



## **IAEE POLICY STATEMENT: AUDITING/ATTENDANCE VERIFICATION FOR EVENTS**

To prevent confusion involving the use of the term “audit” as it relates to the confirmation of exhibition attendance claims, The International Association of Exhibitions and Events (IAEE) offers the following statement. Adoption of the guidelines described in this statement, while recommended, is optional and at the discretion of show management.

Audits of exhibition attendance and demographic information should adhere to the generally accepted auditing standards as defined by the Exhibition and Event Industry Audit Commission (EEIAC).

An audit must provide an independent, unbiased appraisal of a show producer's attendance and demographic claims that are reported in an industry established standardized report. An audit should include an analytical review, systems validation and data confirmation.

Audits should be census-based as opposed to survey-based research projections. This is consistent with the audit practice employed for magazines and newspapers.

As a principal, all relevant data must have an equal opportunity of being selected for audit testing.

The auditor must be an independent entity to the extent that there can be no vested interest in the audit results. This absolute assurance of autonomy can only be secured by using an organization such as one who has been certified by the Exhibition and Event Industry Audit Commission (EEIAC).

At least once every five (5) years the auditor should undergo a peer review of its auditing practices, procedures and standards to ensure they comply with the rules and procedures promulgated by the Exhibition and Event Industry Audit Commission (EEIAC).

The auditing entity should offer an impartial arbitration platform for the buyers and sellers of exhibition space”

Adopted 5 June 2000

Revised 10 September 2005