



**Audited Media**  
Association of Australia



## **AMAA Exhibition & Conference Standards**

**Audited Media Association of Australia  
Limited**

**ACN 163 161 402**

(A public company limited by guarantee)

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## 1. APPLICATION OF THE AMAA EXHIBITION & CONFERENCE STANDARDS AND MEMBERSHIP

- 1.1 Pursuant to **Regulations 2.2.3 (a)**, the Board of Directors of the AMAA has determined that the Standards apply to Media Members of the AMAA who hold product registration for an Exhibition, Conference or Events.

An Event Organiser becomes a Media Member of the AMAA once they have registered their event with the AMAA, their membership has been approved by the AMAA Board of Directors, and they maintain continuous reporting of their event data to AMAA, pursuant to the Regulations. An Event Organiser must complete an audit for subsequent exhibitions that are equivalent to those that the Event Organiser has registered with AMAA.

Other membership requirements may apply to a Media Member who has a registered event or exhibition with the AMAA, and any Event Organiser interested in becoming a member of the AMAA must satisfy the AMAA Constitution and Regulations.

- 1.2 The following are the Events which Media members of the AMAA can apply to have audited under these Standards:
- (a) Trade Exhibition;
  - (b) Consumer (Public) Exhibition;
  - (c) Combined Trade and Consumer (Public) Exhibition; and
  - (d) Conference;

as defined by these Standards, or as determined from time to time by the Board of Directors of the AMAA.

- 1.3 These Standards are effective from February 17, 2015.
- 1.4 These Standards detail the requirements for obtaining an audit of an Exhibition or Event from the AMAA.
- 1.5 An Event Organiser must be a member of the AMAA before an audit certificate can be issued or any event audit service performed by the AMAA.
- 1.6 In order to remain a member of the AMAA and keep their event registered with the AMAA, a Media Member with a registered Event must audit its Event every time it is held, regardless of how frequently it is held.
- 1.7 Media Members should note that where the word 'Product' is used in these Standards, this covers the Events referred to in **rules 1.1** and **1.2**, unless otherwise indicated. Similarly, where 'Media Member' is mentioned, this covers 'Event Organiser' where the organiser has been accepted as a member of the AMAA.

## 2. EVENT AUDIT CERTIFICATES & REPORTS

This section explains the types of AMAA Event Audit Certificates available for Exhibitions. An AMAA **Event Audit Certificate (EAC)** confirms that an Exhibition has been audited and reports attendance, demographic, and other metrics.

EAC's can present varying data depending on the type of show and metrics verified. There are four (4) basic types of EAC's:

- Trade Exhibition;
- Consumer (Public) Exhibition;
- Combined Trade & Consumer (Public) Exhibition;
- Conference;
- Portfolio.

Each EAC is divided into three (3) areas:

- Standards Information
- Attendance Figures – Core, Mandatory and Optional Metrics
- Attendee Profile Demographics

### 2.1 Trade Exhibition

2.1.1 Each Media Member in respect of a Trade Exhibition registered product must submit data to be audited which will be reported by AMAA in the form of an Event Audit Certificate (EAC) identifying:

(a) The following Standards information:

- (i) Event Name;
- (ii) Name of Event Organiser;
- (iii) Event Dates;
- (iv) Venue;
- (v) Exhibition Type; and
- (vi) Statement of Verification Methodology, reported in accordance with **rule 4.6.1**;  
and

(b) The number of Unique Visitors reported as **Unique Visitor Attendance (UVA)** by day with addition of Repeat Visits (if any) by day; and

(c) The number of Unique Visitors reported in the following demographic categories:

- (i) Geographic origin;
- (ii) Job title/function; and
- (iii) Company activity.

(d) An Event Organiser may also provide the optional reporting of **Total Attendance** with the option to show domestic/international breakdowns in the following categories:

- (i) UVA Total only (not Total Visits of UVA which normally include Repeat Visits)
- (ii) Exhibitor Staff;
- (iii) Speakers;
- (iv) Media; and/or
- (v) Children;

- (e) An Event Organiser may also provide the optional reporting of other data relating to the event in the following categories:
  - (i) Additional Attendee Profile Demographics, reported in accordance with **rule 2.5**;
  - (ii) Delegate break out figure, reported in accordance with **rule 4.3.7**;
  - (iii) Organiser Statements, reported in accordance with **rule 4.6.3**;
  - (iv) Total Net Exhibition Space, reported in accordance with **rule 4.6.4** with the option to show indoor/outdoor breakdowns;
  - (iv) Total Number of Exhibitors, reported in accordance with **rule 4.6.5** with the option to show domestic/international breakdowns; and
  - (vi) Total Number of Brands, reported in accordance with **rule 4.6.6**.

## 2.2 Consumer (Public) Exhibition

2.2.1 Each Media Member in respect of a Consumer Exhibition registered product must submit data to be audited which will be reported in the form of an Event Audit Certificate (AEC) identifying:

(a) The following Standards information:

- (i) Event Name;
- (ii) Name of Event Organiser;
- (iii) Event Dates;
- (iv) Venue;
- (v) Exhibition Type; and
- (vi) Statement of Verification Methodology, reported in accordance with **rule 4.6.1**; and

(b) The number of UVA Paid Tickets reported as **Daily Paid Tickets (Paid)** and UVA Unpaid Tickets reported as **Daily Complimentary Tickets (Complimentary)**; and

(c) Breakdown of Attendance by day.

(d) An Event Organiser may also provide the optional reporting of **Total Attendance** with the option to show domestic/international breakdowns in the following categories:

- (i) UVA Paid and Complimentary Visit breakdowns;
- (ii) Exhibitor Staff;
- (iii) Speakers;
- (iv) Media;
- (v) Children; and/or
- (vi) Total Attendance with the option to show domestic/international breakdowns.

