next to each other.
- If transfer visitors are to be claimed they must be included in the duplication test.

4.3.3 ABC duplication tests

- Organisers should note that initial figures of show attendance supplied by their registration companies may include duplications.
- Duplications contained within an attendance list do not count towards the attendance figure audited by ABC.
- Duplications need to be removed from the file before it is submitted to ABC. This is normally done by an organiser's registration company however ABC recommends that an

SECTION 4 - THE ATTENDANCE LIST

organiser conducts a duplication test on their attendance list as described below prior to submission of data.

Duplication Test A – To be conducted where the attendance exceeds 10,000. Test a sample of 200 names for duplications across the entire list in the following way:

- The *n*th number is calculated as follows:

$$\frac{\text{Total number of attendees}}{200} = \textit{nth number}$$

- Select every *n*th name in the list starting at a random point within the first n names and mark each selected name until the end of the list has been reached.
- The particular geographical area is then scanned for duplicates of EVERY marked name.

Duplication Test B – To be conducted where the attendance is between 5,000 and 9,999. Test a 2% sample of names for duplications across the entire list.

- Select every 50th name on the list starting at a random point within the first n names and mark each selected name until the end of the list is reached.
- The particular geographical area is then scanned for duplicates of EVERY marked name.

Duplication Test C – To be conducted where the attendance is between 1 and 4,999. Test a sample of 100 names for duplication testing across the entire list in the following way.

- The *n*th number is calculated as follows:

$$\frac{\text{Total number of attendees}}{100} = \textit{nth number}$$

- Select every *n*th name in the list starting at a random point within the first n names and mark each selected name until the end of the list has been reached.
- The particular geographical area is then scanned for duplicates of EVERY marked name.

4.3.4 Non- performance of duplication tests

- An organiser who chooses not to undertake the above exercise does so at his/her own risk. The ABC audit will include the duplication test as specified. Any material levels of duplication will be result in the issue of an Audit Report. The Audit Report will reduce the attendance figure to reflect the duplication level found.

SECTION 5 - CERTIFICATE OF ATTENDANCE

5.1 INTRODUCTION

5.2 RECORDS REQUIRED FOR CERTIFICATE OF ATTENDANCE

5.2.1 ATTENDANCE LIST

5.3 REGISTERED VISITORS

5.3.1 INDIVIDUALLY REGISTERED VISITORS

5.3.1.1 WRITTEN REGISTRATIONS

5.3.1.2 ON-LINE REGISTRATIONS

5.3.1.3 TELEPHONE REGISTRATIONS

5.3.1.4 DUAL MULTI-FUNCTION CARDS/ DOCUMENTS

5.3.2 MULTIPLE REGISTERED VISITORS

5.3.2.1 WRITTEN REGISTRATIONS:

5.3.2.2 ON-LINE REGISTRATIONS:

5.3.2.3 TELEPHONE REGISTRATIONS

5.3.3 AUTO-REGISTERED VISITORS

5.4 TRANSFER ATTENDANCE

5.5 EXHIBITOR STAND / SPACE LIST (OPTIONAL)

5.1 INTRODUCTION

The Certificate of Attendance provides an attendance figure, broken down by total registered visitors (further analysed into free attendance, paid attendance and transfer attendance) and other attendance (comprising press, exhibitor personnel and nonregistered visitors) together with the following details:

- Exhibition name
- Exhibition dates
- Venue
- Year the exhibition was established
- Dates of next exhibition
- Venue of next exhibition
- Organisers statements for target audience & main products / services exhibited

As an option to provide buyers with more information organisers can include the stand space occupied and number of stands.

There are three types of visitor registration recognised by ABC and detailed in these Reporting Standards, they are individually registered visitors, multiple registered visitors and auto-registered visitors.

5.2 RECORDS REQUIRED FOR CERTIFICATE OF ATTENDANCE

Good record keeping is the key to a successful audit.

In many instances the organiser's registration company will deal with much of the information needed to complete the audit. However, it is the responsibility of the organiser to ensure any registration company used is fully briefed on ABC requirements prior to undertaking any work on the event.

Note: If an organiser intends to record the attendance of transfer visitors using mobile light pens rather than at a fixed entry/transfer point then written approval must be obtained from ABC in advance of the exhibition and the audit must be completed before the exhibition's certificate will be issued See rule 7.2.3.1 for further information (which applies to all certificates of attendance).

5.2.1 Attendance list

This should be prepared as detailed in section 4.

5.3 REGISTERED VISITORS

There are three types of visitor registration recognised by ABC and detailed in these Reporting Standards, they are individually registered visitors, multiple registered visitors and auto-registered visitors. All these types of registered visitors are included in the registered visitor figure. If an organiser uses more than one type of visitor registration then each type must be separately coded on their database.

Note regarding the use of a Personal Identifier Question for on-line and telephone registrations below:

The Personal Identifier Question or PIQ is an audit question to which the answer is likely to be known by the visitor and not the organiser. ABC will decide which question must be asked during a particular calendar year*. ABC will advise the membership of the PIQ for the next year before the end of the current year.

Where organisers commence a registration process for a particular show using the current ABC specified PIQ, and that registration process continues into the next calendar year, they may opt for that year to continue using the same PIQ for the duration of the registration process. If an organiser has exercised this option this must be declared on the show's ABC return form.

Note: If this option is exercised, the exhibition registrations that use a PIQ issued in relation to the previous calendar year will not be acceptable as a valid source in support of an ABC magazine claim, where the start of that previous calendar year is more than three years from the date of distribution of the magazine's audit issue.

5.3.1 Individually Registered Visitors

Individually registered visitors are those who have completed a registration document (or attendance card/ ticket) in order to obtain entrance to the exhibition. Registration documents are retained by the organiser and used by ABC at audit to provide third party proof of the attendance claim. Registrations can be collected in writing, via the internet or by telecommunications.

- All registration documents must be clearly identified as an application to register for the exhibition to be audited.
- If a visitor is transferring (transfer visitor) from another exhibition, (exhibition x), then the registration documents from exhibition x will be used and it must be clear registrations are for exhibition x.

The following data must be captured on all registration documents regardless of the method of collection:

- The name of the exhibition
- The date of the exhibition
- The venue
- Name and address of attendee

Documents should also have provision to capture:

SECTION 5 - CERTIFICATE OF ATTENDANCE [cont.]

- Email address/ telephone/ fax number of the attendee

ABC recommends that all registration cards are submitted to ABC for approval prior to use. ABC staff will be pleased to advise on the validity of registration documents, and there is no charge for this service.

5.3.1.1 Written registrations

- The visitor completes the registration document in writing, the document is retained by the organiser.
- Registrations received by fax are treated as written registrations. ABC recommends that fax requests are photocopied or a plain paper fax is used.
- The organiser must ensure that all original registration documents are retained.

5.3.1.2 On-line registrations

- The visitor completes the registration document on-line.
- The organiser must ensure the answer to an audit question known as the Personal Identifier Question (PIQ) is recorded. (see section 5.3 above)
- The organiser must be able to supply all registration information collected via the internet.

5.3.1.3 Telephone registrations

- The visitor registers via a telephone call in which the registration information is recorded.
- In addition to the registration information, the organiser must ensure the answer to the Personal Identifier Question (PIQ) is recorded. (see section 5.3 above)
- Registrations for two events in a single phone call are valid in support of registered free attendance providing the script makes it clear that each exhibition has been asked about individually.
- Outbound calls must be dated by the interviewer and the telephone number called recorded.
- Inbound calls must be dated by the receiver and the telephone number of the registrant recorded.
- All electronic/ hardcopy record of the data output of the system must be retained.

5.3.1.4 Dual multi-function cards/ documents

Where organisers wish to register visitors for more than one exhibition on a single card or document the following requirements must be complied with to ensure it is clear that the registration is for each exhibition:

- The document must have a separate area for each exhibition that must be signed and dated by the visitor to indicate which exhibition(s) the visitor is registering for.
- Dates for the two exhibitions must not be more than six months apart.
- The dual/ multifunction registration cards must be stored separately and not intermingled with single show registrations.

For example single and multifunction cards for a Spring and Autumn Show should be split and stored in the following

fashion:

Bundle one – registration for Spring Show only. (Single card)

Bundle two – registration for Spring Show and Autumn Show. (Multifunction card)

Bundle three – registration for Spring Show only on multifunction card.

Bundle four – registration for Autumn Show only on multifunction card (not valid for Spring Show)

- Loss of the combined card may result in those visitors being excluded from the certificate.

5.3.2 Multiple Registered Visitors

Multiple registered visitors are those who have gained entrance to the exhibition with a ticket that has been issued from a registration document that may have included more than one individual from the same organisation. In order for multiple registrations to be valid the following requirements must be complied with:

5.3.2.1 Written registrations:

- The registration document must capture the name and address and make provision to capture the telephone number of each registrant.

