



Audit Bureau of Circulations of South Africa

Reporting Standards

Exhibitions and Conferences

Version 4

Issue Date: 1 January 2016

1. APPLICATION OF THE ABC EXHIBITION AND CONFERENCES STANDARDS AND MEMBERSHIP

- 1.1 These standards detail the requirements for obtaining an audit for an exhibition or conference (event) from the ABC.
- 1.2 These standards are effective from 1 January 2016.
- 1.3 An event organiser must be a member of the ABC before an audit certificate can be issued.
- 1.4 An event organiser becomes a member of the ABC, once they have registered their event with the ABC, their membership has been approved, and they maintain continuous reporting of their event data to the ABC. An event organiser must complete an audit for subsequent exhibitions or events that are equivalent to those that the event organiser has registered with the ABC.
- 1.5 The following are the events which members can apply to have audited in terms of these standards:
 - Trade Exhibition;
 - Consumer Exhibition;
 - Combined Trade and Consumer Exhibition;
 - Conference.

2. ATTENDANCE CERTIFICATE AND REPORTS

An ABC Attendance Certificate (AC) confirms that an exhibition or conference has been audited. Each AC is divided into two areas:

- Standard information
- Attendance figures

2.1 Trade Exhibition

2.1.1 Each member in respect of a Trade Exhibition registered product must submit data to be audited, identifying:

- (a) The following standard information:
 - (i) Event name;
 - (ii) Name of event organiser;
 - (iii) Event dates;
 - (iv) Venue;
 - (v) Exhibition type.

- (b) Attendance figures reported as **Total Attendance** broken down into **Total Visitor Attendance** and **Total Other Attendance**.
- (c) **Total Visitor Attendance** will be further broken down into **Visitors Registered** , **Repeat Visits**, and **Complimentary**
- (d) **Total Other Attendance** will be further broken down into **Exhibitor, Media, VIP/Sponsors**, and **Exhibitors' Staff**.
- (e) Attendance figures will be split between attendees originating from **South Africa, Africa** and **International**.

2.2 Consumer Exhibition

2.2.1 Each member in respect of a Consumer Exhibition registered product must submit data to be audited, identifying:

- (a) The following standard information:
 - (i) Event name;
 - (ii) Name of event organiser;
 - (iii) Event dates;
 - (iv) Venue;
 - (v) Exhibition type.
- (b) Attendance figures reported as **Total Attendance** broken down into **Total Visitor Attendance** and **Total Other Attendance**.
- (c) **Total Visitor Attendance** will be further broken down into **Paid Attendance, Repeat Visits**, and **Complimentary**.
- (d) **Total Other Attendance** will be further broken down into **Exhibitor, Media, VIP/Sponsors** and **Exhibitors' Staff**.
- (e) Attendance figures will be split between attendees originating from **South Africa, Africa** and **International**.

2.3 Combined Trade and Consumer Exhibition

Exhibitions using this certificate to report are bound by rules **2.1** and **2.2**

2.4 Conference

2.4.1 Each member in respect of a Consumer Exhibition registered product must submit data to be audited, identifying:

- (a) The following standard information:
 - (i) Event name;
 - (ii) Name of event organiser;
 - (iii) Event dates;
 - (iv) Venue;
 - (v) Conference type.
- (b) The number of visitors reported as **Total Delegates**.

3. EVENT AUDIT AND DATA SUBMISSION

The audit process involves several steps that take place at varying stages of the event –pre, during and post. The steps include systems appraisal, review and analysis of data submitted for audit, followed by the issue of the AC.

3.1 Pre-exhibition - Systems appraisal

3.1.1 First time Audits

- (a) At least 1 month prior to the event taking place, the ABC must be informed of the date of the event. The ABC auditor must perform a verification of methodology by reviewing the systems used by the event organiser to administer registration of ticket sales; to control entrance to the event; and to measure databases of registrants or ticket sales.
- (b) The event organiser must provide the ABC with a description of the system(s) in place and provide access to these systems.

3.1.2 Follow-up audits

It is sufficient that the event organiser either:

- (a) Confirms that the systems have not changed since the previous audit; or
- (b) Provides information on what has changed, and provides access to review those changes.

3.1.3 It is the responsibility of the event organiser to ensure all records required to support the audit process are maintained for each event.

3.2 During Event - Inspection

3.2.1 The ABC reserves the right to visit an event at any time to observe entry and recording procedures. The event organiser must grant the ABC's representatives reasonable access.

3.2.2 ABC auditors are required to conduct their work during an event in such a way so as not to unduly disrupt the work of the event organiser's staff and/or contractors.

3.3 Post event - Submission of data

3.3.1 Date of submission of an event audit

Event data claims should be submitted to the ABC according to the current ABC lodgement process. Data should be submitted as soon as possible after the conclusion of the event, but no later than 2 months after the event.

3.4 Post event – Audit analysis and Attendance Database Review

3.4.1 The ABC auditors will conduct a review of event registration databases and/or ticket sales records to verify accuracy and authenticity, as well as checking for duplication.

3.4.2 The ABC may contact individuals by phone or e-mail to confirm attendance.

3.4.3 The ABC must have full and unrestricted access to all documentation (including financial records) which supports the attendance claim.

3.4.4 All records relating to and needed to ensure the accuracy of the claim must be retained for a period of one year after the date of the audit.

3.5 Post event – Audit certification

Attendance Certificates (ACs) are issued once data has been submitted, audited by the ABC and any queries resolved.