(e) An Event Organiser may also provide the optional reporting of other data relating to the event in the following categories:

- (i) Additional Attendee Profile Demographics, reported in accordance with **rule 2.5**;
- (ii) Delegate break out figure, reported in accordance with **rule 4.3.7**;
- (iii) Organiser Statements, reported in accordance with **rule 4.6.3**;
- (iv) Total Net Exhibition Space, reported in accordance with **rule 4.6.4** with the option to show indoor/outdoor breakdowns;
- (iv) Total Number of Exhibitors, reported in accordance with **rule 4.6.5** with the option to show domestic/international breakdowns; and
- (vi) Total Number of Brands, reported in accordance with **rule 4.6.6**.

- 2.2.2 A Media Member must ensure each ticket purchase or complimentary ticket taken are unique numbered. In the event where multiple tickets are purchased the Media Member must provide name details for each tickets recipient. This measure must be taken to ensure unique individual attendees are counted once only for the duration of a show.

## 2.3 Combined Trade & Consumer (Public) Exhibition

- 2.3.1 For Exhibitions that have both registered Trade and Consumer (Public) visitors it is possible to display a combination of metrics on an Event Audit Certificate.
- 2.3.2 Exhibitions using this certificate to report are bound by **rules 2.1** and **2.2**.

## 2.4 Conference

- 2.4.1 Each Media Member in respect of a Conference registered product must submit data to be audited which will be reported by AMAA in the form of an Event Audit Certificate (EAC) identifying:
- (a) The following Standards information:
    - (i) Event Name;
    - (ii) Name of Event Organiser;
    - (iii) Event Dates;
    - (iv) Venue;
    - (v) Exhibition Type; and
    - (vi) Statement of Verification Methodology, reported in accordance with **rule 4.6.1**; and
  - (b) The number of Unique Visitors reported as **Unique Visitor Attendance (UVA)** by day with addition of Repeat Visits (if any) by day; and
  - (c) The number of Unique Visitors reported in the following demographic categories:
    - (i) Geographic origin.
  - (d) An Event Organiser may also provide the optional reporting of **Total Attendance** with the option to show domestic/international breakdowns in the following categories:
    - (i) UVA Total only (not Total Visits of UVA which normally include Repeat Visits)
    - (ii) Exhibitor Staff;
    - (iii) Speakers;
    - (iv) Media; and/or
    - (v) Children;
  - (e) An Event Organiser may also provide the optional reporting of other data relating to the event in the following categories:
    - (i) Additional Attendee Profile Demographics, reported in accordance with **rule 2.5**;
    - (ii) Delegate break out figure, reported in accordance with **rule 4.3.7**;
    - (iii) Organiser Statements, reported in accordance with **rule 4.6.3**;
    - (iv) Total Net Exhibition Space, reported in accordance with **rule 4.6.4** with the option to show indoor/outdoor breakdowns;
    - (iv) Total Number of Exhibitors, reported in accordance with **rule 4.6.5** with the option to show domestic/international breakdowns; and
    - (vi) Total Number of Brands, reported in accordance with **rule 4.6.6**.

## **2.5 Portfolio**

- 2.5.1 For exhibitions that are part of a Portfolio, in that they:
- (a) are part of a series of events;
  - (b) are of the same brand; and
  - (c) take place at either various times and/or various locations during a 12 month period, it is possible to display a summary of metrics for all shows on one Event Audit Certificate.
- 2.5.2 This EAC is a summary certificate only. To be eligible for a Portfolio EAC each event to be included on the Portfolio EAC must already have been issued an EAC under Sections 2.1, 2.2, 2.3, and 2.4.

## **2.6 Attendee Profile Demographics**

- 2.5.1 A Media Member who holds registration for an exhibition or event may report any Attendee Profile Demographics on an AMAA Event Audit Certificate (EAC), provided that data collected complies with these Standards.
- 2.5.2 A Media Member may provide a variety of demographic metrics to the AMAA not limited to:
- a) Geographic origin analysis;
  - b) Job title/function analysis;
  - c) Company activity analysis;
  - d) Company size;
  - e) Annual marketing budget;
  - f) Product type;
  - g) Gender/Age;
  - h) Income brackets.

### 3. EXHIBITION AUDIT AND DATA SUBMISSION

The Exhibition Audit process involves several steps that take place at varying stages of an event: pre-show, during show and post-show. The basic steps of the audit process include a systems appraisal, the review and analysis of data submitted for audit, followed by the issue of an AMAA Event Audit Certificate (EAC).

#### 3.1 Pre-Exhibition – Systems Appraisal

##### 3.1.1 First Time Audits

- (a) Prior to an exhibition taking place, an AMAA Auditors must perform a verification of methodology by reviewing the systems used by the exhibition organiser to administer registrations or ticket sales, to control entrance to the exhibition itself and to manage databases of registrants or ticket sales, and by reviewing the supporting documentation and data collection methods for other metrics to be audited.
- (b) In order to do this, the Event Organiser must provide the AMAA with a description of the system(s) in place and provide access to the managers and/or suppliers involved in implementing these systems.
- (c) These Standards do not require any particular system to be installed. It simply require that AMAA Auditors be satisfied that the system used, whether manual or automated, is sufficiently rigorous that it can generate data which is accurate and complies with the terms set down in these Standards.

##### 3.1.2 Follow Up Audits

Where an AMAA Auditors is undertaking a follow-up audit for an event they have previously audited, it is sufficient that the exhibition organiser either:

- (a) Confirms to the AMAA that systems for managing registration, ticket sales and verification methodology (access control) of visitors have not changed since the previous audit; or
- (b) Provides information to the Auditors on what has changed and, as appropriate, provides access to the organiser's managers and/or suppliers to review those changes if required.

##### 3.1.3 Registration Documentation

AMAA recommends that all visitor registration documentation is submitted to AMAA for approval prior to use. AMAA Auditors can advise on the validity of registration documents, and there is no charge for this service.

##### 3.1.4 Record Keeping

It is the responsibility of the Event Organiser to ensure all records required to support the audit process are maintained for every Exhibition and are available at Audit. The **Regulations 3.1.14** stipulated that all relevant records must be kept for not less than twenty-four (24) months after the date of audit.



