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### Polish Chamber of Exhibition Industry adopts the Glossary of Terms of the Exhibition Industry

The Board of Polish Chamber of Exhibition Industry, chaired by Przemysław Trawa (Chairperson of the Board of Poznań International Fair), during a meeting held in Poznań on August 22, 2017, adopted an extremely important document: "[Glossary of Terms of the Exhibition Industry](#)". This new corporate act officially systematizes the terminology which has been used in the exhibition industry for years now, which however, according to the exhibition experts from the Chamber, was unclear for many stakeholders of the sector - including the legislative bodies and the media. Particularly that the Polish legislation does not contain regulations for this specific sector of economy focused on trade fairs and exhibitions. Also there is not enough literature which would professionally explain exhibitions and their importance. Thanks to the adoption and promotion of the "Glossary of Terms of the Exhibition Industry", PCEI hopes to clarify many misunderstandings concerning correct interpretation of the meaning of the most important definitions, such as the definition and classification of exhibitions, the notion and criteria of an exhibition venues, the definition of an exhibition organizer, an exhibition service company, and many others.

Misunderstanding of the terminology related to the exhibition sector as well as the functions of exhibitions in the modern economy have been the reason for abusing the notion of exhibitions by unprofessional organizers on numerous occasions. Each year the term "exhibition" can be found in the name of at least several dozen events which share certain characteristics of exhibitions yet are organized by various companies in inadequate venues with low quality of services offered to clients of such events. This immensely depreciates the importance of exhibitions in Poland, which are valued by domestic and foreign exhibitors and visitors, and the reputation of professional exhibition organizers, exhibition and convention centres as well as providers of exhibition-related services, such as design and construction of exhibitions stands, exhibition transport, forwarding and logistics, and many others.

In the past we also encountered the misinterpretation of definitions connected with exhibitions and an incorrect interpretation of the word "exhibition" by the Polish legislation, due to which we were forced to resort to lobbying actions, for instance during the works on amending the act on mass events in 2006. That is the reason why the approach of the Board of PCEI, consisting of exhibition experts, to the issue of formulating the definition of the notion of "exhibition" as well as the definition and assessment criteria of an "exhibition venue", was really meticulous. The Board decided to apply in this respect the most recent position of UFI, the Global Association of the Exhibition Industry, published in November 2017.

It is worth stressing that the development and adoption of the Glossary of Terms of the Exhibition Industry crowns one of the stages of the works carried out by PCEI for several years now on good practices of the exhibition industry, which were undertaken at the initiative of Mr. Paweł Babij (the CEO of Inreservis of Łódź, an exhibition organizer) and conducted under his leadership.

Below we are proud to present the Glossary of Terms of the Exhibition Industry:

#### GLOSSARY OF TERMS OF THE EXHIBITION INDUSTRY

1. **Exhibition** - an economic, social and cultural event used to develop companies, to economically promote goods and services, and to build direct interpersonal relations in business; exhibitions have a direct connection with the development of the open and diversified economy and they play an important role in the development of regions and the country. An exhibition is a place of direct meetings held as part of the organized market, regularly, in an agreed place, with the starting date agreed in advance, and in strictly defined duration; the exhibition participants are exhibitors and visitors. The aim of an exhibition is to enable all participants to present samples of products, goods or services in order to promote them and make trading transactions in the future.
2. In terms of range, exhibitions are divided into
  - a) **international exhibitions** - exhibitions which meet at least one of the following criteria:
    - the number of foreign exhibitors at such an exhibition is minimum 10% (ten per cent) of the number of exhibitors in total;

- the number of foreign visitors or their entries at such an exhibition is minimum 5% (five per cent) of the total number of visitors or their entries;

*Methods of calculating the number of exhibitors and visitors have been defined by standards and definitions of UFI, the Global Association of the Exhibition Industry. An audit from report of statistical data of the exhibition decides about the fulfilment of the criteria.*

b) **national exhibition** - an exhibition which does not fulfil any of the above criteria.

c) **regional exhibition** - an exhibition where exhibitors come from one or neighbouring geographical regions.