EITHER

- The multiple registration cards must be stored separately and retained for inspection at audit. They must not be intermingled with single registration cards.

For example single and multiple registration cards for a show should be split and stored in the following fashion:

Bundle one – single registrations only

Bundle two – two registrations per card

Bundle three – three registrations per card

and so on

- Failure to separate cards will mean that each card will be counted as having one visitor registration only

OR

- There is a coding system on the attendee record. The coding system should indicate the number of registrations which appeared on that individual's registration form. *For example code 1 indicates a single registration, code 2 on an attendee's registration form indicates two individuals etc.*

5.3.2.2 On-line registrations:

- The registration document must capture the name, address and email address of each registrant.
- The name, address and email address must be obtained for the individual completing the registration document on-line.
- The response to the personal identifier question (PIQ) should be asked and recorded from the individual completing the form. (see section 5.3 above)
- The PIQ must be attributed a unique code on the database which is then given to each individual listed on the multiple registration document and therefore links each visitor back to it.

SECTION 5 - CERTIFICATE OF ATTENDANCE [cont.]

5.3.2.3 Telephone registrations

- The registration must capture the name, address and telephone number of each registrant.
- The name, address and telephone number must be asked and collected from the individual being telephoned/telephoning.
- The response to the personal identifier question (PIQ) should be asked and recorded from the individual completing being telephoned/telephoning. (see section 5.3 above)
- The PIQ must be attributed a unique code on the database which is then given to each individual listed on the multiple registration document and therefore links each visitor back to it.

5.3.3 Auto-registered Visitors

Auto-registered visitors are those individuals, who have been registered by the organiser, and have subsequently attended the exhibition being audited as a result of a mailing from the organiser's database. In this instance registration documents are not retained by the organiser for audit and a different auditing method is used to prove attendance and visitor status. Due to the additional audit work involved there will be an additional audit charge.

To claim auto-registered visitors the following requirements must be complied with:

- The audit process to prove auto-registered visitors starts in advance of the first day of the exhibition. Before the first day of the exhibition the organiser must send the file of all individuals to whom an auto-registration has been sent. This is called 'the auto-reg file'.
- If the auto-reg file is not received by ABC in advance of the first day of the Exhibition, auto-registrations will not be allowed for that particular event. Receipt of the auto-reg file will be confirmed by ABC by email. Please note it is the responsibility of the organiser to ensure that 'the auto-reg file' is received by ABC.
- The file must be clearly identified as the 'auto-reg file' and should include the exhibition name, organiser name, bureau name and dates of the exhibition. It should be emailed to elecaud@abc.org.uk.
- The auto-reg file must include the following information on each individual:
Name of Individual
Full Postal Address of Individual
Telephone number of individual*
Email address of individual*
*Preferable.
- To avoid any possible contamination of the total ticket reconciliation, auto-reg tickets, if issued, must be distinguishable from all other ticket types and not retained for audit purposes.
- Auto-reg tickets should not be presented to ABC at audit, and must not be stored with any ticket types that ABC will be inspecting at audit.

- Upon arrival at the exhibition the auto-registered visitor must be swiped and the resultant attendance list must include a code that identifies the visitor as an auto-registrant, and distinguishes the visitor from all other attendance types.
- At audit ABC will match individuals from the 'auto-reg file' and the attendance list to prove registered attendance.
- In addition ABC will directly contact a sample of auto-registered visitors to confirm their status as visitors as opposed to exhibitor personnel, press etc.

5.4 TRANSFER ATTENDANCE

- Transfer visitors are defined as individuals who have registered for a concurrent exhibition at the same venue and have transferred to the exhibition being audited. These are reported separately on the Certificate of Attendance and included in the total attendance figure.
- The transfer visitors must be separately identified on the attendance list.
- Where transfer visitors visit from more than one other exhibition each exhibition should be separately identified on the attendance list.
- If the individual does not attend the exhibition to which they registered, but does attend the exhibition being audited they should be claimed as 'non-registered attendance'.
- ABC must have access to the original registration documents/ records for the exhibition from which the visitor has transferred if ABC does not audit that exhibition. These documents/ records must comply with ABC regulations.
- If ABC has audited the attendance of the exhibition from which the visitor has transferred, then the audited attendance list of that exhibition must be available for use at audit.
- If an organiser intends to record the attendance of transfer visitors using mobile light pens rather than at a fixed entry/transfer point then written approval must be obtained from ABC in advance of the exhibition and the audit must be completed before the exhibition's certificate will be issued

5.5 EXHIBITOR STAND / SPACE LIST (OPTIONAL)

- The exhibitor stand /space list is only required if stand space and number of stands is to be claimed which is optional.
- If claimed the organiser must have contract details for each stand to be included on the certificate. Details of the stand dimensions and stand space and contact details for the exhibitor must be available for audit.
- Stands that have been divided by sub-letting by the original contracted exhibitor can only be included as additional stands under the following circumstances:

The Show Catalogue reflects the shared stand area (submit Show Catalogue).

OR

The original contracted exhibitor provides written evidence of the division of the stand.

SECTION 6 - PROFILE CERTIFICATE OF ATTENDANCE

6.1 INTRODUCTION

6.2 ATTENDANCE LIST

6.2.1 DEMOGRAPHIC DATA

6.2.2 CODING OF ATTENDANCE LIST

6.3 REGISTERED VISITORS

6.3.1 INDIVIDUALLY REGISTERED VISITORS

6.3.1.1 COLLECTING DEMOGRAPHICS ON REGISTRATION DOCUMENTS /CARDS

6.3.1.2 WRITTEN REGISTRATIONS

6.3.1.3 ON-LINE REGISTRATIONS

6.3.1.4 TELEPHONE REGISTRATIONS

6.3.1.5 DUAL MULTI-FUNCTION CARDS/ DOCUMENTS

6.3.2 MULTIPLE REGISTERED VISITORS

6.3.2.1 WRITTEN REGISTRATIONS

6.3.2.2 ON-LINE REGISTRATIONS

6.3.2.3 TELEPHONE REGISTRATIONS

6.3.3 AUTO-REGISTERED VISITORS

6.4 EXHIBITOR STAND / SPACE LIST

6.1 INTRODUCTION

The Profile Certificate of Attendance provides a greater level of analysis of the attendance figure and includes demographics on all registered visitors to the exhibition. Providing demographic analysis of an exhibition's attendance is an effective way of demonstrating the quality of visitors to that exhibition. A Profile Certificate of Attendance helps prospective exhibitors measure the relevance of an exhibition and provides the exhibition organiser with a powerful sales tool to prove competitive advantage.

In addition to the information provided on the Certificate of Attendance the Profile Certificate shows:

- Breakdown of the attendance type*
- Exhibiting companies and stand space occupied*
- Geographic analysis*
- Job title/function analysis*
- Industry/business sector*
- Repeat visits
- Any other demographic analysis taken from the registration card at the discretion of the organiser.

*These tables are mandatory for a Profile Certificate of Attendance

6.2 ATTENDANCE LIST

More detail is to be audited for the Profile Certificate of Attendance, therefore additional data is required on the attendance list in addition to the requirements specified in section four.

6.2.1 Inclusion of demographic data

The attendance list must include the demographic data that is submitted on the Return.

6.2.2 Coding of attendance list

The attendance list must be coded. It is the responsibility of

the organiser to ensure coding of lists is accurate and detailed enough to support attendance claims. The coding must be sufficient to identify exactly where a visitor is claimed on the certificate. Coding of the attendance list is often done by the registration company, however this should be checked by the organiser.

For Example, codes should be able to identify:

- The type of attendance. E.g. Onsite registered paid or free, pre-registered paid or free, multiple registrations and auto-registrations if claimed. For full details of types of attendance see section 7.
- Individual demographics to be claimed
- Repeat visits
- The date of registration. This must be collected if prior year registrations are to be claimed.
- The transfer visitors must be separately identified (coded) on the list.

6.3 REGISTERED VISITORS

There can be three types of visitor registration included in the total registered visitor attendance figure. They are individually registered visitors, multiple registered visitors and auto-registered visitors. However for Profile Certificates demographics may only be claimed for individually registered visitors so that the demographics can be sure to relate to the individual. If multiple registered visitors or auto-registered visitors are claimed these will be broken out on the certificate and will be shown as unspecified on the demographic tables.

6.3.1 Individually Registered Visitors

Individually registered visitors are those who have completed a registration document (or attendance card/ ticket) in order to obtain entrance to the exhibition. Registration documents are retained by the organiser and used by ABC at audit to provide third party proof of the attendance claim. Registrations can be collected in writing, via the internet or by telecommunications.