## **3.2 During Exhibition – Inspection**

- 3.2.1 The AMAA reserves the right to visit an Exhibition at any time to observe entry and recording procedures. The Event Organiser must grant to the AMAA's authorised representatives, reasonable access to the Exhibition, its personnel and all relevant records.
- 3.2.2 AMAA Auditors are required to conduct their work during an Exhibition in such a way that it does not unduly disrupt the work of the exhibition organiser's staff or contractors and in no way affects the experience of the Event for either exhibitors or visitors. AMAA Auditors must be able to visit the Exhibition as many times as needed.

## **3.3 Post Exhibition – Submission of Data**

- 3.3.1 The Event Organiser makes the attendance, demographic and marketing analysis claims for an event or exhibition by lodging the data with the AMAA according to AMAA's current lodgement processes. Data may be submitted electronically where applicable.
- 3.3.2 The data submitted forms the basis of information that appears on the AMAA Event Audit Certificate (EAC)
- 3.3.3 **Date of the Submission of an Event Audit**
  - (a) Event data claims should be submitted to the AMAA as soon as possible after the conclusion of an event or exhibition, and no later than 6 months after the event, unless the AMAA has allowed otherwise.
  - (b) Some data may be submitted before the event has taken place, depending on the appropriateness of this, as determined by AMAA Auditors.

## **3.4 Post Exhibition – Audit Analysis and Attendance Database Review**

- 3.4.1 After an Exhibition has taken place, AMAA Auditors will carry out a review of event registration databases and/or ticket sales records to ensure they are in accordance with the Event Organiser's own claims for Attendance and actual visitor entries.
- 3.4.2 All data submitted will be analysed for accuracy and authenticity with registration data also checked for duplication.
- 3.4.3 AMAA may contact individuals via phone or email to confirm their attendance at the Exhibition and ensure entries are legitimate as part of the audit procedure for the AMAA-audited events.
- 3.4.4 AMAA Auditors must have full and unrestricted access to all documentation (including financial records where required), which support the Attendance claim.
- 3.4.5 All records relating to and needed to ensure the accuracy of submitted data must be retained as per the **Regulations 3.1.14**, and all relevant records must be kept for not less than twenty-four (24) months after the date of audit.

## **3.5 Post Exhibition - Audit Certification**

- 3.5.1 Event Audit Certificates (EAC) are issued once the submitted data has been received, checks and approved by AMAA Auditors have been completed, and any queries on the data submitted resolved.

- 3.5.2 Preliminary audit findings will be presented to the Event Organiser with a 72 hour query window.
- 3.5.3 An AMAA Event Audit Certificate (EAC) will be issued electronically to the contact detailed in the AMAA's registration records.
- 3.5.4 Core metrics issued on Event Audit Certificate's will be published on the AMAA's own web site: [www.auditedmedia.org.au](http://www.auditedmedia.org.au) where applicable.
- 3.5.5 To enable Event Organisers to test their data collection systems and ensure their registration and ticket sales management hold up under audit, for the first year an event is AMAA-audited, Event Organisers may elect to embargo publication of their EAC.
- 3.5.6 As Attendance at the exhibition or conference is confirmed with attendees during the audit process, attendance data reporting to the AMAA should take place as soon as possible after the end of the Exhibition or Conference, but no later than 6 months after the conclusion of the event.
- 3.5.7 Other metrics: other data will be requested as per AMAA Auditor requirements and will vary according to the audit analysis being undertaken.

## 4. EXHIBITION AUDIT CALCULATIONS AND DATA REPORTING

The following rules are divided into registered and non-registered attendance data for the purpose of identifying the type of registration systems and record keeping required according to the type of exhibition being audited.

Registered attendees predominantly attend Trade Shows and registered attendance allows the census based collection of demographic data.

Non-registered attendees generally attend Consumer (Public) Shows where ticketing systems are used and attendee details are not recorded or recorded in a limited way.

Combined shows have a blend of trade and public visitors and may therefore use a combination of registration methods.

As the core metric, **Unique Visitor Attendance (UVA) means that individual attendees are counted once only for the duration of a show.**

Following are the audit requirements for AMAA Auditors to be able to break attendance down into Unique Visitors and any other attendance categories, i.e. repeat visits, exhibitors, speakers, media, paid/complimentary, children.

The various data submitted for an Exhibition Audit is subject to an attendance review and data analysis by AMAA Auditors.

For Trade Shows this includes a review of all attendance lists, de-duplication of records and Check Back Procedures with registered attendees to confirm the validity of the Event Organiser's attendance claim, as well as sighting important documentation that supports other exhibition attendance and marketing data submitted for audit.

For Consumer Shows where visitors are ticketed and may not provide registration details, tickets or passes must be counted and ticketing records balanced with financial by days as well as summaries, as well as sighting important documentation that supports other exhibition attendance and marketing data submitted for audit.

## 4.1 General Attendance Calculation Standards

The following calculations were adapted from **UFI's Auditing Rules for the Statistics** of UFI Approved Events (Global Association of the Exhibition Industry).

### 4.1.1 Attendance – General Rules

- (a) Timeframe for visitor calculations: The counting of visitors will take place during the event's official opening hours only.
- (b) Excluded from calculations for all Attendance are:
  - (i) staff of the exhibition venue and organiser; and
  - (ii) staff working for service providers.
- (c) A person may only be counted once per day.
- (d) Included in the calculation of Visits to an event are:
  - (i) persons who purchase their tickets at the event;
  - (ii) persons who purchased their ticket before the event AND who attend the event;
  - (iii) persons with a complimentary invitation or a reduced tariff ticket AND who attend the event; and
  - (iv) persons attending with a season ticket.

### 4.1.2 Unique Visitor Attendance (UVA)

- (a) A Unique Visitor is a person attending an Exhibition who is counted only once for the entire duration of the event, regardless of the number of visits he or she makes to the event.
- (b) Unique Visitor Attendance (UVA) is the total number of Unique Visitors to an event.
- (c) Excluded from the calculation of the UVA are:
  - (i) staff of exhibiting companies/organizations
  - (ii) speakers during the event;
  - (iii) media representatives; and
  - (iv) children.

