

## Attendance Verification Scheme (AVS)

The purpose of this system is to deliver a highly cost effective attendance verification scheme that provides exhibitors with the confidence that members' published attendance figure is accurate and true.

### Audit Requirements

- A condition of AEO membership is that all members must undertake an independent attendance audit on all shows that exceed 2000 sqm of net stand space sold for which they retain majority ownership.
- This verification scheme provides a cost effective alternative to the current audit scheme providers.
- **You do not** have to use this verification scheme you may, if you wish, continue to use the existing AEO approved audit scheme providers.

### Principle of AVS

- Organisers are not obliged to publish exhibition attendance figure, however if they do so it must be accurate.
- The verification of attendance will be established using a system-based verification scheme. The system-based scheme will comprise;
  - i) Registration companies 'visitor registration procedures' audited annually.
  - ii) Organisers will submit 'attendance figure' for verification.
  - iii) Random spot checks of attendance figure of x numbers of shows will be undertaken each year.
- The AVS will verify the claimed number of individual attendees, no matter their reason for attendance.
- Only a single attendance figure will be checked i.e. transfer visitors, exhibitor attendees, staff will not be analysed; only a single attendance figure will be issued.
- The verification of attendance data will be outsourced to a third party company.

### System

- The organiser will submit a de-duplicated list of attendees (excel file/csv) alpha sorted by surname. The list must include address details and, where available, telephone number and email address.
- This attendee list must be submitted within 10 working days from the end of the show.
- If attendance data is not submitted within 10 working days, a £100 fine will be imposed on the organiser.
- If attendance data is not submitted within 30 working days the organiser will be referred to the AEO membership/audit committee who will decide what sanctions should be enforced.
- This clause does NOT apply to shows that occurred prior to the issuance of these rules i.e. January to April 2011 shows, inclusive of February and March as well.
- The AVS administrator will annually 'system check' registration companies.
- The AVS administrator will spot check 'x' numbers of shows per year, verifying their attendance claim.
- If organisers do not use an AVS approved registration company or undertake the visitor registration themselves, then they will be charged an extra fee of £2000 to allow for their registration system to be verified.

## Verification Checks

- From the provided list of attendees a duplication test will be undertaken to check there are no duplicated attendees.
- A statistically valid sample of attendees will be contacted and asked to confirm their attendance to the show.
- Random 'at show checks' will be undertaken to check the registration systems.
- Sanity checks between year-on-year attendance claims will be undertaken, where there is an 'excessive' increase from year-to-year, the organiser may be asked to justify the rise and may be subject to a show verification check.
- If a material error is found, the AEO membership/audit committee will decide if any further sanctions should be imposed including mailing exhibitors advising of the error and issuing a correction.

## Complaints

- Member organisers may 'raise a complaint' against a fellow member should they believe their attendance claim to be incorrect.
- A complaint must be made within six months from the end of the show.
- The member organiser raising the complaint will pay a fee of £2000.
- The AVS Administrator will check the attendance figure of the show on which the complaint has been made.
- Should the complaint be upheld, the organiser of the inaccurate attendance claim will be fined £3000 and the complainant will receive a £2000 refund.
- If the complaint is not upheld the member who raised the complaint will forfeit their £2000 fee.
- The AEO membership/audit committee will decide if any further sanctions should be imposed including mailing exhibitors advising of the error and issuing a correction.

## Fee Structure

- For every show that is within the scheme a £200 fee will be charged.
- For any fee that is 30 days overdue a late payment fee of £100 will be charged.
- For any fee that is 60 days overdue a late payment fee of £200 will be charged.
- For any fee that is not paid within 90 days, the organiser will be referred to the AEO membership/audit committee who will decide what sanctions should be enforced.
- If attendance list/data is not submitted within 10 days, a fine of £100 will be imposed on the organiser.