- All registration documents must be clearly identified as an application to register for the exhibition to be audited.
- If a visitor is transferring (transfer visitor) from another exhibition, (exhibition x), then the registration documents from exhibition x will be used and it must be clear registrations are for exhibition x.

The following data must be captured on all registration documents regardless of the method of collection:

- The name of the exhibition
- The date of the exhibition
- The venue
- Name and address of attendee

Documents should also have provision to capture:

- Email address/ telephone/ fax number of the attendee
- Job title/ Function
- Company Activity

SECTION 6 - PROFILE CERTIFICATE OF ATTENDANCE

- Any other demographics to be claimed on the certificate. ABC recommends that all registration cards are submitted to ABC for approval prior to use. ABC staff will be pleased to advise on the validity of registration documents, and there is no charge for this service.

6.3.1.1 Collecting demographics on registration documents /cards

- In completing registration cards/ documents visitors must have a real choice in answering the demographic questions, which are to be audited. This means that the visitor must not be led into providing an answer by lack of choice. In order to avoid this situation the organiser should ensure that 'opt out' options are provided on the cards.

For example:

- *Including 'other' as an option in tick boxes which denote job function:
Other (Please specify).....,*
- *Including a 'yes' and 'no' option as opposed to just a 'yes'.
Yes/No;*
- *Including a 'none' option when quantifying purchase responsibility.
None.*
- If an organizer has opted to analyse a particular table they must ensure that the table includes all data that they have collected. Data collected may not be shown as unspecified.
- The demographics for any visitors who have omitted to provide a response to a particular demographic question must be claimed as 'not specified'.
- The percentages used on certificates to represent the demographic breakdown of a table will be of the registered base of visitors not of the total attendance figure. This means transfer visitors are not included in the percentage breakdowns.
- Registration cards must be completed by the individual registrants for the exhibition in order to be deemed third party by ABC. Registration cards must not be pre-populated by organizers or their registration company. Any demographics captured from previous shows or other sources and entered on the registration form by the organiser or their agents will render the demographic detail invalid for ABC purposes. Note: except for prior year registered visitors (see rule 7.2).
- The registration card should as a minimum capture the mandatory demographics needed for the PROFILE Certificate of Attendance. (Geographic analysis, job title/ function analysis and company activity analysis.)

6.3.1.2 Written registrations

- The visitor completes the registration document in writing that is retained by the organizer.
- Registrations received by fax are treated as written registrations. ABC recommends that fax requests are photocopied or a plain paper fax is used.
- The organizer must ensure that all original registration documents are retained.

These must be stored separately as either:

- Pre-registrations
- On-site registrations

6.3.1.3 On-Line Registrations

- The visitor completes the registration document on-line.
- The organizer must ensure the answer to an audit question known as the Personal Identifier Question (PIQ) is recorded.

Note: The Personal Identifier Question or PIQ is an audit question to which the answer is likely to be known by the visitor and not the organizer. ABC will decide which question must be asked during a particular calendar year. ABC will advise the membership of the PIQ for the next year before the end of the current year.

Where organisers commence a registration process for a particular show using the current ABC specified PIQ, and that registration process continues into the next calendar year, they may opt for that year to continue using the same PIQ for the duration of the registration process. If an organiser has exercised this option this must be declared on the show's ABC return form.

Note: If this option is exercised, the exhibition registrations that use a PIQ issued in relation to the previous calendar year will not be acceptable as a valid source in support of an ABC magazine claim, where the start of that previous calendar year is more than three years from the date of distribution of the magazine's audit issue.

- The organizer must be able to supply all registration information collected via the internet.

6.3.1.4 Telephone registrations

- The visitor registers via a telephone call in which the registration information is recorded.
- In addition to the registration information, the organizer must ensure the answer to the Personal Identifier Question (PIQ) is recorded.

Note: The Personal Identifier Question or PIQ is an audit question to which the answer is likely to be known by the visitor and not the organiser. ABC will decide which question must be asked during a particular calendar year*. ABC will advise the membership of the PIQ for the next year before the end of the current year.

Where organisers commence a registration process for a particular show using the current ABC specified PIQ, and that registration process continues into the next calendar year, they may opt for that year to continue using the same PIQ for the duration of the registration process. If an organiser has exercised this option this must be declared on the show's ABC return form.

SECTION 6 - PROFILE CERTIFICATE OF ATTENDANCE [cont.]

Note: If this option is exercised, the exhibition registrations that use a PIQ issued in relation to the previous calendar year will not be acceptable as a valid source in support of an ABC magazine claim, where the start of that previous calendar year is more than three years from the date of distribution of the magazine's audit issue.

- Registrations for two events in a single phone call are valid in support of registered free attendance providing the script makes it clear that each exhibition has been asked about individually.
- Outbound calls must be dated by the interviewer and the telephone number called recorded.
- Inbound calls must be dated by the receiver and the telephone number of the registrant recorded.
- All electronic/ hardcopy record of the data output of the system must be retained.

6.3.1.5 Dual multi-function cards/ documents

Where organisers wish to register visitors for more than one exhibition on a single card or document, the following requirements must be complied with to ensure it is clear that the registration is for each exhibition:

- The document must have a separate area for each exhibition that must be signed and dated by the visitor to indicate which exhibition(s) the visitor is registering for.
- Dates for the two exhibitions must not be more than six months apart.
- The demographic data questions must be the same for both exhibitions.
- The dual/ multifunction registration cards must be stored separately and not intermingled with single show registrations.

For example single and multifunction cards for a Spring and Autumn Show should be split and stored in the following fashion:

Bundle one – registration for Spring Show only. (Single card)

Bundle two – registration for Spring Show and Autumn Show. (Multifunction card)

Bundle three- registration for Spring Show only on multifunction card.

Bundle four- registration for Autumn Show only on multifunction card (not valid for Spring Show)

- Loss of the combined card may result in those visitors being excluded from the certificate.

6.3.2 Multiple Registered Visitors

Multiple registered visitors are those who have gained entrance to the exhibition with a ticket that has been issued from a registration document that may have included more than one individual from the same organisation. Student multiple registrations are also classified in this category. If multiple registered visitors are claimed these will be broken out on the Certificate.

Because demographics that may be collected for multiple

registered visitors cannot be attributed to the individual, attendees in this category must be shown as unspecified on demographic tables.

In order for multiple registrations to be valid the following requirements must be complied with:

6.3.2.1 Written registrations

- The registration document must capture the name and address and telephone number of each registrant.

EITHER

- The multiple registration cards must be stored separately and retained for inspection at audit. They must not be intermingled with single registration cards.

For example single and multiple registration cards for a show should be split and stored in the following fashion:

Bundle one – single registrations only

Bundle two – two registrations per card

Bundle three – three registrations per card

and so on

- Failure to separate cards will mean that each card will be counted as having one visitor registration only

OR

- There is a coding system on the attendee record. The coding system should indicate the number of registrations which appeared on that individual's registration form. For example code 1 indicates a single registration, code 2 on an attendee's registration form indicates two individuals etc.

For student multiple registrations that are defined as students and accompanying teachers from educational establishments that have pre-registered as a party to attend the show, the following requirements apply instead of those for written multiple registrations shown above:

- The registration letter must be on the official headed paper of the University, college or school.
- The registration letter must list all the members of the party by name and identify whether each individual is a student or teacher.
- The registration letter must be signed by a lecturer or teacher not a student.
- On the database student multiple registrations must be coded so that they can be distinguished from other multiple registrations and all other attendance types.

6.3.2.2 On-line registrations

- The registration document must capture the name, address and email address of each registrant.
- The name, address and email address must be obtained for the individual completing the registration document on-line.
- The response to the personal identifier question (PIQ) should be asked and recorded from the individual completing the form.

SECTION 6 - PROFILE CERTIFICATE OF ATTENDANCE [cont.]

- The PIQ must be attributed a unique code on the database which is then given to each individual listed on the multiple registration document and therefore links each visitor back to it.

6.3.2.3 Telephone registrations

- The registration must capture the name, address and telephone number of each registrant.
- The name, address and telephone number must be asked and collected from the individual being telephoned/telephoning.
- The response to the personal identifier question (PIQ) should be asked and recorded from the individual completing being telephoned/telephoning.
- The PIQ must be attributed a unique code on the database which is then given to each individual listed on the multiple registration document and therefore links each visitor back to it.

6.3.3 Auto-registered Visitors

Auto-registered visitors are those individuals, who have been registered by the organiser, and have attended the exhibition as a result of a mailing from the organiser's database. In this instance registration documents are not retained by the organiser for audit and a different auditing method is used to prove attendance and visitor status. Due to the additional audit work involved there will be an additional audit charge. If auto-registered visitors are claimed these will be broken out on the Certificate.