### 4.1.3 Total Number of Visits

- (a) The Total Number of Visits to an event is calculated by adding the Unique Visitor Attendance (UVA) to the Total Number of Repeat Visits.
- (b) When calculating the Total Number of Repeat Visits to an event:
  - (i) only one Repeat Visit is counted per subsequent day of visiting an Exhibition after the first day of entry. The first entry is counted in the UVA.
  - (ii) where there is more than one Repeat Visit on the same day by an individual, these must not be counted in the Repeat Visits figure.
- (c) The Repeat Visits figure is shown on an Event Audit Certificate as part of the Total Visits figure and is not included in the Total Attendance figure.
- (d) Excluded from the calculation of Repeat Visits and Total Number of Visits are:
  - (iii) staff of exhibiting companies/organizations;
  - (iv) speakers during the event;
  - (v) media representatives; and
  - (vi) children.
- (e) The Total Number of Visits is different to the Total Attendance for an event.

#### 4.1.4 Total Attendance

- (a) The Total Attendance for an Exhibition or event is calculated by adding together the UVA for the event, plus the exhibitors' staff present, plus the speakers present, plus the media representatives present, plus children attending an event, but does not include Repeat Visits.
- (b) Unique Visitors (UVA) are counted once in the Total Attendance figure, and any subsequent visits by them may be claimed in the Repeat Visits figure, as part of the Total Visits calculation.

#### 4.1.5 Calculations In Summary

- (a) Unique Visitors (UVA) (mandatory and to be counted only once for the duration of the event)+ Repeat Visits (optional) = **Total Visits** (optional)
- (b) Unique Visitors (UVA) (mandatory and to be counted only once for the duration of the event)
  - + Exhibitors' Staff (optional)
  - + Speakers (optional)
  - + Media Reps (optional)
  - + Children (optional)
  - = **Total Attendance** (optional)

## 4.2 Registered Attendance Data Reporting

The purpose of this section is to explain how to collect, format, and code registered attendance data.

Individually registered attendees are those who have completed a registration in order to obtain entrance to the exhibition. Registration records are retained by the Event Organiser and used by the AMAA at audit to provide evidence of the attendance and demographic claims.

#### 4.2.1 Format of Attendance Lists

- (a) The attendance list is an electronic file that is a record of all the individuals that attended the exhibition and are to be claimed by the Event Organiser.
- (b) The Event Organiser must ensure that the attendance list is retained in support of the claimed attendance for each exhibition registered with AMAA. As per the AMAA Regulations, all relevant records must be kept for not less than twenty-four (24) months after the date of audit.
- (c) AMAA auditors have electronic audit software that is used to analyse attendance lists.
- (d) The electronic list should be submitted in a simple, Standards format, as defined here:
  - (i) The attendance list file must hold one line per attendee and must be specific to a single exhibition.
  - (ii) The file should also be composed of separate fields that hold contact details and various codings relevant to each attendee.

#### 4.2.2 Coding of Attendance Lists

- (a) Trade Shows: Each record should include the attendee's name, date of entry, company name, full address with postcode, telephone number and/or email address.
- (b) Consumer (Public) Shows: Each record should include the attendee's name, date of entry, number of tickets and rate paid, full address with postcode, telephone number and/or email address.
- (c) AMAA will not count any attendee whose address and contact details are unable to be contacted.

- (d) To verify Total Visits data, additional coding will be required on the attendance list to distinguish repeat visits. Date of entry should also be recorded with repeat visits.
- (e) To verify Attendee Profile Demographics, visitor attendance categories, and registration methods:
  - (i) Additional field names should clearly identify what each field represents and the demographic claimed for each visitor attendee,
  - (ii) Coding should identify visitors' methods of registration or visitor categories eg: pre-registered, on-site registered, and non-registered or exhibitor, delegate, media,
  - (iii) Attendees may only be counted in one attendance category.
- (f) To obtain Total Attendance figures for UFI (Global Association of the Exhibition Industry) Approved Event status, coding will be required on the attendance list to distinguish between the following attendance categories:
  - (i) Unique visitors,
  - (ii) Exhibitor staff,
  - (iii) Speakers,
  - (iv) Media Reps,
  - (v) Children.

Further coding may be required for Domestic and International Visitor breakdowns.
- (g) AMAA Auditors may require summary reports of attendance figures by day and demographic data questions including a key guide of response and codings.
- (h) It is the responsibility of the organiser to ensure coding of lists is accurate and detailed enough to support the attendance claim.

#### 4.2.3 De-duplication of Attendance Lists

- (a) Duplications found within an attendance list do not count towards the attendance figure audited by AMAA and will be excluded.
- (b) Organisers should note that initial figures of show attendance supplied by their registration companies may include duplications which need to be removed from the file.
- (c) A duplicate is defined as two or more occurrences of the same name and address unless it can be shown that these are really for different attendees.

#### 4.2.4 Visitor Registrations

- (a) Visitor registrations include pre-registrations and/or on-site registrations.
- (b) Written registrations: The visitor completes the registration document in writing that is retained by the Event Organiser. Registrations received by fax are treated as written registrations.
- (c) On-Line Registrations: The visitor completes the registration document online via the show's website.
- (d) Telephone Registrations: The visitor registers via a telephone call in which the registration information is recorded. Inbound and outbound calls must be dated and the telephone number called recorded.
- (e) Multiple Event Registrations: Registrations for multiple events are valid in support of registered attendance providing it is clear that each Exhibition has been recorded individually.

- (f) Where Event Organisers wish to register visitors for more than one exhibition on a registration, the following requirements must be complied with to ensure it is clear that the registration is for each Exhibition:
  - (i) The registration must have a separate option for each exhibition.
  - (ii) The demographic data questions must be the same for both exhibitions.

