

UFI CALCULATION STANDARDS and DEFINITIONS

The figures requested for an UFI approved event, as mentioned in article 3 of the UFI Internal Rules, will be counted and audited according to the following definitions and rules.

A. Calculation Standard for the Surface Area of an Exhibition

For an Organizer, the figure to be certified and provided is the "total net exhibition space", defined as follows: total floor space - indoors and outdoors - occupied by exhibitors. This is also called "contracted space", and may include both paid and unpaid space. It also includes space allocated to special shows having a direct relation to the theme of the exhibition.

For an Exhibition Centre operator, the figure to be provided is the "total gross exhibition space". This is the total space provided by the venue operator for use by the organizers or, the total space used by the fair, including circulation. Catering areas, offices, storage, etc. are excluded.

When exhibition space figures are communicated, they must always be specified as "total net" or "total gross".

B. Calculation Standard for the Number of Exhibitors

B.1. Exhibitors ("direct" exhibitors)

Only the exhibitors ("direct" exhibitors) will be counted. Considered as such are both the main exhibitors and the co-exhibitors.

The main exhibitors are those bodies contracting directly with the organizer.

The co-exhibitors are those organizations/companies present on a main exhibitor's stand, with their own staff and their own products and/or services. They must be clearly identified via several means, e.g. mentioned on the application form of the main exhibitor or declared by an official co-ordinating body, or in the exhibition catalogue forms.

In the case of a 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.

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.

In any communication with reference to the UFI standard, or to the UFI approval of an event, only the figures related to direct exhibitors may be used.

B.2. Represented companies ("indirect" exhibitors)

Represented companies are those organizations/companies not present with their own staff, and whose products or services are present on a main exhibitor's or co-exhibitor's stand.

These represented companies are excluded from the calculation of the total number of exhibitors.

B.3 To avoid any confusion, it must be clearly mentioned which category of exhibitors were counted.

C. Nationality of an Exhibitor

The nationality of an exhibitor is determined by the address of the exhibiting company/organization as written on the contract with the organizer.

In the case of an address not representing the true nationality of the exhibitor, the organizer may accept the nationality mentioned by the exhibitor on a self-declaration. A declaration by the Organizer alone is not acceptable.

Where a doubt may exist about the nationality of an exhibitor, the exhibiting company's/organization's headquarters should provide a declaration stating that the subsidiary is acting on its behalf.

D. Calculation Standard of the Number of Visitors and Visits and Entries

The intent of visitor calculations is to provide exhibitors with an idea of the potential number of customers accessible during his exhibition participation.

D.1. Timeframe for visitor calculations

The counting of visitors will take place during the event's official opening hours only.

D.2 "Entry" or "admission"

Each individual who enters the site of the exhibition event during hours officially open to the public.

D.3 "Visits"

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.

Included in the calculation of "visits" to an event are:

- persons who purchase their tickets at the event,
- persons who purchased their ticket before the event AND who attend the event,
- persons with a complimentary invitation or a reduced tariff ticket AND who attend the event,
- persons attending with a season ticket,
- journalists.

A person may only be counted once per day.

Excluded from the calculation of "visits" to an event are:

- staff of the exhibition venue and organizer,
- staff working for service providers,
- staff of exhibiting companies/organizations,
- speakers during the event.

D.4 Visitor

A visitor is a person attending an exhibition. He is counted only once for the entire duration of the fair, regardless of the number of visits.

D.5 Repeat Visits

A repeat visit is each additional visit of a visitor after the first visit, that can be controlled. Here also only one visit per day is counted.

D.6 Total number of Visits (addition of items D4 and D5)

The total number of visits is equal to the total number of visitors plus the total number of repeat visits.

D.7 Communication of statistics and UFI Certification of Approved Events

Figures related to either “visits” or “visitors” are accepted by UFI.

In either case the definition of the applicable term (“visits” or “visitors”) must be clearly understood in the context of its application. This is true for statistics communicated in declarations, media information or promotional information.

E. National and International Visitors or Visits

The “Nationality” is determined on the basis of a visitor’s place of residence and must be stated on visitor registration forms with mention of the address abroad. Foreign or international visits are those visits by visitors of places of residence other than the country in which the event takes place*.

If a system of individual registration is not possible, the organizer may be authorized by UFI, upon request and solely for the UFI international approval of a fair, to determine the total percentage of foreign visits through a sampling. This survey should be carried out by a market research company and certified by an independent audit company. The certificate must mention the methodology of the sampling.

When the exhibition is a public show, it is acceptable that only foreign professionals should be counted and compared to the total number of visits by professional visitors, preferably with a registration system for each foreign visitor. The auditor’s certificate must identify the method of calculation used.

* *EU countries are counted as individual nations.*

***For your information:***

The above mentioned standards and definitions are used by UFI and its members worldwide in the frame of the UFI approval of a fair/exhibition/show, “UFI approval of an event”. More than 800 events are approved by UFI (September 2007).

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