Because demographics that may be collected for auto-registered visitors cannot be attributed to the individual, attendees in this category must be shown as unspecified on demographic tables.

To claim auto-registered visitors the following requirements must be complied with:

- The audit process to prove auto-registered visitors starts in advance of the first day of the exhibition. Before the first day of the exhibition the organiser must send the file of all individuals to whom an auto-registration has been sent. This is called 'the auto-reg file'.
- If the auto-reg file is not received by ABC in advance of the first day of the Exhibition, auto-registrations will not be allowed for that particular event. Receipt of the auto-reg file will be confirmed by ABC by email. Please note it is the responsibility of the organiser to ensure that 'the auto-reg file' is received by ABC.
- The file must be clearly identified as the 'auto-reg file' and should include the exhibition name, organiser name, bureau name and dates of the exhibition. It should be emailed to elecaud@abc.org.uk.
- The auto-reg file must include the following information on each individual:
Name of Individual

Full Postal Address of Individual
Telephone number of individual*
Email address of individual*
*Preferable.

- To avoid any possible contamination of the total ticket reconciliation, auto-reg tickets, if issued, must be distinguishable from all other ticket types and not retained for audit purposes.
- Auto-reg tickets should not be presented to ABC at audit, and must not be stored with any ticket types that ABC will be inspecting at audit.
- Upon arrival at the exhibition the auto-registered visitor must be swiped and the resultant attendance list must include a code that identifies the visitor as an auto-registrant, and distinguishes the visitor from an individual registration or a multiple registration.
- At audit ABC will match individuals from the 'auto-reg file' and the attendance list to prove registered attendance. In addition ABC will directly contact a sample of auto-registered visitors to confirm their status as visitors as opposed to exhibitor personnel, press etc.

6.4 EXHIBITOR STAND/SPACE LIST

- The organiser must have auditable contractual evidence for each stand shown on the certificate, including details of the stand dimensions and stand space, and contact details for the exhibitor. ABC will contact exhibitors to confirm stands taken at audit.
- Stands that have been divided by sub-letting by the original contracted exhibitor can only be included as additional stands under the following circumstances:
The Show Catalogue reflects the shared stand area in this case the Show Catalogue must be submitted as proof.

OR

The original contracted exhibitor provides written evidence of the division of the stand.

SECTION 7 - CATEGORIES OF ATTENDANCE AND RECORDS REQUIRED

(PROFILE CERTIFICATE OF ATTENDANCE)

7.1 INTRODUCTION

7.2 TOTAL VISITOR ATTENDANCE (REGISTERED)

7.2.1 CONFERENCE DELEGATES

7.2.2 PREVIOUS SHOW REGISTERED VISITORS

7.2.3 TRANSFER ATTENDANCE

7.2.3.1 TRANSFER VISITORS – USE OF MOBILE LIGHT PENS

7.3 TOTAL OTHER ATTENDANCE

7.3.1 EXHIBITOR PERSONNEL

7.3.2 NON-REGISTERED ATTENDANCE

7.4 REPEAT VISITS

7.1 INTRODUCTION

This section details the categories of attendance that are reported on Profile Certificates of Attendance records that organisers need to have in order for ABC to be able to audit their attendance claims.

7.2 TOTAL VISITOR ATTENDANCE (REGISTERED)

There can be three types of visitor registration included in the total registered visitor attendance figure. They are individually registered visitors, multiple registered visitors and auto-registered visitors. If multiple registered visitors or auto-registered visitors are claimed these will be broken out on the Certificate. Requirements for these registration types are detailed in section 6.

For Profile Certificates demographics may only be claimed for individually registered visitors so that the demographics can be proven to relate to the individual. Therefore any attendance which is multiple or auto-registered will be shown as unspecified on the demographic tables.

If an organizer has opted to analyse a particular table they must ensure that the table includes all data that they have collected. Data collected may not be shown as unspecified.

This category is further divided into paid and free registered attendance.

- For individual and multiple registrations the registration card / document, which must comply with ABC requirements as specified in section 6.
- For auto-registrations the auto-reg file, which must comply with ABC requirements as specified in section 6.
- The attendance list as specified in section 4.
- If more than one registration document is used to support the demographics, all documents relating to the individual attendee used to support the claim must be collated and stored together
- To claim registered visitors as paid, the organiser must have received a payment from the visitor. ABC will verify that the visitor did make a payment as part of the audit write-back to the claimed attendees.
- ABC must have access to all payment records.

7.2.1 Conference Delegates

Conference/seminar delegates may not be claimed on the Certificate in this category unless they can be proved to have attended the exhibition.

7.2.2 Previous show registered visitors

These are visitors who have completed registration cards for a previous equivalent event.

- The previous event must not have taken place more than 36 months prior to the end date of the current exhibition.
- The previous show must be ABC Profile audited
- Either an attendance list for the previous show that has been stored and audited by the ABC, or, the registration cards for the previous show must be available for audit. The cards must be sorted in a manner to allow retrieval of specific cards for testing at audit.

7.2.3 Transfer Attendance

Transfer attendance is the number of individuals who have registered for a separate exhibition held at the same venue and at the same time and have also attended the exhibition being audited.

Transfer attendance may be included within all analyses on the Certificate either as:

A separate figure detailing the number of transfer visitors

OR

A separate analysis of the demographic data held for the transfer visitors

If the individual does not attend the exhibition to which they registered, but does attend the exhibition being audited they should be claimed as 'non-registered attendance'.

- In preparing the attendance list the transfer visitors must be separately identified on the list.
- Where transfer attendees visit from more than one other exhibition, each exhibition must be separately identified on the list.
- ABC must have access to the original registration documents/ records for the exhibition from which the visitor has transferred if ABC does not audit that exhibition. These documents/ records must comply with ABC regulations.
- If ABC has audited the attendance of the exhibition from which the visitor has transferred, then the audited attendance list of that exhibition must be available for use at audit.

7.2.3.1 Transfer visitors – use of mobile light pens

At most exhibitions organisers will identify transfer visitors at designated entrance/transfer points where their badge/ticket will be collected or swiped. However in some instances

SECTION 7 - CATEGORIES OF ATTENDANCE AND RECORDS REQUIRED

(PROFILE CERTIFICATE OF ATTENDANCE)

organisers may choose to use data captured by mobile light pens to identify those that have transferred from another exhibition (for example light pens operated by exhibitor personnel manning exhibition stands). Due to the increased risk associated with this method of identifying transfer visitors ABC will carry out additional audit work to verify this method of recording attendance and complete the audit before issuing the certificate.

Therefore in order to claim transfer attendance using this method ABC's written approval must be obtained in advance of the exhibition. This will enable ABC to examine the system's appropriateness for audit and attend the show to observe and verify the operation of the system. This additional work will result in additional audit charges.

7.3 TOTAL OTHER ATTENDANCE

The Total Other Attendance figure is the sum of the numbers of exhibitor personnel and non-registered attendees.

7.3.1 Exhibitor personnel

These are individuals who attend the exhibition because they either work for or represent exhibitors.

- Exhibitor personnel can be included in the Total Attendance Figure and are split out in the Total Other Attendance figure.
- They may also be included in the demographic analyses, but must be shown as exhibitor personnel.
- The organiser must hold supporting documentation, such as exhibitor registration cards.

7.3.2 Non-registered Attendance

This category can include individuals who have attended the show without registering, exhibition staff and press.

- Non-registered attendance is the category where Organisers can claim attendees of the show who either have not completed a registration card or for whom the registration information has been lost or is not valid for audit purposes.
- If more than 50% of attendance at a show is non-registered ABC will not issue a Profile Certificate and the Organiser will have to register for a Certificate of Attendance.
- On demographic tables the demographics of non-registered attendees will be identified as unspecified.
- Records must be available as specified in section 4.
- The organizer should have a record of the visitors name, company name, and full address with postcode and telephone number. ABC will not count any visitors who cannot be contacted.
- Names and addresses of press either on attendance list (coded) or alternatively a record of the organiser's press book.

7.4 REPEAT VISITS

- The repeat visits figure is shown on the certificate as a single figure, which is NOT included in the Total Attendance Figure.
- The repeat visits figure is the number of repeat visits made by attendees.
- A repeat visit is valid for each day on which the individual attends the exhibition but repeat visits on the same day are not included in the repeat attendance figure.
- Repeat visitors are counted once in the Total Attendance Figure.
- Records required in support of claim as specified in section 6.
- As a visitor may only be included once in the total attendance figure and demographic analyses, each repeat visitor needs to be coded to indicate the number of days they have visited.

