

MAIN CHANGES (1 TO 5)

	<u>Subject</u>	<u>Current rule</u>	<u>Change to</u>	<u>Reason</u>
1.	Organiser statements – main products exhibited and target audience	Certificate will include these organiser statements	It will be optional to report these. Wording added: <ul style="list-style-type: none"> • The statements must be restricted to a reasonable description of these items and not include other information or claims. • We do not audit the accuracy of the organiser statements. However we will review them to ensure that they are reasonable and meet the above requirements. 	Harmonisation with other ABC sectors Harmonisation with Consumer Events
2.	Publicity: Quoting figure for exhibitor personnel	1.6 When the total attendance figure is quoted in any organiser produced material (including editorials, sales presentations, media packs and websites), it must be accompanied by the ABC certified exhibitor personnel figure. 'Accompanied' for this purpose means appearing on the same page of the document/website, either next to the total attendance figure or if appearing elsewhere on the page (for example as a footnote), linked by an asterisk/symbol to the total attendance figure. Where presented as a footnote, this must clear and legible in a font size no smaller than that used elsewhere on the page.	Remove	Overly-complicated. Certificate provides the analysis of attendance for those wishing to see it.
3.	Statement: Attendance affected by circumstances outside the organiser's control	Organiser may apply to Standards group for statement to be added detailing the circumstances affecting attendance	Apply to ABC for statement to be added (and is subject to audit).	Practicality & harmonising process with other similar ABC statements
4.	Reporting Number of Stands and/or Stand	5.4: Is optional for Certificates of Attendance 6.4 Is mandatory for Profile Certificates	Make optional to report number of stands and/or stand space on Profile (i.e. demographic certificate)	Demand / complexity

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	Space			
5.	Certificates – co-located events	<p>2.2.1: The certificate shows the de-duplicated attendance for two or more events, which have no physical barrier or ‘swipe’ points between the events. The name(s) of the event(s) detailed on the certificate will include all events covered by the certificate. If there are swipe points separate certificates can be produced.</p> <p>- When quoting ABC attendance figures for events certified by ABC as ‘co-located’ events, all events 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 events in a footnote or other location. Organisers may not attribute figures to one event that forms part of the Standard Certificate of Attendance (Co-located Events.) This applies to all publicity material used to promote the events in question.</p> <p>- Events/areas not certified as co-located events</p> <ul style="list-style-type: none"> • Any co-located event/area that is not included in the ABC registered name must not: <ul style="list-style-type: none"> - 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 event, including where such comparisons do not refer to an event by name but by implication 	<p>Remove</p> <p>[Other rules cover this, i.e.</p> <ul style="list-style-type: none"> • The 1st requirement of general principles requires entry to the event to be controlled in a manner that records attendance and enables it to be verified. • The name must reflect the event certified. • ABC Byelaws cover requirement of publicity to be accurate, not misleading etc.] 	Simplicity

OTHER CHANGES (6 TO 22)

General Principles and Record keeping

	<u>Subject</u>	<u>Current rule</u>	<u>Change to</u>	<u>Reason</u>
6.	New section	-	Covers key points in line with other sectors' Standards.	Harmonisation with other ABC sectors
7.	Eligibility	-	May register event providing entry to the event is controlled in a manner that records attendance and enables it to be verified.	Clarity
8.	Bona fide 'arms length' transactions	-	New principle: Transactions related to the claim must be bona fide 'arms length' arrangements, including definitions of related parties for ABC purposes with which arrangements must be able to be demonstrated to meet principle	Harmonisation with other ABC sectors
9.	Evidence required	Prescriptive by each type etc	<p>a) You must retain and be able to provide all records supporting the claim, including but not limited to:</p> <ul style="list-style-type: none"> i) An attendance list that includes all individuals that attended the event. ii) An analysis of the event attendance by day by attendance type. <i>i.e. Visitor Attendance, Exhibitor Attendance.</i> iii) Evidence supporting the number of attendees claimed by attendance type iv) Evidence supporting additional information certified. <i>For example: Stand Space if claimed.</i> v) Financial records relevant to the claim. 	Clarity

Reported Data

	Subject	Current rule	Change to	Reason
10.	Event frequency	-	You must report the event frequency	Has always been published on certificates but is not in Standards
11.	Event name	Certificate will include event name	Event name: The name must reflect the event certified. This will take into account how it is promoted to visitors and/or exhibitors.	Clarity

Attendance List

	Subject	Current rule	Change to	Reason
12.	Testing for duplications	Prescription about carrying about duplication tests	Remove duplication test references. The principle is retained that attendees can only be counted once, and duplicate attendees must be removed. The organiser must therefore still remove duplicates.	Principle based approach.
13.	Profile - coding	4.2.1 Must include coding to identify visitors' method of registration	Requirement for coding included in Demographic section	Principle based approach

Unique attendance

	Subject	Current rule	Change to	Reason
14.	Principle	-	Individuals who have attended the event.	Principle based approach

Exhibiting Company Data

	Subject	Current rule	Change to	Reason
15.	Number of Stands and/or Stand Space	5.4 & 6.4: Division of stands only allowed if catalogue reflects or contractual evidence of split of stand -	Remove specific reference – covered by contractual evidence required. Stands may be counted whether paid, free or obtained through contra deal.	Simplicity Clarification and harmonisation with

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			Clarify rest areas, restaurants, conference rooms etc are excluded from claimed stand space	Consumer Events Clarification and harmonisation with Consumer Events
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Publicity

	<u>Subject</u>	<u>Current rule</u>	<u>Change to</u>	<u>Reason</u>
16.	Quoting figures & referencing ABC	1.6 Various.	Remove	Covered by byelaws

Return Form Submission and Certification

	<u>Subject</u>	<u>Current rule</u>	<u>Change to</u>	<u>Reason</u>
17.	Various - registering, resigning, transferring an event with ABC	3. The section contains guidance re completing return forms & detail about auditors and audit work that is covered in the Byelaws, Letters of Engagement and Audit programmes	The section has therefore been honed down to the essentials of submitting data, the issue of certificates and audit/inspection.	Replicates Byelaws
18.	Expiry Date	Unless new certificate is issued, a Certificate of Attendance remains current until 3 months after the last day of the consecutive event. The expiry date is stated on the certificate	Remove	Harmonisation with other ABC sectors
19.	Date of audit	3.8.2 Events will be audited within 6 months	Remove	ABC will plan audits as appropriate
20.	Overtime	3.8.5 If records not available or audit is more complex ABC may not proceed unless overtime authorised	Remove	Fee/contractual issue – not standards
21.	Publicising of audit reports	A press release will be issued to the trade press	Remove	Harmonisation with other ABC sectors

Introduction (current Standards)

	<u>Subject</u>	<u>Current rule</u>	<u>Change to</u>	<u>Reason</u>
22.	Various	1.1 to 1.5: role of ABC, how to use standards, glossary, development of standards, benefits of certification, byelaws	Remove	Covered on ABC website