

**Exhibition Statistics & Auditing Rules**  
**CENTREX International Exhibition Statistics Union**  
(last amended on March 27, 2015)

In order to ensure the availability of internationally acknowledgeable and transparent exhibition data (mostly to UFI standards) the CENTREX International Exhibition Statistics Union members have updated their earlier Exhibition Statistics Auditing Rules and apply this as Unified Regulation by the afore mentioned companies in their exhibition activity.

## **Definitions and procedures**

### **I. VISITORS**

#### **I./ 1.**

##### Quantitative visitor data

Number of visitors is calculated on evidence.

##### I./1.1.

##### Paying visitors

Number of paying visitors is established through financial evidence:

- number of sold tickets (prepaid or on the spot)
- number of tickets/entry passes paid by the exhibitor or a third party

Visitors with season tickets are calculated as financially reasonable minimum number of use of the tickets (price of season ticket divided by the price of the respective single ticket).

Number of family tickets sold - whenever relevant - are calculated as 4 visitors.

##### I./1.2.

##### Other identified visitors

Persons arriving with vouchers, registration cards or similar valid free passes, tickets can be counted as visitors only if evidence is available (e.g. serial numbered control slips or the registration cards).

Persons entering the exhibition with permanent passes (e.g. annual complimentary cards or VIP passes) can only be considered as visitors if evidence is provided for the visit (e.g. special registration slip).

##### I./1.3.

##### Number of visits

In case of verifiable conditions repeat visits and consequently total number of visits may be calculated on evidence (e.g. serial numbered control slips or electronic entry system reports).

Total number of visits is the sum of the total number of single visits and of the total number of repeat visits.

In case no verifiable conditions apply the total number of visitors and the total number of visits shall be the same.

**I./1.4.**  
**Other**

Persons visiting an exhibition/fair without evidence provided cannot be considered as visitors.

Person buying tickets or pre-registering e.g. through Internet but not entering the gates/visitor control system shall not be counted as visitors.

**I./ 2.**  
**ATTENDANCE**

*The exhibition organizer may establish statistics for total attendance at the exhibition/fair. The number of total attendance includes the sum of total number of visitors and the number of persons entering with exhibitor passes, speakers, performing groups.*

*Exhibitor passes issued can be considered as 1 attendee each - irrespective whether they were issued free or sold. The organizer must provide evidence for the auditor about process of exhibitor pass system.*

**I./ 3.**  
**Qualitative visitor data**

**I./3.1.**  
**Foreign visitors**

Number of foreign visitors can be established either by direct evidence: tickets/passes sold/given out at special counters/gates for foreigners, filled in-registration cards with evidence of the foreign origin of the visitor or indirectly, through representative visitor surveys.

**I./3.2.**  
**Trade visitors**

Number/percentage of trade visitors can be obtained through processing of the registration cards or representative visitor surveys.

**I./3.3.**  
**Other specific data**

Other specific data on the quality of the visitors like age groups, decision-making capacity etc. can also be obtained through processing of the registration cards or representative visitor surveys.

**I./ 4.**  
**Control of visitor data**

Number of sold tickets are established on the basis of cash counter records of the organiser. Tickets should be issued with serial numbering.

Number of registration cards/vouchers is to be established through actual count and recorded in relevant documents.

Number of revisits is to be established through actual count of the control slips and other documents or on basis of relevant report from the electronic entry system.

Control of the qualitative figures should be performed through inspection of the evidences available - gate entry records, registration cards, visitor survey questionnaires and reports etc.

Financial records/cash box reports/relevant documents shall be subject to control by the auditor.

In case representative survey serves as base of qualitative data the auditor shall specify the method of it in its report.

## **II. EXHIBITORS**

### **II./1.**

#### Quantitative data

##### II./1.1.

#### Number of exhibitors

Whoever rents an autonomous, separable and paid-up area unit (a stand) where people are employed exclusively by himself to offer goods and/or services in his own name for the entire duration of the exhibition/fair can be considered an Exhibitor - irrespective of the branch or product classification. The organiser of the exhibition issues an invoice on him.