#### 4.2.5 Collecting Demographics on Visitor Registrations

- (a) In completing registrations visitors must have a real choice in answering the demographic questions, which are to be audited.
- (b) This means that the visitor must not be led into providing an answer by lack of choice. In order to avoid this situation the Event Organiser should ensure that 'opt out' options are provided on the registrations.

For example:

Including 'other' as an option in tick boxes which denote job function ie: Other (Please specify).....,

Including a 'yes' and 'no' option as opposed to just a 'yes' ie: Yes/No;

Including a 'none' option when quantifying purchase responsibility ie: None.

- (c) The demographics for any visitors who have omitted to provide a response to a particular demographic question must be claimed as 'not specified'.
- (d) The figures used on Event Audit Certificates to report in demographic breakdown table(s) will be based on UVA not Total Attendance. This means categories such as exhibitor, speaker, and media rep attendance are not included in the percentage breakdowns.
- (e) Registrations should as a minimum capture any mandatory demographics needed.
- (f) If more than one registration document is used to support the demographics all documents relating to the individual attendee used to support the claim must be collated and stored together.

#### 4.2.6 Attendee Profile Demographics

- (a) An AMAA Event Audit Certificate recognises the census-based survey method, whereby the entire audience (Attendees) is surveyed during the Visitor registration process.
- (b) The Event Organiser can verify any demographics provided data collected complies with the Standards. Examples of demographics include:
  - (i) Primary Job title / function,
  - (ii) Primary Company activity / type – Nature of Business,
  - (iii) Company Size – Number of employees / turnover,
  - (iv) Delegates,
  - (v) Annual Marketing Budget,
  - (vi) Percentage of Annual Marketing Budget spent on XYZ,
  - (vii) Product interest / type / group,
  - (viii) Income brackets,
  - (ix) Occupation.
- (c) It is **mandatory** for **Trade Shows** to report **job title/function** and **company activity**.
- (d) Delegates:
  - (i) Registered conference delegate attendees should be reported within the Unique Visitor Attendance (UVA) figure. They can also be reported as a separate breakdown analysis table on an EAC.
  - (ii) Conference delegate attendees must register as a visitor for the exhibition.

- (e) Children: Children are counted as optional for Trade Shows in Total Attendance. Children are not counted for UVA.
- (f) Geographic Demographics:
  - (i) The geographical analysis must, as a minimum, report Australian states and territories, and regions of the world including breakdown by country; and
  - (ii) It is **mandatory** for **Trade Shows** to report **geographic origin**.



## 4.3 Non-registered (Ticketed) Attendance Data Reporting

The purpose of this section is to explain how to collect and claim non-registered attendee (ticketed visitor) data. Non-registered attendees typically visit Consumer (Public) Exhibitions.

### 4.3.1 General

- (a) To prove Non-registered Attendance, AMAA Auditors require evidence of paid and complimentary visitors. However, it is not mandatory to report this break down on Event Audit Certificates (EAC).
- (b) AMAA Auditors will require summary reports of the number and type of tickets issued per day and total value of tickets sold.
- (c) Evidence of Non-registered Attendance should take the form determined by AMAA. Event Organisers should submit this evidence as and when required by AMAA.

### 4.3.2 Paid Admissions

- (a) Paid admissions are defined as the number of visitors who gain entrance to an Exhibition by the payment of an admission charge.
- (b) Paid admissions are optional to report on an AMAA Event Audit Certificate.
- (c) There can be a range of entry fees dependant on the pricing strategies of the organiser. Different ticket types must be issued to reflect different prices. Event Organisers must ensure a record is retained of all ticket types issued.

Examples of common price variations on single tickets:

- Student rate
- Pensioner rate
- Child rate

Examples of offers:

- Two for the price of one – in this instance each individual ticket price is the total amount of money collected for the transaction divided by two.
- Buy one get one free – in this instance each individual ticket price is the total amount of money collected for the transaction divided by two.

#### (d) Advance Sales

- (i) Advance sales comprise those visitors who purchase a ticket before the day of attendance to an exhibition.
- (ii) All claimed advance sale attendees must purchase their ticket from an official outlet.
- (iii) Records of advance sales must reflect the number, price and types of tickets sold each day, and provide an audit trail to track payment to a bank account.

#### (e) Onsite Sales

- (i) Onsite sales comprise those visitors who purchase a ticket at the exhibition.
- (ii) AMAA Auditors verify the number of onsite sales by reconciling payment collected against the number of sales claimed.
- (iii) Records of onsite sales must reflect the number, price and types of tickets sold each day, and provide an audit trail to track payment to a bank account.
- (iv) Daily cashier records must also be recorded and made available to AMAA Auditors.

#### 4.3.3 Family Admissions

- (a) For the purposes of reporting attendance figures, family tickets can be split to include the number of individuals represented, provided the organiser's 'rules' for the family ticket are declared; eg: Family ticket = 2 adults, 2 children.
- (b) Where a family ticket is 2 adults and unlimited children, then children will not be counted or included in the attendance figure.
- (c) The Event Organiser's definition or rules for family tickets and/or admissions (including what age constitutes a child admission) must be declared in the Statement of Verification Methodology.

#### 4.3.4 Children Admissions

- (a) Children are not included in Unique Visitor Attendance figures. They can be reported as an exception and separate category as part of the Total Attendance figure on an AMAA EAC.
- (b) Where an Event Organiser wants to include children as an attendance category in the Total Attendance breakdown, it is preferable that children are paid admissions and/or part of a paid family admission.
- (c) To report children on an AMAA EAC, the Event Organiser must prove to the AMAA Auditors the validity of children as part of the Exhibition's target audience and the capacity to make or influence purchasing decision making.
- (d) The age limit or range for what an Event Organiser defines as a child admission must be stated on the EAC in the Statement of Verification Methodology. Free admission for children under a certain age should also be declared.