APPENDIX ONE - MARKET SECTORS

Market Sector	Code
Automotive	1035
Aeronautical	1010
Agriculture, Forestry & Fishing	1020
Antiques, Art & Dealers	1030
Building & Construction	1050
Business Management	1060
Business Services	1070
Catering & Hospitality	1080
Chemical Industry	1090
Computing & IT	1100
Corporate & Organisation	1110
Education & Training	1120
Electrical Industry	1130
Electronics	1140
Energy	1150
Entertainment, Broadcast Industry & Technology	1160
Environment & Conservation	1170
Export/Import	1180
Fashion, Clothing Textiles	1190
Finance, Financial Services	1200
Food & Drink	1210
Furnishing & Woodworking	1220
Government, Church & Public Services	1230
Legal	1240
Leisure & Hobbies	1250
Licensing, Wine & Tobacco	1260
Manufacturing & Engineering	1270
Materials	1280
Media, Marketing & Advertising	1290
Medicine & Health	1300
Packaging	1310
Printing	1320
Property	1330
Rail Transport	1340
Recruitment	1350
Retail & Wholesale	1360
Road Transport	1370
Sciences	1380
Security & Crime Prevention	1390
Ships & Marine	1400
Social Services	1410
Telecommunications & Customer Relationship Management	1420
Travel Industry	1440
Veterinary	1450

ABC BYELAWS

DEFINITIONS :

ABC/We/Us/Our	Audit Bureau of Circulations Ltd
You	The member
ABC Advertisements	Advertisements designed and/or provided by ABC to members to use to promote awareness of ABC and/or the ABC certification of their titles
ABC Logo	Any official logo issued by ABC
Approved Auditor	Auditor appointed by the member and approved by ABC to conduct audit work for ABC purposes in accordance with the relevant Reporting Standards
ABC Council	Governing body of ABC as defined in memorandum and articles of association
Chairman/Chief Executive/Head of Compliance	ABC Chairman/ABC Chief Executive/Head of Compliance or official acting in that capacity
Fees	Any fees or charges including annual subscriptions levied by ABC
Official/ABC Official	Employee or other person acting for ABC in an official capacity
Reporting Standards	ABC rules and requirements that detail how circulation/data claims are compiled, reported and audited (formerly known as 'Audit Rules')
Return/Return Form	Submission in which circulation / distribution / attendance/other data are reported to ABC for certification
Title	Publication, exhibition or other media/product
Trade Media	Publications and other media which provide information for persons in relation to their employment or interest in the media industry
Written/in writing	Includes communication only by post, fax or email

Brief introductions to certain sections (shown in Italics) are for convenience only, do not form part of the byelaws and will not affect their interpretation.

1. CONSTITUTION

- (a) We operate according to our memorandum and articles of association, byelaws and Reporting Standards. The ABC Council approves changes to the byelaws and Reporting Standards. All of these documents are available from our website www.abc.org.uk.
- (b) It is a condition of your membership of ABC that you will comply with the relevant byelaws and Reporting Standards. Any breach of this condition will entitle ABC to terminate your membership and/or registration of any relevant title.

2. APPLICATION FOR MEMBERSHIP AND REGISTRATION

- (a) To apply to become a member of ABC you must submit the relevant application form and any other documentation which we may request. We cannot approve your membership application until we have received payment of the relevant fees.
- (b) To register a title with ABC you must submit the relevant application form and any other documentation which we may request. We may need to inspect the relevant records/systems before registering your title.

We may approve an application to register a title prior to its launch.

- (c) If we are not able to issue a title's first ABC certificate within 12 months of the date of registering then we reserve the right to cancel the title's registration.

3. PUBLICITY RULES

This section contains fundamental rules on how you may promote your links with ABC and in particular circulation / distribution / attendance/other data. The intention is to avoid those who use the data being misled because of how the data is presented.

Note: Printed material produced prior to 1st February 2008 will be subject to the publicity rules in the 2007 byelaws. This section will therefore apply to printed material produced after 1st February 2008.

Applicants

- (a) Until you have received written confirmation from us that your membership application has been approved, you must not make any claim of ABC membership or use the ABC Logos.

Members

- (b) After receiving written confirmation that we have approved your ABC membership application you may:
- state that your organisation is a member of ABC
 - associate your registered titles with ABC in accordance with the rules below.
 - not make any reference to ABC or use the ABC Logos in relation to any non-registered titles.
- (c) After receiving written confirmation that we have approved a title's registration (but before receiving its first ABC certificate) you:
- may publicise this fact, as long as you include the month and year its registration was approved. *For example: 'ABC registration approved February 2007'*
 - may include an explanation of the audit process or what the title's ABC registration means in generic terms.

APPENDIX TWO - ABC BYELAWS [cont.]

- must not publish the ABC Logo in or use it in relation to the title
- must not make any reference to when ABC may certify the data or carry out an audit
- must not associate any data relating to the title with ABC (or imply any association). This means any data must be clearly sourced as a 'publisher's statement'/'organiser's statement' or other appropriate source, and must not for example be described as 'to be validated by ABC' or 'subject to audit'. You may not make claims such as 'we expect an ABC circulation of...'

Use of ABC and other data

- (d) Whenever you quote any circulation / distribution / attendance figures (whether ABC certified or not) on any material, you must include the latest average total net circulation / distribution / attendance figures certified by ABC (as soon as practical) and the period of certification must be stated. If no ABC data is available then you must comply with section 3(c) Note:
- For this purpose 'material' includes any media in which you publish figures including editorials, articles, direct mail, sales presentations and websites.
 - This includes material which quotes percentage changes in circulation / distribution / attendance data where the basis of the comparison must be clear. For example: year on year or 2007 vs. 2006
 - If there are two ABC certificates with the same end date, for example 12-months to 31 December 2007 and 6-months to 31 December 2007 then the ABC certificate that covers the longest period is deemed the latest for the purpose of this rule.
 - Single-issue and 3-month ABC certificates co-exist with the latest 6 or 12-month ABC certificate. Therefore if you quote the figure for a single issue or 3-month period it must always be accompanied by the total average net circulation figure for the latest mandatory 6 or 12-month ABC certificate issued according to the relevant ABC Reporting Standards.
- (e) Non-ABC data must be sourced as a 'publisher's statement'/'organiser's statement' or other appropriate source and accompanied by the latest ABC certified data in accordance with (d) above. In all cases you must source and present data so that it is clear which information is ABC certified and which is not.
- (f) You must not associate the terms 'reader' or 'readership' with ABC or ABC data
- (g) Statements or claims relating to data certified by ABC or attributed to ABC must be factually correct. Where the statement or claim is contradicted by ABC data but you are using data from another source to support the statement or claim, then that alternative source must be clearly identified.

Concurrent release

- (h) You must not release or publicise any data (or trends in data) relating to a title included in a concurrent release of ABC data before the official release date and time set by ABC.

Comparisons

If you make a comparison between titles' circulation / distribution / attendance figures it must:

- (i) Be on a like for like basis
- (j) Include the latest figures certified by ABC (as soon as practical)
- (k) Include the latest mandatory average total net circulation /

distribution / attendance figures certified by ABC for each title compared (as soon as practical).

Note: Short period optional ABC certificates (e.g. single-issue or 3-month ABC certificates) co-exist with the latest mandatory ABC certificate. Therefore if you include figures from a short period optional ABC certificate in the comparison, then you must include the latest mandatory figures and total average circulation / distribution / attendance figure

- (l) Include the relevant period(s) of certification
- (m) If it includes any non-ABC data make clear which information has and which has not been certified by ABC, and include the source of the non-ABC data
- (n) Identify the publishing frequencies for each title included in the comparison if they are different.
- (o) Make clear what data is being compared (for example if it is a particular category of circulation, or UK only). *(Note that the total average figure for each title compared must still be included as per (k) above)*
- (p) If comparing between a title that has primarily paid circulation and one that has primarily free circulation, make a fair and clear distinction between the respective types of circulation.

Use of ABC Logos/Advertisements

- (q) You may only use the ABC Logos in or in relation to a registered title that has been issued an ABC certificate.
- (r) You may only publish ABC Advertisements in an ABC registered title that has been issued an ABC certificate, unless we have given written authorisation otherwise.
- (s) You must not position the ABC Logos or ABC Advertisements in such a way as to imply an association of non-ABC data with ABC
- (t) You must not alter an ABC Advertisement, nor publish an advertisement which purports to be from or authorised by us, unless we have given written authorisation.
- (u) You may only publish a claim of ABC membership or use the ABC Logos or ABC Advertisements in, or in relation to a supplement, if that supplement is either bound into the entire print run of an issue of a registered title or has been issued its own ABC certificate.

Implied involvement/accuracy of statements relating to ABC

- (v) You must not make inaccurate or misleading statements relating to ABC Reporting Standards, procedures or decisions either expressly or by implication.