Co-exhibitors at an exhibitor's stand or participants at a collective stand are also considered as exhibitors for statistical purposes if they exhibit their own goods employing their own personnel on the exhibitor's stand or at a common stand organised by a collective stand organiser and their autonomy can be undoubtedly recognised even without physical separation. These companies are considered as exhibitors regardless that the invoice is being issued on the exhibitor or on a collective stand organiser. The nature of the participation and the identity of each exhibitor at the stand should be undoubtedly clear from the application form sent to the exhibition organiser.

A collective stand organiser itself should be considered as an exhibitor only if it is undoubtedly clear from the common stand plan that the collective stand organiser also disposes of an autonomous stand segment with at least one open side towards the visitors to carry out his own marketing activity.

When an exhibitor has more than one stand within an exhibition branch (product group) only counts as one exhibitor. In case it exhibits at more than one branch (product group) it can be counted according to the number of branches where it rents stands.

Service companies, authorities, associations, institutes, media companies who rent/contract exhibition space (stand) and they offer their services which are relevant to the theme of the exhibition are also considered as exhibitors.

A company who does not attend the exhibition (although it rented a stand) is not considered as exhibitor.

## II./1.2.

Transparency of the calculation

Further to exhibitors no other categories like sub-exhibitor, co-exhibitor, non-direct exhibitor, indirect exhibitor should be used in the statistical publications.

## II./2.

### Nationality

#### II./2.1.

##### Nationality of the exhibitor

Nationality of the exhibitor should be undoubtedly clear from the application form sent to the exhibition organiser. The nationality of the exhibitor is the country which is mentioned in the application form.

*Nationality of a domestic multinational company shall be registered under “multinational” as a sub-category of domestic exhibitors.*

#### II./2.2.

Statistics on the exhibitors

The number of the exhibitors can be broken down into domestic and foreign exhibitors.

#### II./2.3.

*Within domestic exhibitors the number of exhibitors can separately counted as multinational exhibitors and non-multinational exhibitors as sub-categories. (see classification/definition in Section VI. of the present Auditing Rules)*

#### II./2.4.

*International exhibitors are considered as sum of foreign exhibitors and multinational exhibitors.*

## II./3.

### Control of the exhibitor data

Exhibitor data is to be controlled on the basis of application forms, contracts, agreements, invoices and relevant computer printouts. These documents shall give evidence to the qualitative figures as well.

The total number of participating countries can also be declared where the country of the organiser/location of the event is also included.

Other statistics on available qualitative data can also be made public (like trader or manufacturers or loyalty of the exhibitors) but they should be subject of control and verification (statistics audit) beyond the present Regulation.

### **III. EXHIBITION SURFACE**

#### **III./ 1.**

##### Exhibition surface

Exhibition surface and stand data are given in square meters.

##### III./1.1.

###### Total contracted space

Total contracted space is the total territory of exhibition stands rented/contracted by exhibitors (as invoiced to or rendered under agreement to the exhibitors) and which is occupied by the exhibitors for the entire duration of the exhibition.

##### III./1.2.

###### Special show space

Special show space is an exhibition space (net sq. m.) where performances, shows, lectures, contests (e.g. stage) are held, if this activity relates/covers/promotes the theme of the exhibition, and which space is independent of any single exhibitor.

##### III./1.3.

###### Total net exhibition space

Total net exhibition space includes the total contracted space (as per Point III./1.1.) and the total special show space (as per Point III./1.2.)

##### III./1.4.

###### Special regulations

The contracted space of a collective (common) stand can be calculated in total (the rented space according to the invoice) or as added up exhibitor-by-exhibitor (according to the stand plan if this completely equals the space invoiced to the collective stand organiser). Multi-storey stand space is to be calculated as per the invoice.