#### 4.3.5 Multi-day Passes / Admissions

- (a) For the purposes of reporting Attendance figures, multi-day passes are counted once for the duration of the show unless the event organiser can prove it has been used for different individual.
- (b) Evidence of ticketing at each show must also be provided if the multi-day pass is to be claimed, i.e.: an entry voucher must be issued and retained by the Event Organiser or a record of multi-day passes must be clearly shown on cashier receipts.
- (c) The Event Organiser's definition or rules for multi-day passes and/or admissions must be declared in the Statement of Verification Methodology.

#### 4.3.6 Season Tickets / Membership Passes

- (a) A record of all purchasers or owners of a season ticket or membership pass must be provided to AMAA auditors and should include the purchaser's name, telephone or email address, number of tickets purchased/issued, and payment rate.
- (b) Evidence of ticketing at each show must also be provided if the season ticket is to be claimed, i.e.: an entry voucher must be issued and retained by the Event Organiser.
- (c) Each season ticket can only be claimed once for the duration of the show.

#### 4.3.7 Delegates

- (a) Conference or workshop attendees should be reported within the Unique Visitor Attendance (UVA) figure. They can also be reported as a separate breakdown analysis table on an AMAA EAC.
- (b) Evidence of ticketing at each show must also be provided if delegates are to be claimed separately, ie: an entry voucher must be issued and retained by the Event Organiser.

#### 4.3.8 Complimentary Admissions

- (a) Complimentary (or free) admissions are defined as the number of visitors who attend the Exhibition free of charge.
- (b) Systems must be implemented so that an AMAA Auditor can check the number of complimentary admissions.
  - (i) Visitors must surrender a ticket, pass or voucher which identifies the show name and date.
  - (ii) Event Organisers must collect and retain the whole or stub of the ticket. If stubs are retained the show name and date should be printed on that portion.
  - (iii) For Exhibition Audit purposes all tickets must be bundled by day and by ticket type. Each bundle should be clearly labelled with date, ticket type and number of tickets.
  - (iv) A summary report of complimentary tickets collected should accompany tickets sent to AMAA Auditors and should reflect daily and total admissions with breakdown by date, ticket type and number of tickets.
- (c) AMAA Auditors sample check all ticket counts.
- (d) For Follow Up Audits, anomalies in the ratio of paid to complimentary admissions will be noted and queried by AMAA Auditors. Shows with high levels of complimentary admissions will also be more closely scrutinised by AMAA Auditors and may be noted on EAC's in the Statement of Verification Methodology.
- (e) Complimentary admissions are optional to report on an AMAA EAC.

#### 4.3.9 Visitor Demographics

- (a) Shows with Non-registered Attendees cannot provide attendance lists and must use surveys for collating demographic data. The AMAA does not currently audit visitor demographics collated via sample surveys.

### 4.4 Combined Trade & Consumer Show Attendance Data Reporting

- 4.4.1 Combined Trade and Public Shows can report their claims on one Event Audit Certificate. Registration systems must be able to record and report claims for both registered and non-registered attendees.
- 4.4.2 Where attendees are registered, Event Organisers should follow **rule 4.2** of these Standards for reporting and claiming attendance.
- 4.4.3 Where attendees are ticketed and have not registered contact details, an Event Organiser should follow **rule 4.3** of these Standards for reporting and claiming attendance.

## 4.5 Co-located Shows Attendance Data Reporting

- 4.5.1 Co-located shows are where two or more exhibitions are held and promoted concurrently. Each Exhibition may be organised by different Event Organisers.
- 4.5.2 These events must have entrance control systems in place on all entry doors including all doors providing access between the shows.
- 4.5.3 Co-located shows that do not have entrance control systems in place between doors into each exhibition will be counted as one show on an EAC and a break down of attendance for each show cannot be provided.
- 4.5.4 Each record should include the attendee's name, date and time of entry, company name, full address with postcode, telephone number and email address.

## 4.6 Other Reporting

### 4.6.1 Statement of Verification Methodology

- (a) This is a mandatory statement for AMAA Auditors to note general and specific methodology information including any exceptions.
- (b) The statement might detail notes such as:
  - (i) additional attendee registration or ticketing information,
  - (ii) exclusions,
  - (iii) auditing facts, and
  - (iv) methods.

### 4.6.2 Exception Statements

- (a) This is an option to request a statement on attendance variables when visitor attendance has been negatively affected by events outside the Event Organiser's control, e.g.: natural disasters that cause show cancellation or cancellation of major travel options to events or exhibitions.
- (b) Exception statements are reported at the discretion of AMAA Auditors, and providing evidence of exceptional circumstances that adversely affect attendance is required by the AMAA.

### 4.6.3 Organiser Statements

- (a) Event Organisers may enter the following descriptions in relation to an Exhibition:
  - (i) Main Product Groups/Services Exhibited, and/or
  - (ii) Target Audience.
- (b) The statements are intended to be used to describe the main products/services exhibited and target audience only and must be restricted to a reasonable description of these headings and therefore not include other information or claims. The accuracy of the organiser's statements is not audited by AMAA. However AMAA will review the statements to ensure that they are reasonable and meet the above requirements.

#### 4.6.4 Total Net Exhibition Space (Contracted Space)

- (a) For a Media Member, the figure to be certified and provided is the Total Net Exhibition Space; that is, the total floor space - indoors and outdoors - occupied by exhibitors. This is also called "contracted space", and may include both paid and unpaid space.
- (b) Net space occupied does not include rest areas, restaurants, conference rooms, or exhibitor lounges etc.
- (c) The Event Organiser must hold auditable contractual evidence for contracted space. A final, to scale floor plan, preferably provided by the venue, detailing exhibitor stands with dimensions and other acceptable contracted space must be submitted to AMAA Auditors.
- (d) To obtain Total Attendance figures for UFI (Global Association of the Exhibition Industry) Approved Event status, floor plans will be required to show indoor and outdoor space with measurements.