Penalties for infringement

- (w) Breaches of the Reporting Standards or bye-laws will be subject to the sanctions set out in section 12(l) and 12(m).
- (x) If we have confirmed the resignation or cancellation of a title's registration, you must stop making any claims of ABC membership in relation to it, stop using the ABC Logo in relation to it but may use the title's current ABC certificate until its expiry date unless informed otherwise.

4. AUTHORISATION AND PAYMENT OF FEES

- (a) You must pay all Fees within 30 days of the invoice date. If any Fees are not paid when due we reserve the right to charge interest from the due date until payment is made in full (both before and after any judgment), at 2 per cent per annum over the National

APPENDIX TWO - ABC BYELAWS [cont.]

Westminster Bank plc base rate from time to time. The parties agree that this section 4(a) is a substantial remedy for late payment of any sum payable under this Agreement in accordance with section 8(2) Late Payment of Commercial Debts (Interest) Act 1998.

- (b) A title's annual subscription will not be refunded in whole or part if its registration ceases part way through the year.
- (c) If Fees remain unpaid 60 days after the invoice date we reserve the right to:
 - Withdraw benefits of membership for the title to which the outstanding Fees relate. This may include removing a title's information from the ABC website, withholding the issue of a title's ABC certificate or excluding it from a concurrent release
 - Cancel your membership and/or the registration of the title to which the outstanding Fees relate.

5. AUDITS AND RETURN SUBMISSION

- (a) All ABC audits and inspections of ABC certificates will be governed by the byelaws and Reporting Standards in force for the particular membership sector.
- (b) If we are to conduct an audit we will send you a letter of engagement that details both our and your duties and responsibilities, the terms of which will prevail over the terms of these Byelaws in the event of conflict.
- (c) If we are not your auditor, then for ABC purposes:
 - You must use an auditor that has been approved by us and who is a registered auditor and member of either The Institute of Chartered Accountants in England and Wales (ICAEW), Institute of Chartered Accountants of Scotland (ICAS), Institute of Chartered Accountants in Ireland (ICAI) or Association of Chartered Certified Accountants (ACCA). In exceptional circumstances you may apply to us to use an auditor who is not a member of one of the above bodies, setting out the exceptional circumstances for consideration.
 - If you change your Approved Auditor you must send us their details for approval.
 - You must send us in advance of any audit a letter of engagement between you and your Approved Auditor. This must include the standard terms specified in the Reporting Standards. We cannot issue an ABC certificate until we receive this letter of engagement.
 - Your Approved Auditor must submit your circulation or distribution Return Forms to us.
- (d) We reserve the right to audit or inspect any Return Form before issuing the ABC certificate.
- (e) If we do not receive a Return Form by the submission deadline for the relevant audit period we will send you a letter requiring that you submit the Return Form and pay the penalty fee for late submission within 14 days of the date of the letter and invoice.

If you do not submit the Return Form and pay the penalty fee by the date requested, we reserve the right to cancel the title's registration (and charge interest and apply the sanctions set out in section 4 above).

- (f) If we are not able to complete an audit or inspection in relation to a title then we reserve the right to cancel the title's registration and withdraw any ABC certificates upon which an audit or inspection was not completed.

- (g) Our staff auditors must carry out the audit of titles outside the UK or Republic of Ireland, and all records required for audit purposes must be in English.

6. TRANSFER OF A REGISTERED TITLE TO ANOTHER MEMBER

We will allow a title to remain registered following its transfer to another member (who has other certified titles) as long as within 30 days of the transfer:

- we are able to satisfactorily confirm the transfer has taken place
- we have received all outstanding Fees
- the new owner has agreed to keep the title in continuous certification and submitted the relevant registration form.

We reserve the right to audit or inspect the subsequent Return Form before issuing the ABC certificate.

If any of these conditions are not fulfilled we reserve the right to cancel the title's registration.

Note: It is the responsibility of the new owner to ensure that the records specified by the Reporting Standards for the membership category exist for the whole audit period and to make these available for audit/inspection.

7. TRANSFER OF A REGISTERED TITLE TO A NON-MEMBER

- (a) A title's registration will cease immediately upon its transfer to a non-member, unless it has any audits or inspections outstanding, in which case the former owner will first be given the option to complete the audit or inspection at their expense. If however we cannot complete an audit or inspection then we reserve the right to cancel the title's registration and withdraw any ABC certificates upon which an audit or inspection was not completed.
- (b) The right to use an ABC Logo ceases on the date of the transfer of a title to a non-member.
- (c) The non-member may apply for membership and registration of the title in accordance with section 2.
 - If the new owner applies to register the title the publicity requirements in section 3 relating to an applicant will apply.
 - We reserve the right to decide whether a short period audit must be undertaken in addition to the normal audit

8. MERGER OF TITLES OR CHANGE IN THE NAME OF A TITLE

If you merge a registered title with one or more other titles or change the name of a registered title then you must apply to us within 30 days of the change to keep the resultant title registered.

We will examine the circumstances surrounding the change (including any other changes to the registered title(s) made at the same time) and tell you in writing if the change is accepted as valid for ABC purposes.

We reserve the right to refuse the title's continued registration if we consider the changes are so extensive or such that we consider it should be treated as a new title requiring separate registration.

Below is a non-exhaustive list of other changes which, if made at the same time as a merger of titles or change of name, may affect our decision.

- A change in format (e.g. tabloid to A4)
- A change in publishing frequency (e.g. weekly to monthly)
- A break in the continuity of issue identification (e.g. first issue after change is identified as issue 1)
- Masthead identification of the change (e.g. 'formerly known as...' or '...incorporating...')
- How the change is presented/communicated in the title and

APPENDIX TWO - ABC BYELAWS [cont.]

elsewhere to both readers and advertisers

If you are planning a merger of titles or change of name we recommend you contact us for advice as early as possible.

9. RESIGNATION / CANCELLATION

- (a) You may resign a title's registration as long as:
- You tell us in writing before the expiry date of the current ABC certificate
 - There is no complaint, audit, inspection or Fees outstanding against the title
- (b) If for strategic reasons (and in our sole discretion) we decide to withdraw our services in relation to a particular ABC product, sector or geographic region we will terminate affected registrations and/or memberships with a minimum of three months' notice. We will notify those affected of any outstanding requirements before the termination can be effected (such as the completion of an audit) which if not met may result in the termination being deemed a cancellation rather than a resignation. Subject to compliance with any outstanding requirements, members and/or titles affected by a strategic withdrawal may be entitled to a pro-rata refund of membership fees and/or a refund of any fees paid for work not carried out.
- (c) After we have confirmed the termination of a title's registration or a membership under section 9(a) or (b), the provisions of section 3(x) will apply.

10. RE-REGISTRATION

- (a) You may apply at any time to re-register a title as long as there are no Fees outstanding in relation to the title (whether owing by you or a previous owner of the title).
- (b) In cases where the same media owner re-registers a title the first audit must be undertaken within 6 months of the registration being accepted.
- (c) We may impose such conditions as we see fit on the re-registration of a title (either to be met before acceptance of the re-registration or after). For example, these conditions may include a requirement:
- For us to carry out additional audit or inspection work, or require you to provide us with reports on issues related to the previous resignation or cancellation
 - For you to submit a Return Form for a particular audit period or within a specified timescale. In cases where the same media owner re-registers a title the first audit must be undertaken within 6 months of the application being approved
 - For you to submit a Return Form for any audit period not reported as a result of the resignation or cancellation of the title's previous registration
 - For us to complete any inspection or audit that was outstanding on an issued ABC certificate at the date the title's previous registration was cancelled.
 - For you or us to make particular publicity statements (or specify 'no publicity') as appropriate
 - To delay the re-registration of the title for a period of up to 12 months from the date of the previous cancellation as a result of the circumstances that led to that previous cancellation, and a bar on retrospective audits covering the excluded period.

11. AVAILABILITY OF RECORDS

Introduction

ABC's credibility relies on the accuracy of the data it certifies. Therefore it requires the following rights of access to records, in order that the

accuracy of any data to be certified may be verified.

You must allow us access to any records that we request for the purpose of checking the accuracy of any Return or compliance with the Reporting Standards and byelaws:

- whether held by you or a third-party agent
- within 10 working days of our written request

12. COMPLAINTS PROCEDURE

If a member or Official of ABC wishes to make a complaint that a member is not complying with the ABC byelaws or Reporting Standards then this section sets out the procedure that should be followed. It is intended to allow both parties to the complaint the opportunity to make their representations and for ABC to ensure it has all the information required to make a fair and informed decision.