3. **Exhibition activity** - professional service activity of organizing exhibitions in exhibition venues, performed in an organized and continuous manner.

4. **Exhibition organizer** - a natural or legal person dealing with organisation of exhibitions.

5. **Exhibition co-organizer** - a natural or legal person who, under a contract with the organizer, takes over from him some of the rights and obligations of the organizer, and who is listed in the official information concerning the exhibition.

6. **Exhibition venue (complex) operator** - a natural or legal person holding a permanent or temporary right to manage a facility which meets the requirements of organization of exhibitions, and who provides it to third parties for the purpose of organizing exhibitions.

7. **Exhibition representative** - a natural or legal person performing civil and legal actions on behalf of the exhibition organizer within the scope of the granted power of attorney.

8. **Exhibition agent** - a natural or legal person acting as intermediary in the exhibition industry linking clients with exhibition organizers or exhibition service providers.

9. **Exhibition venue (complex)** - a building or complex of buildings and structures erected for the purpose of organization of events, which can host trade fairs and exhibitions, and which offers renowned in the sector and high quality services for contracting exhibitions (B2B) and for consumer exhibitions (B2C), which can also hold other types of events from the MICE sector (*based on: definition of an exhibition venue adopted by UFI, November 2016*).

Hotels, public purpose building, sports facilities, parks and temporary structures are not treated as exhibition venues even if they hold exhibitions (*based on: position of UFI, November 2016*).

**List of essential criteria for the assessment of an exhibition venue constitutes an appendix to the Glossary of Terms of the Exhibition Industry.**

10. **Exhibition grounds** - space where the exhibition is held and its accompanying grounds (car parks, roads), immanently connected with the exhibition.

11. **Total contracted net exhibition space (of the exhibition / event)** - the total area taken by an exhibition (both indoor and outdoor), expressed in square meters, which constitutes the sum of:

a) space hired by exhibitors under civil-law contracts and actually used by exhibitors for the entire duration of the exhibition,

b) additional space provided to exhibitors based on contracts other and civil-law contracts, accessible also for visitors for the entire duration of the exhibition and

c) special show space, independent of any single exhibitor, used for presentations, demonstrations of goods in motion and similar undertakings thematically connected with the organized exhibition.

12. **Gross exhibition space (of the exhibition / event)** - the sum of the total contracted net exhibition space and the area of neighbouring gangways and foyers as well as auxiliary service areas.

13. **Exhibitor** - an entity which contracts a specific outdoor or indoor exhibition space under a civil-law contract (entered into with the exhibition organizer) in order to present a trade offer, who appears on his own behalf or on behalf of another business, for the entire duration of the exhibitions. The exhibitor can be national or foreign:

a) **national exhibitor** - an exhibitor who declares his seat in the territory of the Republic of Poland in the exhibition registration form,

b) **foreign exhibitor** - an exhibitor who declares his seat outside the territory of the Republic of Poland in the exhibition registration form.

14. **Co-exhibitor** - an entity who, with the knowledge and approval of the exhibitor, and after his registration with the

exhibition organizer, co-uses the exhibition stand and presents his own goods or services using his own staff.

15. **Exhibition stand** - space allocated to a specific exhibitor and operated under a civil-law contract entered into with the exhibition organizer.
16. **Exhibition service company** - a natural or legal person who renders professional services related to participation in the exhibition, particularly including:
  - a) design and composition of the exhibition space,
  - b) construction, furnishing of exhibition stands,
  - c) construction of portable exhibition pavilions,
  - d) transport, forwarding and logistics
  - e) equipment rent and servicing (IT, AV, lighting, etc.)
  - f) the media, advertising, promotion,
  - g) digital services,
  - h) translations,
  - i) security hire,
  - j) catering;
  - k) hire of additional staff and others.
17. **Visitor** - a natural person who holds the right to enter the exhibition. Visitors can be divided into:
  - a) consumers - natural persons who visit the exhibition not directly connected with their economic or professional activity.
  - b) professional visitors - natural persons who visit the exhibition directly connected with their economic or professional activity.