#### 4.6.5 Total Number of Exhibitors

- (a) This is an option to report the total number of direct exhibitors participating in a show.
- (b) Only Main and Co-exhibitors can be included.
- (c) The Event Organiser must hold auditable contractual evidence for all exhibitors involved in the Exhibition and must provide evidence of exhibitors participating at the show together with details of the stands they have taken and indicate those stands that have Co-exhibitors.
- (d) An exhibitor stand list and/or or an event catalogue reflecting entries for both Main and Co-exhibitors is acceptable evidence for submission to AMAA, however an AMAA Auditor may ask for further contractual evidence if required.
- (e) Late entry of Co-exhibitors can be included in the audit provided the Event Organiser can show written evidence from the original contracted exhibitor regarding the division of the stand.
- (f) In the case of collective participation, the space must be rented and paid for by the exhibitor organising the collective participation. The area is shared by several participants who are considered to be co-exhibitors if they occupy their own area, appear under their own name and present their own products/services by their own staff.
- (g) If each of these conditions is not fulfilled, they are considered as Represented Companies ("indirect" exhibitors), and may not be counted in the exhibitor tally. These Represented Companies are excluded from the calculation of the total number of Exhibitors.

#### 4.6.6 Number of Brands

- (a) An option to report the number of brands represented at an Exhibition, and includes brands promoted by both direct exhibitors and Represented Companies.
- (b) Represented Companies are those organisations/companies not present with their own staff, and whose products or services are present on a Main Exhibitor's stand.
- (c) Proof of number of brands is best captured during the registration process and provided as an additional field on the Attendance List. An event catalogue reflecting number of brands represented at an exhibition is acceptable. Late entries can be included if the contracted exhibitor provides written evidence.

## 5. PUBLICITY RULES

This section relates to how Event Members can promote their AMAA membership and their audited data. The intention of these rules is to avoid the improper or misleading use of AMAA data or the CAB logo or brand by Member. Members must refer to and are also bound by the Publicity Regulations.

### 5.1 Core Metrics

- (a) Unique Visitor Attendance (UVA) is the core industry metric for publishing Exhibition attendance audited by the AMAA and must be clearly communicated as such in declarations, media or promotional information.
- (b) The definition of UVA must be clearly understood in the context of its application and always presented as the main attendance metric with all other metrics being additional to the UVA.
- (c) When displaying or communicating a UVA figure, the date of the exhibition the UVA relates to must be mentioned or displayed next to the figure.  
For example:  
The UVA for XYZ Show (Year) was XXX.  
The (Year) UVA for XYZ Show was XXX.  
UVA XXX : XYZ Show (Year).  
(Year) UVA : XYZ Show.

### 5.2 Total Visits

- (a) Total Visits is a secondary attendance metric and must always be communicated with the UVA and not as a stand alone figure.
- (b) When quoting Total Visits, Repeat Visits must be declared as a separate constituent element.  
For example:  
The total visits for XYZ show were XX unique visitor attendance (UVA) plus XX repeat visits, totalling XXX visits.  
Total visits of XXX for XYZ show reflected a UVA of XX and XX repeat visits.  
  
Visitation:  
XXXX UVA  
XXX Repeat Visits  
XXXX Total Visits

### 5.3 Total Attendance

- (a) As a minimum, Total Attendance figures must be shown as a breakdown of UVA and Other Attendance. Other Attendance might for example comprise exhibitors, media and children and can be shown as a breakdown.  
For example:  
UVA of XX and other attendance of XX reflected a total attendance of XXX for XYZ show.  
UVA of XX added to exhibitor and media attendance of XX gave a total attendance of XXX.  
  
Attendance:  
XXXX UVA  
XXX Exhibitors  
XXX Media  
XXX Children (Age x-x)  
XXXX Total Attendance
- (b) In any communication with reference to Exhibitors, only the figures related to direct exhibitors may be used (Main and Co-exhibitors).
- (c) The Other Attendance data should appear immediately next to the UVA figure.

#### **5.4 Comparisons**

- (a) When comparing figures with previous shows or other competitor shows, only Unique Visitor Attendance (UVA) figures can be compared.
- (b) Comparisons of AMAA event data must be on a like for like basis and figures must not be manipulated so as to create or attempt to create a false impression.
- (c) A Member must not compare figures sourced to the AMAA event data or released by the AMAA for an event, with figures from any other source or so as to create an impression that the sets of figures can be compared on an equal footing.

**5.5** The AMAA logo cannot be used until AMAA membership has been approved and registration has been accepted for the exhibition product being audited.

**5.6** Where an Event Organiser has more than one Exhibition in its events portfolio, the AMAA logo may not be used for promoting Exhibitions that are not registered and audited with AMAA.

**5.7** For first time Exhibitions that have not yet completed an audit, the AMAA logo may not be used until the first audit is complete but promotional material may include the following statement: “AMAA Membership Application Approved” and the month and year of application.

**5.8** A Full Member of the AMAA (where an Initial Audit is complete) is able to use the following specific statements to promote their membership of AMAA:

- (a) ‘AMAA Media Member’
- (b) ‘AMAA Media Member since Month, Year’
- (c) ‘AMAA Audited Exhibition’ or ‘AMAA Audited Event’
- (d) ‘AMAA Logo, AMAA Audited Exhibition, Unique Visitor Attendance (UVA) ( ), (Audit Date)’

**5.9** Any figures quoted near the AMAA logo, on any material, must be the latest figures certified by AMAA and the dates of the Exhibition must be stated.

**5.10** Any attendance figures or statements which are made in publicity material that include the AMAA logo must be presented in such a way that it is clear which information has and which information has not been certified by AMAA.

**5.11** If a Member makes any statement concerning the audited data for an Exhibition and/or involving any figures sourced to the AMAA, that statement must acknowledge the AMAA as the source of the figures and include the latest figures released by AMAA.

#### **5.12 AMAA Publicity Regulations**

- (a) AMAA’s Publicity Regulations relate to how members can promote their membership of the AMAA and their audited data. The Regulations cover how members can use the AMAA Logo, how and what other information members can access and how to make comparisons between data.
- (b) Members must ensure they comply with the AMAA Publicity Regulations. Sanctions may be applied by the Board of Directors against Members who breach any Regulation.

