

AUDITING ORGANIZATIONS IN EUROPE

(PARTICIPATING IN THE EUROPEAN TRADE FAIR STATISTICS)

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- Denmark The Danish Audit Bureau of
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- Finland Finnish Union of Trade Fair
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- France Statistical Audit Bureau for General and
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- Hungary/
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- Netherlands Federation of Trade Fairs and Exhibitions
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- Sweden/
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OTHER EUROPEAN AUDITING ORGANIZATIONS

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- United Kingdom Clearinghouse for Certified
 Data on Exhibitions (CCDE)
 115 Hartington Road
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 e-mail: hn23@dial.pipex.com, <http://www.exhibitions.co.uk>

BASIC DEFINITIONS

(PROVIDED BY THE INDIVIDUAL ORGANIZATIONS)

Federation of Fairs and Trade Fairs of Belgium and the Grand-Duchy of Luxembourg (FEBELUX)

(Audits are carried out by auditing companies chosen by the individual organizers)

Space

Only the net floor-space occupied by the event, i. e. the total surface area actually hired by direct exhibitors can be considered as area of a fair or trade show.

The organizer can add to this obligatory information the gross surface area, provided that it is clearly marked as such. The net space of the outdoor stands is calculated and shown separately. A distinction is made between the surface areas hired by national exhibitors and those hired by foreign exhibitors.

Exhibitors

Only those companies or organizations which hire a stand on their own name are considered as direct exhibitors or exhibitors with own stands. Companies which do not have their own stand but exhibit their products on the stand of a direct exhibitor are considered separately as indirect exhibitors or represented firms.

When organizers publish figures on "exhibitors" they are only authorised to mention the number of stands hired (direct exhibitors).

The compulsory mention may be followed by the number of companies represented on the different stands (indirect exhibitors).

Visitors

Paid entrance tickets are counted after sales. Free-entry permits, also called "buyers" or "invitation cards", are counted for one entry on the condition that they have been registered. Professionals' or traders' permits are counted after the registration of visitors. Press, honorary members permits of official invitations, as well as legitimization cards and permanent cards, can only account for one entry on the condition that they have been registered.

Service and exhibitors' cards are not taken into account.

The figures of foreign visitors can be shown if they are counted separately.

Scandinavian Fair Control (SFC), Sweden/Norway/Denmark
(Auditing company: KPMG)

**The Danish Audit Bureau of Exhibitions and Fairs (DO),
Denmark**
(Auditing company: same)

Finnish Union of Trade Fair Organizers (FUTFO), Finland
(Auditing company: Finnish Audit Bureau of Circulations)

Space

The total rented space of an event refers to the area used by and paid for by the exhibitors. A distinction is made between hall space and open-air space.

Areas given free of charge to exhibitors are not counted.

Exhibitors

An exhibitor with his own stand (direct exhibitor) is one who has obtained a contract for an exhibition stand in its entirety, or who uses a specified, clearly delineated portion of an exhibition stand using his own personnel to promote goods or services.

A represented firm (indirect exhibitor) is one whose products or services are offered through a direct exhibitor. The number of exhibitors with their own stands may not be added to the number of represented firms, except when evident.

Visitors

The number of visitors is the sum of paid entrees, invitation cards used, and other used tickets which can have been obtained by conference visitors who have had access to the trade fair grounds. Verification is primarily concerned with number of different visitors and not the number of visits. Thus, a visitor which visits a trade fair over a period of many days, is counted just once. Exhibitor, press, service and personnel cards and passes are not counted.

**Statistical Audit Bureau for General and Spezialized Fairs and
Exhibition (OJS), France**

(Audits are carried out by nine public accountants elected by OJS)

Space

The rented space refers only to the area occupied by direct exhibitors (exhibitors with their own stands). It corresponds to the number of square metres invoiced and paid for by these exhibitors.

Surface areas given free of charge are not counted.

Exhibitors

An exhibitor with his own stand (direct exhibitor) is one who occupies a stand for his company, receives the bill from the exhibition organizer and settles it directly.

A represented firm (indirect exhibitor) is one who does not have a stand of his own, but presents his products on a stand of a direct exhibitor.

Visitors

Any person entering a commercial event who presents either a ticket or a card proving payment on the entrance fee, or an invitation card with a numbered control slip is considered as a visitor.