**List of essential criteria by PCEI for the assessment of an exhibition venue:**

1. Basic information and technical parameters of the venue:
  - exhibition space (gross exhibition space) of the venue,
  - height of the venue,
  - no. of floors:
  - entries - their number, height and width,
  - freight lifts - their parameters (maximum working load in kg, width, depth and height),
  - passenger lift - their parameters (maximum working load in kg, number of people),
  - floor type
  - floor load bearing capacity (in kpa),
  - area free of pylons,
  - installation ducts in the floor,
  - maximum possible height of suspension in the venue,
  - permissible load of the floor/ceilings,
  - possibility and parameters of running utilities to the stands of exhibitors (electric energy, water, compressed air, heating and cooling installation, wired and wireless internet),
  - is the facility air-conditioned,
  - modification of the facility for the needs of the disabled,
  - access registration system (entries, leavings);
2. Venue regulations and safety factors:
  - available venue regulations containing: technical and cleaning specifications, technical conditions of the venue, rules of constructing exhibition stands, fire safety, work safety, rules of communication inside the venue, safety of exhibitors and visitors, environmental protection;
  - operating monitoring systems,
  - medical station (permanent, temporary);
  - police station (permanent, temporary);
3. Services in the venue available for exhibitors:
  - services of design and construction of stands,
  - transport and handling services (loading, unloading),
  - storage / warehousing services,
  - stand security,

- meeting / conference rooms with ICT infrastructure,
  - catering (permanent / temporary);
  - internal and external communication - available in Polish and in an international language (e.g. English): website; technical information, floor plans, conveniences, rules binding in the venue, information concerning the available services, promotional materials of the venue);
4. Transport accessibility of the venue:
- car parks / car parks - number of parking places (for cars and buses),
  - accessibility of transport means:
    - distance to the airport,
    - distance to the railway station,
    - distance to public transport stops,
    - availability of taxis.

Source: Polish Chamber of Exhibition Industry, September 2017

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#### *About Polish Chamber of Exhibition Industry*

*Polish Chamber of Exhibition Industry, established in 1993, is the only national organization - an economic chamber which associates companies which conduct economic activities in the exhibition sector. Members of Polish Chamber of Exhibition Industry represent all the participants of the exhibition market. They are above all: exhibition organizers, trade fair and conference venue operators, companies which offer services of design, construction and furnishing of exhibition stands, exhibition transport and forwarding companies, organizers of participation of Polish companies in exhibitions abroad and representatives of foreign exhibitions in Poland. The Chamber also associates companies from the field of advertising and marketing, the media, catering and hospitality.*

*Four basic areas covered by the program of Polish Chamber of Exhibition Industry operations are: lobbying, actions for the integration of the exhibition environment, promotion of exhibitions - widely understood - including publishing operations, education in trade fair marketing and promoting ethical business actions in the sector, as well as actions aimed at sustainable development.*

*The Mission of Polish Chamber of Exhibition Industry is to: serve as a multifunctional platform of cooperation for all participants of the exhibition industry, develop effective structure of lobbying actions for the benefit of the Polish exhibition sector, promote participation in trade fairs and exhibitions as an effective element of marketing and communication strategy of businesses, act for the benefit of increasing standards of trade fair services offered its members, including for the benefit of reliable, transparent exhibition statistics, offer the participants of the exhibition market opportunities of exhibition education and business, act for the benefit of integration of its members and their identification with the environment, and work out the motivation to act together and such a culture of cooperation which multiplies and protects the economic interests of the members of the Chamber.*

*Polish Chamber of Exhibition Industry is a member of the Polish Chamber of Commerce. PCEI is an active member of UFI - the Global Association of the Exhibition Industry - and cooperates intensively with CENTREX, the International Exhibition Statistics Union, which associates the largest exhibition organizers of Central and Eastern Europe, as well as with AUMA, the German Association of the Trade Fair Industry, and with many other foreign organizations of the exhibition Industry.*

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