## 6. GLOSSARY

### 6.1 Definitions & Interpretation

The following terminology applies in these Standards, unless otherwise indicated:

**“AMAA Auditor”** is a qualified employee or representative of the AMAA authorised by the AMAA Regulations to carry out an audit.

**“Admission”** is each individual who enters the site of an Exhibition during the official opening hours, also known as an entry.

**“Attendance”** is the number of Attendees at an exhibition or event.

**“Attendance Audit”** - An Attendance Audit is an Audit of the attendance at an exhibition or event, reported as Unique Visitor Attendance (UVA), paid visits and complimentary visits (both optional), re-visits (optional), and various other attendance categories as further defined in these Standards.

**“Attendance List”** is an electronic file recording all the individuals that an Event Organiser claims attended an Exhibition.

**“Attendee”** is a person attending an exhibition.

**“Attendee Profile Demographics”** are census-based demographic data collected by the Event Organiser during the registration process which involves specific questions answered by the Attendee.

**“Audit”** is the process of certifying data provided by an event or exhibition organiser, carried out by AMAA Auditors in accordance with these Standards and the Constitution and Regulations of the AMAA.

**“Check-back Procedure”** a process whereby auditors verify by telephone and/or in writing with exhibitors and/or visitors to an Exhibition that they did actually participate and that their participation is in accordance with the Event Organiser’s records.

**“Co-exhibitors”** are those organisations present on a Main Exhibitor's stand, with their own staff and their own products and/or services.

**“Combined Show”** an Exhibition where visitors are both trade and public.

**“Conference”** is an event where individual or member of one or several organisations are registered and visit for professional or business reasons.

**“Consumer (Public) Show”** is an Exhibition open to the general public and where visitors generally enter by purchasing a ticket or handing in a pass and visit for personal reasons.

**“Domestic (National) Visitors”** are determined on the basis of a visitor’s place of residence being in the country in which the event takes place, and are also known as national visitors.

**“Event”** is an exhibition, trade or consumer show, fair, expo, or other event as detailed in these Standards, and as determined from time to time by the Board of Directors of the AMAA.

**“Event Audit Certificate (EAC)”** is an Audit Certificate as defined in the AMAA Regulations that is provided by AMAA to certify that an AMAA-registered Event has been audited, and to report the results of that audit. The Event Audit Certificate is a form of reporting statement which is defined in the AMAA Regulations. Members must meet any applicable requirements in the Regulations that relate to reporting statements.

**“Event Organiser”** is the organiser of an Event or Exhibition who must be a Media Member of the AMAA before it can seek auditing of its event data claims by the AMAA.

**“Exhibition”** is a business Event also known as a show and referring to all types of shows including trade, consumer (public), and combined trade and consumer.

**“Exhibition Audit”** is the process of AMAA Auditors independently verifying, reporting and certifying Event data provided by an Event Organiser, relating to participation at an Exhibition.



**“Exhibition Registration”** is the process of application for AMAA membership and registration of a specific event.

**“Exhibitors”** also known as direct exhibitors, are those organisations contracted with the Event Organiser to display products and services, with personnel present, at the Exhibition and include Main Exhibitors and Co-exhibitors.

**“Follow Up Audits”** are subsequent audits to the first CAB Exhibition Audit as per the continuous reporting requirement of AMAA membership.

**“International (Overseas) Visitors”** are determined on the basis of a visitor’s place of residence being other than the country in which the event takes place, and are also known as overseas visitors.

**“Main Exhibitors”** are those bodies contracting directly with the Event Organiser.

**“Media Member”** refers to the Event Organiser who is a legal entity approved as a Media Member of the AMAA in respect of the registration of an exhibition or event product that is to be audited under these Standards.

**“Member”** in these Standards means the Event Organiser who is a Media Member of the AMAA who holds product registration with the AMAA for an Exhibition or Event.

**“Non-registered (Ticketed) Attendance”** is visitors attending an Exhibition generally enter by handing in a ticket and who do not register their name and contact details with the Event Organiser.

**“Portfolio Show”** is an Exhibition that belongs to a series of shows of the same brand that occur at different times and/or locations during a 12 month period.

**“Registered Attendance”** is visitors attending an Exhibition who register their name and contact details with the Event Organiser.

**“Repeat Visit”** is each additional visit of a Unique Visitor after the first visit, counted per day and that can be controlled.

**“Standards”** are the specific rules and guidelines applying to the collection and reporting of verified data for exhibitions and events.

**“Represented Companies”** also known as indirect Exhibitors, are those organisations not present with their own staff, and whose products or services are present on a Main Exhibitor's or Co-exhibitor's stand.

**“Systems Appraisal”** the verification methodology to review the systems used by an Event Organiser to administer: registrations or ticket sales, entrance control, database management, and any other supporting documentation required for auditing purposes.

**“Product”** is a type of media offering to which an AMAA distribution audit service applies under the Constitution and Regulations of the AMAA, for instance an event, print publication, digital publication, or website.

**“Total Attendance”** is equal to the Unique Visitor Attendance (UVA) plus any optional categories allowable by these Standards.

**“Total Net Exhibition Space”** is the total floor space - indoors and outdoors - occupied by Exhibitors. This is also called “contracted space”, and may include both paid and unpaid space.

**“Total Visits”** is equal to the UVA plus the total number of Repeat Visits.

**“Trade Show”** is an Exhibition where trade visitors are registered and visit for professional or business reasons.

**“Unique Visitor”** is a person attending an Exhibition or event who is counted only once for the entire duration of the event, regardless of the number of visits, and who is not an exhibitor, speaker, media rep, organiser or venue staff member of any kind.

**“Unique Visitor Attendance (UVA)”** is an attendance aggregate reporting the number of Unique Visitors to an event or exhibition.

**“Visits”** are also known as visitor admissions or entries. A visit is the action of a person who, on any official open day and hour, enters the event with an access document and who is representative of the market audience expected by the organisers and exhibitors.