The exhibition organizer must issue control cards or slips giving the identity of foreign visitors.

Unidentified visitors admitted free of charge are not taken into account. Honorary cards, exhibitors, press and all administration passes are not counted.

Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Germany

(Auditing company: Ernst & Young)

Association for Voluntary Control of Fair Statistics (FKM-Austria)

(Auditing company: Österreichische Revisions- und Treuhand Gesellschaft mbH)

Association for Voluntary Control of Fair Statistics (FKM-Suisse)

(Auditing company: OSEC Business Network)

Space

The total rented space of an event is based on the amount of space rented by the individual exhibitors.

The amount of rented space is divided into hall areas and open-air areas, and is also differentiated between domestic and foreign exhibitors.

Exhibitors

Exhibitor figures are compiled as the number of companies who have rented an individual stand and who use their own personnel to promote goods or services. Represented firms are companies whose goods or services are offered by another exhibitor. The number of exhibitors may not be added to the number of represented firms.

Visitors

The total number of visitors at an event is established by counting admissions to the trade fair or exhibition centre, whereby one admission is registered per day. The starting point is the number of

admission tickets sold or the result of a visitor registration. Admission tickets for exhibitors, press representatives, honorary guests etc. are not registered.

To determine the total number of admissions, multiple-day tickets are repeatedly counted corresponding to the frequency of their use. The frequency of use can be verified by an electronic visitor admission system or by using the price structure of admission tickets.

If an electronic admission system is not used, the minimum use of a multiple-day ticket must be determined on the basis of its price relation to a one-day-ticket. If a multiple-day ticket is at least 20 % more expensive than one or several one-day tickets, it is assumed that the multiple-day ticket is used for one day-visit more than the corresponding number of one-day tickets. In order to determine the total number of visitors, multiple-day tickets can be counted correspondingly often.

Foreign visitors' totals are minimum figures based, for example, from their purchasing tickets at specified cashiers and specified reception areas. In other cases, these figures have been determined by representative sampling.

CENTREX – International Exhibition Statistics Union, Czech Republic, Poland, Slovak Republic, Hungary

(Auditing companies: BDO Bratislava, BDO Budapest, BDO Poznan, BDO Praha, AMASIA, QUALI-CONTROL)

Space

The rented space refers only to the area occupied by direct exhibitors (exhibitors with their own stands). It corresponds to the number of square metres invoiced and paid for by these exhibitors.

Surface areas given free of charge are not counted.

The space is divided up in hall space and open-air space and in area rented by exhibitors.

Exhibitors

An exhibitor with his own stand (direct exhibitor) is one who occupies a stand for his company receives the bill from the exhibition organiser and settles it directly.

A represented firm (indirect exhibitor) is one who does not have a stand of his own, but presents his products on a stand of a direct exhibitor.

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 or ganiser.

Visitors

The number of visitors is calculated on evidence. The number of paying visitors is established through financial evidence: number of sold tickets (prepaid or on the spot) and number of tickets/entry passes paid by the exhibitor or a third party. Season tickets sold are calculated as one visitor irrespective of the number of use. Number of family tickets sold are calculated as

4 visitors. Persons arriving with vouchers, registration cards or similar valid free passes, tickets can be counted as visitors only if evidence is available.

The number of foreign visitors is established either by tickets sold out at special counters for foreigners, filled-inregistration cards with evidence of the foreign origin of the visitor or through representative visitor surveys.

Ministry of Industry, Trade and Artisanhip, Italy

(Audits are carried out by representatives of the ministry)

Space

The rented space of a fair is the area effectively occupied by the exhibitors, invoiced and paid at the official price. The space is divided up in hall space and open-air space and in area rented by Italian and foreign exhibitors. Areas given free of charge to private exhibitors are not counted.

Exhibitors

An exhibitor with his own stand (direct exhibitor) is one who occupies a stand for his company, receives the invoice and pays it.

Exhibitor figures are divided up in Italian and foreign exhibitors.

A represented firm (indirect exhibitor) does not have a stand of his own, but is present in the stand of a direct exhibitor. He cannot be considered, if he does not pay the official fee for the participation.

Visitors

Any person entering a trade fair presenting a ticket or a card proving payment of the entrance fee, or an invitation card with a control slip is considered as a visitor.

