



CIRCULATIONS
AUDIT BOARD

Exhibition Audit

Rules & Guidelines For Exhibition Organisers 2004

The following Rules and Guidelines are to be read in conjunction
with the CAB Rules, September 2008

An Initiative of the Circulations Audit Board (CAB).

1. EXHIBITION VERIFICATION

1. INTRODUCTION

- 1.1 These Rules and Guidelines reflect input from CAB exhibition members and other interested parties within the exhibition industry.
- 1.2 The purpose of a CAB Exhibition audit is to give prospective exhibitors, advertisers, sponsors and other interested parties an independent and comparable guide of the past performance of an exhibition to enable them to gauge its likely future performance. The aim therefore, is to give a true and fair view of the attendance figures and demographic data relating to those attendees.
- 1.3 The CAB was founded in 1957 as a non-profit making organisation by advertisers who wanted an independent standard for the validation of circulation. CAB provides, to the highest standards in the world, accurate, objective and comparable figures on more than 345 business and 263 community news titles.
- 1.4 CAB is managed by a full-time staff governed by a Board of Directors, representing advertisers, agencies, and publishers. Working parties and CAB staff representing each category of membership, continually monitor the rules and procedures appropriate to each category to ensure that they reflect the needs of members and the industry at large.
- 1.5 The audits are conducted to rules and procedures by CAB's auditors and staff who are responsible for certifying audit returns, visiting organisers and their registration bureaux to check the audit rules and procedures are fully adhered to.
- 1.6 The exhibition organiser is responsible for producing the attendance data, maintaining proper records and completing the CAB Certificate of Attendance and has a duty of care of the Bureau.
- 1.7 CAB must have full and free access to all relevant registration, financial and other related records connected with the audit of the exhibition.

2. REGISTRATION

- 2.1 Registration for an Exhibition Audit (hereafter referred to as the EA) should take place before the start of the exhibition and should, ideally take place in advance of the exhibition. Registration for an EA can take place after the show only if, in CAB's opinion alone, the audit rules and procedures can be complied with.
- 2.2 Registration of the exhibition must be approved by the Bureau in writing.
- 2.3 A draft copy of the pre-registration and/or on-site registration card should be submitted with the EA registration form, preferably prior to the exhibition.
- 2.4 A Stand Plan detailing the length and width of each stand should be submitted with the registration form or as soon as it is available where an audit of stand space is required.
- 2.5 Having registered an exhibition for an EA, the organiser is committed to the audit unless the show is cancelled or the show attendance is affected by circumstances outside the organiser's control.
- 2.6 Once an exhibition is registered with CAB, the registration stands until the organiser specifically resigns that registration (i.e. subsequent equivalent events are committed to completing EA's unless resignation is properly effected).

- 2.7 An exhibition, which has had its registration terminated, may not, use the CAB logo in pre-show publicity until a new certificate has been issued.

3.0 CERTIFICATION

- 3.1 Existing CAB members will submit their own, unaudited, returns together with the attendance list (in electronic format) directly to the CAB no later than 14 days after the completion of the exhibition.
- 3.2 The registration data will be analysed for accuracy, authenticity and duplication.
- 3.3 Preliminary audit findings will be presented to the Organiser for approval.
- 3.4 An EA will be issued upon receipt of approval from the Organiser by the CAB.

4. PUBLICITY

- 4.1 ALL promotional material which makes reference to CAB must be approved by CAB, in writing, prior to release.
- 4.2 CAB strongly recommends the earliest possible registration of the exhibition as this allows maximum use of promotional opportunities. Subject to approval of registration of the exhibition (see rule 2.2) the following wording may be used in publicity material: "This exhibition is registered to publish an independently audited Certificate of Attendance through the Exhibition Division of the Circulations Audit Board."
- 4.3 Any figures quotes near the CAB logo, on any material, must be the latest figures certified by CAB and the dates of the show must be stated. The attendance total must also show its constituent elements(i.e. the breakdown between the attendee classifications).
- 4.4 Any attendance figures or statements which are made in publicity material that include the CAB logo must be presented in such a way that it is clear which information has and which information has not been certified by CAB.