#### **III./ 2.**

##### Qualitative exhibition space figures

##### III./2.1.

Contracted space should be broken down into

Indoor space - t.i. rented/built in exhibition halls

Outdoor space - t.i. rented/built in open area of the exhibition compound.

as well as

*domestic (rented/contracted to non-multinational),*

*domestic (rented/contracted to multinational) and*

*foreign (rented to foreign entity incl. embassies etc.)*

### III./2.2.

#### Total gross exhibition space

Gross exhibition space can be calculated also for gross area occupancy of the exhibition compound. Such data shall be communicated only by members in their capacity as exhibition centres.

### III./2.3.

Definition of indoor space: when exhibition space rented, contracted to exhibitors is in halls, tents, or similar: basically when visitor passes by between stands in covered environment.

### **III./ 3.**

#### Control of exhibition space data

The total net exhibition space is to be controlled on the basis of invoices and agreement documents (contracted space) and on the basis of the hall/open area occupancy plans (floor plans) of the organiser (for the special show space).

These documents shall give evidence to the qualitative figures as well.

## **IV. AUDITING RULES AND PROCEDURES**

*CENTREX members are expected to bring their trade fairs, exhibitions under statistical supervision (audit) each year (with UFI Approved Event status at least at UFI required cycle)*

*Member is to conclude (directly or through an organization indirectly) an audit service contract with CENTREX (or a CENTREX GA-approved external auditor) for at least a 1-year period prior to commencement of the subject year.*

#### *The process of audit, the task of the auditor*

*CENTREX members are (according to the Articles) obliged to put their exhibition statistics under the process of (external) audit, providing aggregate data, statistics, as per attached input table (preliminary statistics) for supervision by the auditor. Sending this table is expected to take place at maximum 21 days after the completion of the relevant trade fair. Later, minimum 7 days before the agreed upon audit date (supervision date) the member shall send detailed supporting internal documents – incl. internal lists, drawings, cash box and gate reports, analytic lists, documents for the auditor to facilitate forthcoming on-the-spot audit session. (CENTREX Audit Help Desk is at service for questions)*

*Auditor shall make (under agreement on date) an on-the-spot visit to the organiser's office, meeting her staff and check the available supporting documents for proof of the presented preliminary data. This can take place with frequency agreed upon in their contract.*

*At the end of the audit/supervision session, after all necessary documents received, questions cleared, satisfactorily answered, the auditor arrives to the final supervised statistics and the*

*auditor will in 15 days finalise the audit process issuing an Auditor Report (output table) for the member.*

*In case of UFI approved event (UAE) the auditor shall also complete an UFI Auditor Report – original to be sent to UFI and copy to member, and copy to CENTREX).*

*The auditor is foreseen to make random unannounced visit to the ongoing fairs – minimum one fair of the organizer - in 3 years, to obtain personal experience with the venue, the admission systems, the documents in use and the real-time process of staging the fair.*

## **V. THE PUBLISHING OF EXHIBITION DATA**

The publishing of exhibition data must be undoubtedly clear in definitions and content.

Definition of the present Rules should be used only when fully complying with the content of this Rules.

In no case should number of visitors be mixed up with total attendance, nor gross exhibition space be indicated/made public in a way to create confusion by exhibition organiser.

## **VI. MISCELLANEOUS**

*For statistical purposes domestic exhibitors can be broken down by multinational exhibitors and non-multinational exhibitors.*

*„A multinational is an enterprise with substantial local operations in several countries. Generally, any company or group that derives an important portion of its revenues from operations outside of its home country may be considered a multinational. A multinational exhibitor is one representing a multinational company.”*

Original agreement made in Brno, on April 24, 1997.

Last updated in Bucharest, on March 27, 2015.

## **VII. ENCLOSURES**

*Audit Report input table 2015*

*Audit Report output table 2015*