Visitors admitted free of charge are counted only, if they give elements for their qualification and identification.

Foreign visitors are counted only, if their identification is possible.

Honorary cards, exhibitor, press and service cards and passes are not counted.

Permanent cards are counted only once.

Federation of Trade Fairs and Exhibitions in the Netherlands (FTN), Netherlands

(Audits are carried out by auditing companies chosen by the individual organizers)

Space

The net space occupied refers only to the total area rented by exhibitors.

The organizer can add to this obligatory information the gross surface area, provided that it is clearly marked as such. The net space of outdoor stands is calculated and shown separately.

A distinction can be made between the surface areas hired by national exhibitors and those hired by foreign exhibitors.

Exhibitors

Exhibitor figures only include those companies who have contracted to rent their own individual stand space.

Companies which do not have their own stand but exhibit their products on the stand of a direct exhibitor are considered as represented firms.

When organizers publish figures on "exhibitors" they are only authorised to mention the number of stands hired (direct exhibitors).

The compulsory mention may be followed by the number of companies represented on the different stands (indirect exhibitors).

Visitors

Paid entrance tickets are counted after sales. Free-entry permits, also called "buyers" or "invitation cards", are counted for one entry on the condition that they have been registered. Professionals' or traders' permits are counted after the registration of visitors. Press, honorary members permits of official invitations, as well as legitimization cards and permanent cards, can only account for one entry on the condition that they have been registered.

Service and exhibitors' cards are not taken into account. The figures of foreign visitors can be shown if they are counted separately.

BDO Binder & Co., Portugal (Auditing company: same)

Space

Obligatorily, the hall space must be distinguished from the open-air space, always using the square meter (m²) as unit of measure. Rented space should still be decomposed into national and foreign exhibitions. Surfaces granted free of charge and/or supporting activities – restaurants, conferences, shows, circulations and parking should not be considered on the statistics.

Exhibitors

Obligatorily, the exhibitors should be separated into direct and indirect exhibitors. These should also be subdivided between national and foreign. An exhibitor is considered direct if he occupies an area rented by himself for display of his products or services.

If a representative presents his products in modules of a direct exhibitor, he is classified as an indirect exhibitor (represented firm). In the particular case of the occupied area by the indirect exhibitor being of 9 m² at least, this one will be considered as direct. The localization of the exhibitor's office determines his classification as national or foreign.

Visitors

A distinction between national and foreign visitors must be done. Foreign visitors should be identified through registration and control of their personal identification cards showing their address. Non-identified and non-controlled visitors admitted free of charge should not be considered on the statistics as well as, for example, those bearing press cards and, in a general way, all bearing administration passes.

AFE – Association of Spanish Fairs, Spain

(Auditing company: PricewaterhouseCoopers)

Space

The amount of exhibition space let is divided into hall areas and open-air areas, and is also differentiated between Spanish and foreign exhibitors. Special shows include stands, displays and demonstrations that deal with the general concept, or specific themes, of an exhibition but are independent of the exhibitors.

Gross exhibition space comprises the net exhibition space and the related gangways and services areas.

Exhibitors

Direct exhibitor. The exhibitor who occupies a stand for his company receives a bill from the exhibition organizer and settles it directly.

Indirect exhibitor (or firm represented). The exhibitor who does not have a stand of his own, but presents his products on a stand of a direct exhibitor.

Visitors

Identified visitors: At the entrance of the exhibition these visitors must hand a card or a numbered slip showing their identification. The number of these visitors is determined according to the number of completed cards or slips. Season tickets are counted once irrespective of the number of times used.

The number of visitors buying their tickets on entry to the exhibition

corresponds to the number of tickets sold with proof of the corresponding receipt.

Cards: Honorary cards, unidentified visitors admitted free of charge, card exhibitors and press and passes.

**Clearinghouse for Certified Data on Exhibitions (CCDE),
United Kingdom**

(Audits are carried out by different registered auditing companies)

Space

The net space occupied refers only to the total area rented by exhibitors.

Exhibitions

Exhibitor figures only include those companies who have contracted to rent their own individual stand space.

Visitors

Each visitor completing a visitor registration form is counted once only. Overseas visitors are those visitors giving an overseas address on the registration form.

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