Stage 1 - Making a complaint

- (a) If a member or Official of ABC (other than the Chief Executive or Chairman) ("the complainant") considers that a member ("the member complained of") has not complied with or is not complying with ABC Reporting Standards or the byelaws, he may make a complaint to that effect in accordance with this complaints procedure.
- (b) Complaints will not be accepted under this process if:
- They relate to an infringement of publicity requirements that was published or distributed in material more than 6 months prior to the date of the complaint (unless the infringement continues to be published in material in the public domain – for example on a website, or in a publication still being distributed)
 - They relate to the accuracy of certified data for an audit period with an end date more than 18 months prior to the date of the complaint.
 - They relate to section 17 (data protection), in which case they will be subject to section 18 (governing law and jurisdiction).
- (c) The complainant will send to the Head of Compliance a written notification of complaint ("the notification of complaint"), setting out the matters of which he complains accompanied by copies of any documents on which the complaint relies. ABC supplies a standard form for this purpose, which is available from the ABC website.
- (d) If the complainant is the Head of Compliance then he will send the complaint to the Chief Executive and references below in this process to the Head of Compliance will be read as references to the Chief Executive and references to the Chief Executive will be read as Chairman.

Stage 2 – Forwarding the complaint and member's right to reply

- (e) Unless the Head of Compliance considers the complaint to be manifestly ill founded, he will send a copy of the notification of complaint and any related documents to the member complained of.
- (f) Within 10 working days of receipt of the notification of complaint, or within such further time as the Head of Compliance may allow, the member complained of may send to the Head of Compliance a written statement of response to the matters raised by the complainant accompanied by copies of any documents on which he relies. Where the Head of Compliance considers that a reply is required from the complainant, he will send the complainant a copy of the response, in which case section 12(g) will apply.
- (g) Within 10 working days of receipt of the statement of response, or within such further time as the Head of Compliance may allow, the complainant may send to the Head of Compliance a written

APPENDIX TWO - ABC BYELAWS [cont.]

statement of reply setting out his reply to the matters raised by the member complained of accompanied by copies of any documents on which he relies.

Stage 3 – Gathering further information

- (h) If it is contended expressly or by implication in the notification of complaint or response or reply that a decision by an ABC Official (the "Official") is not in accordance with the Reporting Standards or the byelaws the Head of Compliance may refer the statement to the Official and the Official may send to the Head of Compliance and to the parties to the complaint his written comments within 10 working days (or within such further time as the Head of Compliance may allow).
- (i) After consideration of the notification of complaint, response and reply (if any) and any written comments by the Official, the Head of Compliance may require the complainant or the member complained of or the Official to provide further written information or documents relating to the matters raised, within a specified timescale.

Stage 4 – Complaint Decision

- (j) When the Head of Compliance considers that sufficient information and documents have been provided, he will make a decision on the complaint and will notify the complainant and the member complained of accordingly. This will normally be within 10 working days of the receipt of the information, however if there are reasons why this is not possible ABC will notify both parties as to the reason for the delay in the decision.
- (k) If the Head of Compliance decides that the member complained of has complied with the Reporting Standards and byelaws, he will notify the complainant and the member complained of and, with the following exception, all parties must keep all matters relating to the complaint confidential, including all correspondence and the fact that a complaint was made. However, if the Head of Compliance decides special circumstances require it, he may issue a ruling that the complaint has not been upheld and authorise the publication of that ruling on the ABC website and/or the circulation of that ruling to other members and the Trade Media.
- (l) If the Head of Compliance decides that the member complained of has not complied with the Reporting Standards or byelaws, or that a decision by an Official was not in accordance with the Reporting Standards or the byelaws he will issue a ruling to that effect, and, if no appeal is received as specified in Section 12(n), he will publicise that ruling on the ABC website and may circulate that ruling to members and/or the Trade Media and will decide on the required method (if any) to correct the information in the marketplace. If an appeal is made under Section 12(n) and/or a request for review under Section 12(o), the decision will only be publicised once the process of appeal/review is completed.
- (m) Should the Head of Compliance believe that a penalty other than one set out in section 12(l) be applied, he may in addition and subject to the approval of the Chief Executive implement any or all of the following sanctions:
- withdraw any ABC certificate already issued and issue a revised ABC certificate;
 - require the member complained of to submit or resubmit any Returns;
 - direct that the member complained of be expelled, temporarily suspended from membership and/or subject to the fulfilment

of conditions;

- direct that the registration of the title in question be cancelled or temporarily suspended.
- direct that a re-audit take place by the member's Approved Auditor or ABC (at the member's cost).

Stage 5 – Appeal to Chief Executive

- (n) Should the complainant or member complained of disagree with a decision taken by the Head of Compliance alone under section 12(l), they will have the right to appeal to the Chief Executive, by giving notice in writing and detailing the grounds for appeal to the Head of Compliance within 5 working days of notification of the decision. If the Head of Compliance receives such a notice he will refer the complaint to the Chief Executive who will reconsider the complaint and decision and will normally respond to each party within 10 working days of receipt of the appeal. However if there are reasons why this is not possible ABC will notify both parties as to the reason for the delay in the decision.

Stage 6 – Review by ABC Council panel

- (o) The complainant or member complained of may request a review of a decision on a complaint by the Chief Executive under section 12(n) or by the Head of Compliance and Chief Executive together under section 12(m) if one of the following grounds applies:
- i. Relevant evidence (which had been provided within the relevant time limit) was not taken into account;
 - ii. There is a substantial flaw in the decision or in the process which led to the decision.
- (p) If the complainant or member complained of wishes to exercise the right to request a review of a decision then they must give notice in writing to the Chief Executive within 5 working days of notification of the decision, setting out the ground or grounds for the request for review and why they believe the decision is wrong. If the Chief Executive receives such a notice he will refer the complaint to the Chairman.
- (q) If the Chairman considers that the ground or grounds relied on in the request for review apply (as to which his decision is final), he will refer the complaint for reconsideration to a panel consisting of 3 members of the ABC Council (not connected with the complainant or the member complained of or the matters raised) selected by him ("the Complaints Panel").
- (r) If they consider it appropriate, before reconsidering the decision, the Complaints Panel may invite the complainant, the member complained of, or the Official to make further written representations, may call on appropriate experts and may make such other further investigations as they consider appropriate. The panel must reconsider the decision within 15 working days of the Chairman receiving the notice in accordance with section 12(p), save that the Chairman may allow an extension of not more than 10 working days, in his sole discretion. The panel shall be entitled to adjourn any meeting if necessary but in such circumstances should complete their review of the decision as soon as is reasonably practical.
- (s) The Complaints Panel may confirm, reverse or vary the decision of the Chief Executive and/or Head of Compliance. The decision of the Complaints Panel shall be of no effect unless and until it has been reviewed and approved by the ABC Council. The review by the ABC Council must take place within 10 working days of the

APPENDIX TWO - ABC BYELAWS [cont.]

Complaints Panel's decision.

Complaints Procedure – confidentiality/legal proceedings

- (t) For the duration of the complaints procedure, but subject to Section 12(k), the contents of the statement of complaint, the statement of response, the statement of reply and any other information and documents which have been provided will be confidential to the complainant, the member complained of and ABC.
- (u) Matters raised under this complaints procedure cannot also be subject to an appeal under the review procedure in section 13 below.
- (v) All decisions of ABC as to the interpretation of these Byelaws generally and in relation to any complaint will be final and you agree not to institute any legal proceedings in relation to any matter arising under the Byelaws or which is or was the subject of a complaint.

13. REVIEW PROCEDURE

Introduction

This section sets out the procedure for members who wish to contest a decision made by ABC because they believe it has not been made in accordance with ABC Reporting Standards or byelaws

Stage 1 – Appeal to Chief Executive

- (a) If you consider that a decision by an ABC Official (whether about a matter concerning you or another Member) is not in accordance with ABC Reporting Standards or the byelaws, you have the right to appeal against that decision in accordance with this review procedure. Note: If the decision relates to an audit or inspection, the first level of appeal will be to the Director of Audit – refer to the relevant Reporting Standards.
- (b) You must send your appeal in writing to ABC's Chief Executive, setting out the reasons why you believe the decision is not in accordance with the Reporting Standards or the byelaws, including with it copies of any documents on which you rely.
- (c) If you wish the implementation of the decision to be suspended pending the appeal, you must give ABC written notification of your intention to appeal before the date on which the decision is to be implemented, and your appeal must be received by the Chief Executive within 5 working days of this notification. In any event, appeals may only be brought under this Review Procedure within three months of the date of the decision.
- (d) If the Official whose decision is questioned ("the Relevant Official") is the Chief Executive, then your appeal will be forwarded to the Chairman and references below in this review procedure to the Chief Executive will be read as references to the Chairman.