5. INSPECTION

- 5.1 An Exhibition Organiser must allow any authorised representative of the Board access within seven days to all or any records necessary to check the accuracy of a EA.
- 5.2 The Board reserves the right to visit a registered exhibition at any time to observe entry and recording procedures. The organiser, at this time, must grant free access to the authorised representative of the Board to the exhibition and all relevant records.

6. REPRODUCTION OF THE EA

- 6.1 Following successful completion of the EA audit, CAB will produce the original EA from the audited data provided. Copies may be reproduced by the organiser from the (aforementioned) original or CAB can provide copies at cost.

7. RETENTION OF RECORDS

- 7.1 All the under mentioned records and any other records needed to ensure the accuracy of the EA must be retained until the EA has been issued for the subsequent exhibition. Records which must be retained will include:-
- All registration cards (i.e. on-site registered, pre-registered attendee and non-attendee, transfer, telephone registered and exhibitor personnel registration cards).
 - Attendance list (see rule 10)
 - Financial records pertaining to the paid attendance, number of stands and stand space occupied.

8 REGISTRATION CARDS

- 8.1 The registration cards must be approved by the Bureau in writing. It follows that the registration cards should ideally be submitted for approval before they are printed or used.
- 8.2 The registration cards must include the name of the show and, as a minimum, make a provision for the capture of the following auditable data:
- (i) Name, address, postcode and telephone
 - (ii) Primary Job title/function
 - (iii) Primary Company activity.
- 8.3 When tick boxes are used to extract demographic data from the registrant, the questions and attendant materials must allow the registrant real choice and must not explicitly or implicitly lead the registrant or give desired data. As a minimum, to ensure that this rule is complied with, add the option: Other.....(please specify)
- 8.4 A single registration card completed by an attendee is only valid for CAB purposes if, as a minimum, the name and address of the attendee has been captured.
- 8.5 A visitor may now register for two events in a single registration card provided:
- (i) The visitor must sign and date the card to indicate which show or shows they wish to register for. This is achieved by the inclusion of an area for the signature and date which must include the statements:

SIGN HERE IF YOU WISH TO REGISTER FOR EXHIBITION A
.....Date.....

SIGN HERE IF YOU WISH TO REGISTER FOR EXHIBITION B
.....Date.....

- (ii) The registration cards must be stored in three separate bundles.
 - a) Visitors who have registered for "Exhibition A" only.
 - b) Visitors who have registered for "Exhibition B" only.
 - c) Visitors who have registered for both "Exhibition A" and "Exhibition B".
- (iii) The two shows must not be more than six (6) months apart.
- (iv) Loss of the combined registration card will result in those Visitors being excluded from the EA. Audit rule 9.9 does NOT apply to 'combined registration cards'.
- (v) The demographic data questions should be the same for both shows.

8.6 Telephone registration may be used in support of registered free attendance providing they comply with the following:

A question approximating to the following must be asked and answered during the telephone interview: "Do you wish to attend this exhibition?" To assist in the future verification of the telephone registration CAB recommends that an audit question which only the attendee and not the Organiser is likely to know should be asked, such as "What was the last senior school you attended?" or "What colour is your motor vehicle?"

The Bureau will decide which question must be asked during a particular calendar year. Contact the Bureau for details. Organisers who do not ask an audit question run the risk of visitors being excluded from the certificate because they cannot remember registering via the telephone.

Facsimile requests are to be treated in the same way as written requests.

A telephone interview form must be submitted to the bureau for approval prior to its use. The approval must be in writing. The bureau will approve any interview form which:

- a) Contains adequate instructions to the interviewer (for outbound calls) or to the caller (inbound calls) including a statement at the start of the call if the call is to be recorded.
- b) Contains the name, job title/function, company activity, address and telephone number of the addressee.
- c) Contains an acceptable request question with a personalised data question immediately after the request to attend the exhibition.
- d) Outbound Calls - Dated by the interviewer and the interviewers initials must be recorded together with the phone number called.
- e) Inbound Calls - Dated by the receiver and the receiver initials must be recorded.

8.6.1. The Bureau may insist that testing of the system to prove auditability be undertaken before allowing attendees to be claimed using the system as proof of registration.

8.6.2 The following records must be maintained and made available to Bureau staff or their appointed representatives at any time:

- i) All invoices from the telecommunications companies involved if they itemise calls by telephone number,
- ii) All interview forms.
- iii) All tape recordings if taken.

- 8.6.3 The Organiser must accept that the bureau's decision as to the accuracy of the results is final.
- 8.7 Visitor registrations received via the Internet may be included on the Certificate of Attendance as registered attendance.

To assist in the verification of Internet registration attendance CAB recommends that Organisers ask the visitor a Personal Identifier question for those registrants where contact information is not collected. Such a question could be "what make is our motor vehicle?" The Bureau will decide which question must be asked which only the attendee, not the Organiser is likely to know, in a calendar year.

Registration forms containing contact details are not required to ask an additional Personal Identifier question.

Organisers who do not ask an audit question run the risk of visitors being excluded from the certificate because they cannot remember registering via the Internet.

- 8.8 Visitors for whom the Organiser has lost the registration cards can be included on the certificate, provided CAB is able to verify their attendance via a write back. The claim in this category cannot exceed 200 or 1% of the total visitor attendance, whichever is greater. These visitors will be reported as registered attendance on the front page of the certificate and, with the exception of the geo analysis, they will be reported as unspecified in the demographic analyses.

9. ATTENDANCE LIST

- 9.1 The organiser must ensure that a list of attendees is retained in support of the claimed registered attendance. This list can be held electronically provided that prior written agreement has been received from CAB.
- 9.2 The attendance list must be coded to indicate:
- i) the demographic data captured for each attendee
 - ii) the type of attendance i.e. onsite registered paid or free, pre-registered paid or free, telephone registered, prior year registered, transfer attendance etc.
 - iii) the date of registration (only applicable for prior year registrations).

10. ANALYSES OF REGISTERED ATTENDANCE

- 10.1 The analyses of registered attendance must be constructed from a full count of the valid attendee registration cards (sampling and 'grossing up' is not valid).
- 10.2 As a minimum it is mandatory to analyse the registered attendance by:
- i) Geographical location
 - ii) Primary Job title/function
 - iii) Primary Company activity
- 10.3 The geographical analysis must, as a minimum, analyse Australian states and regions of the world.

- 10.4 Additional analyses of the registered attendance can be reported on the EA providing that the data captured on the registration card is, in the sole opinion of the CAB, auditable. (Repeat visitors can be shown on an optional table on the EA providing a list of such visitors is retained. A repeat visitor can be defined as an attendee attending on consecutive days or different days during the course of the event).
- 10.5 Incomplete elements on the registration card must be analysed as 'unspecified'.

11. NUMBER OF STANDS AND STAND SPACE OCCUPIED

- 11.1 The EA will certify the Total Stand Space Occupied.

Stand Space Occupied will include all exhibition stands available to all attendees, whether paid, free or obtained via a contra deal. It shall NOT include rest areas, restaurants, conference rooms, exhibitor lounges etc.

- 11.2 The EA will certify the Total Number of Stands. The organiser must hold auditable contractual evidence for each stand shown on the EA.
- 11.3 The Organiser must submit, with the return, an exhibitor list detailing the exhibitor company names, stand number, stand dimension and stand space occupied.
- 11.4 Any stands that have been divided by sub-letting by the original contracted exhibitor may only be included as additional stands on the EA under the following circumstances:-
- 11.5 The catalogue reflects entries for those on the shared stand area or the original contracted exhibitor provides written evidence of the division of the stand.
- 11.6 The auditor is satisfied that the stand space clearly allows the individual exhibitors to be identified and located within the divided area. In any cases of doubt the Bureau will decide.

12. TESTING FOR DUPLICATIONS

The list of registered attendance must be tested for duplicate attendees. Where duplications are found the claimed registered attendance and analyses must be proportionately reduced.

13. COMPLAINTS PROCEDURES

Please refer to the CAB Rules, September 2008 for further detail on complaints procedures.