Stage 2 – Forwarding the appeal and response from those affected

- (e) The Chief Executive will send a copy of your appeal to the Relevant Official.
- (f) If the Chief Executive considers that your appeal directly affects another member or members ("the member(s) affected"), he will also send a copy of your appeal to the member(s) affected.
- (g) The Relevant Official (and any member(s) affected) must send their written statement(s) of response to the Chief Executive, setting out their submissions on the matters raised by you, including copies of any documents on which they rely.

- The response(s) (if submitted) must be received by the Chief Executive within 10 working days of receipt of the appeal, or within such further time as the Chief Executive may allow.
- The Chief Executive will send the statement(s) of response (if submitted) to you.
- If no statements of response are made (or the statement(s) are 'no response') then the process will move direct to byelaw 13i.

Stage 3 – Right to reply to the responses

- (h) You may send to the Chief Executive a written statement of reply setting out your reply to any matters raised by the Relevant Official (and any member(s) affected) including copies of any documents on which you rely.
- The reply must be received by the Chief Executive within 10 working days of receipt of the statement(s) of response, or within such further time as the Chief Executive may allow
 - The Chief Executive will send your statement of reply (if submitted) to the Relevant Official (and to any member(s) affected).

Stage 4 – Gathering further information

- (i) After considering the correspondence and documentation relating to the appeal, the Chief Executive may require you, the Relevant Official and/or any member(s) affected to provide further written information or documents relating to the matters raised.

Stage 5 – Appeal decision

- (j) When the Chief Executive considers that sufficient information and documents have been provided, he will make his decision concerning the appeal and notify the member(s) affected. This will normally be within 10 working days of the receipt of the information, however if there are reasons why this is not possible ABC will notify the member(s) affected as to the reason for the delay in the decision
- (k) If the Chief Executive decides that the decision by the Relevant Official was not in accordance with the Reporting Standards or the byelaws, he may implement any or all of the following actions:
- Issue a ruling to that effect and authorise the circulation of that ruling to other members and to the Trade Media;
 - Withdraw any ABC certificate already issued and issue a revised ABC certificate;
 - Require you or any member(s) affected to submit or resubmit any Returns;
 - Direct that a re-audit take place either by the relevant Approved Auditor or ABC.
 - Reverse or vary the decision of the Relevant Official

Stage 6 – Review by ABC Council panel

- (l) Any member affected may request a review of a decision by the Chief Executive under section 13(j) if one of the following grounds applies:
- i. Relevant evidence (which had been provided within the relevant time limit) was not taken into account;
 - ii. There is a substantial flaw in the decision or in the process which led to the decision.
- (m) If the member wishes to exercise the right to request a review of a decision then they must give notice in writing to the Chief Executive within 5 working days of notification of the decision setting out the ground or grounds for the request for review and why they believe the decision is wrong. If the Chief Executive receives such a notice he will refer the complaint to the Chairman.

APPENDIX TWO - ABC BYELAWS [cont.]

- (n) If the Chairman considers that the ground or grounds relied on in the request for review apply (as to which his decision is final), he will refer the decision for reconsideration to a panel consisting of 3 members of the ABC Council (not connected with the member or members affected or the matters raised) selected by him ("the Review Panel").
- (o) If they consider it appropriate, before reconsidering the decision, the Review Panel may invite the member or members affected or the Relevant Official to make further written representations, may call on appropriate experts and may make such other further investigations as they consider appropriate. The panel must reconsider the decision within 15 working days of the Chairman receiving the notice in accordance with section 13(m), save that the Chairman may allow an extension of not more than 10 working days, in his sole discretion. The panel shall be entitled to adjourn any meeting if necessary but in such circumstances should complete their review of the decision as soon as is reasonably practical.
- (p) The Review Panel may confirm, reverse or vary the decision of the Chief Executive. The decision of the Review Panel shall be of no effect unless and until it has been reviewed and approved by the ABC Council. The review by the ABC Council must take place within 10 working days of the Review Panel's decision.

Review Procedure – confidentiality/legal proceedings

- (q) Until the completion of the review procedure, the contents of your appeal, the statement(s) of response and reply and any other information and documents which have been provided will be confidential to you, ABC and any member(s) affected.
- (r) If the review procedure concludes that the decision by an ABC Official is in accordance with the Reporting Standards or the byelaws, then all parties must keep all matters relating to the appeal confidential, including all correspondence and the fact that an appeal was made. However if the Chief Executive or Review Panel decide special circumstances require it, they may issue a ruling that the appeal has not been upheld and authorise the publication of that ruling on the ABC website and/or the circulation of that ruling to other members and the Trade Media.
- (s) Matters raised under this review procedure cannot also be subject to a complaint or appeal under the complaints procedure in section 12 above.
- (t) All decisions of ABC in relation to this review procedure will be final and you agree not to institute any legal proceedings in relation to any matter arising under the Byelaws or which is or was the subject of an appeal.

14. COPYRIGHT

- (a) We hold joint copyright in your titles' ABC certificates with you.
- (b) We have the right to use and publish without restriction all information provided to us for certification

15. LIMITATION OF LIABILITY

Nothing in these Byelaws excludes or limits our liability in respect of death or personal injury caused by negligence, fraud, and/or fraudulent misrepresentation and liability which may not otherwise be limited or excluded under applicable law. The entire aggregate liability of us to you or any third party arising out of or in connection with your membership of and relationship with ABC, and whether arising from

contract, tort, negligence or otherwise, shall be limited to the value of five times the Fees paid by you in the calendar year of the act or omission said to give rise to the liability. Under no circumstances shall we be liable to you or any third party for any type of special loss, indirect loss, consequential loss, loss of profits or any anticipated savings, or loss of data.

16. USE OF ELECTRONIC COMMUNICATION

We each agree that we may communicate electronically with each other. The electronic transmission of information cannot be guaranteed to be secure or free from viruses or error, and consequently such information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or otherwise be adversely affected or unsafe to use. You and we recognise that systems and procedures cannot be a guarantee that transmissions will be unaffected by such hazards but we each agree to use commercially reasonable procedures to prevent such hazards including undertaking checks for the most commonly known viruses before sending information electronically.

17. DATA PROTECTION

- (a) This section 17:
- Will apply when we are to carry out an audit, inspection or other services for which we have been engaged and is supplemental to the duties and responsibilities set out in the Terms of Audit letter or other agreement.
 - Includes the terms "Personal Data", "Sensitive Personal Data", "Data Processor", "Data Controller" and "Process" which are defined as in the Data Protection Act 1998 (the "DPA").
 - Will not be subject to the complaints procedure detailed in section 12, but will be subject to the jurisdiction of the courts of England.
- (b) You acknowledge that under the terms of these byelaws and the Reporting Standards, we will act as a Data Processor appointed by you who will be a Data Controller, and the data you (and/or third parties acting your behalf) make available to us from time to time to which we have access may include Personal Data and Sensitive Personal Data (such Personal Data and Sensitive Personal Data shall be defined as the "The Personal Data").
- (c) We will:
- Only process the Personal Data for the purposes of carrying out audits/inspections and/or other services for which you have engaged us
 - Use our reasonable endeavours to keep The Personal Data secure.
- (d) You warrant, represent and undertake that:
- You (and/or any third party acting on your behalf) are entitled to provide The Personal Data to us for the purposes of us carrying out audits and/or other services for which you have engaged us; and
 - Our processing of The Personal Data for such purposes shall not cause us to be in breach of any applicable laws or regulations (including, without limitation, the DPA).
- (e) You will indemnify us, keep indemnified and hold us harmless from and against all costs (including the costs of enforcement), expenses, liabilities (including any tax liability), injuries, direct, indirect or consequential loss (all three of which terms include, without limitation, pure economic loss, loss of profits, loss of

APPENDIX TWO - ABC BYELAWS [cont.]

business, depletion of goodwill and like loss), damages, claims, demands, proceedings or legal costs (on a full indemnity basis) and judgments which we incur or suffer as a result of a direct or indirect breach by you of section 15 (d).

- (f) We reserve the right to return to you (or any third party acting on your behalf), and refuse to audit and/or provide any other services in respect of The Personal Data where we reasonably consider that any Processing of that data by us could cause us to be in breach of any applicable laws or regulations (including, without limitation, the DPA).

18. GOVERNING LAW AND JURISDICTION

The formation, existence, construction, performance, validity and all aspects whatsoever of the Byelaws, Reporting Standards and other regulations governing the workings of ABC as laid down by the Council and all other aspects of the relationship between you and ABC will be governed by the law of England and Wales and the courts of England and Wales will have exclusive jurisdiction to settle any disputes which may arise. ABC and you irrevocably agree to submit to that jurisdiction except that ABC may seek injunctive relief in any court of competent jurisdiction.

[www.abc.org.uk] [www.abce.org.uk]

Industry agreed measurement



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