



Technical Reference on Exhibition Content

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Chairman

EMS Exhibition Content Working Group

Exhibition Management Services Industry - Exhibition Content



Outline of Presentation

- EMS Standardisation Groupings
- Purpose
- Scope
- Exhibition Terminology
- Recommended Audit Procedures
- Country Classification

Reporting Structure of Exhibition Management Services (EMS) Standardisation Groupings



Standards Council

Standardisation guidance

Technical guidance

Standards Working Committee
Chair : Mr Benedict Soh
Secretariat : TDB

Exhibition Content

Technical Requirements

Working Group on Exhibition Content
Chair : Mr Jimmy Lau
Secretariat : TDB

Working Group on Safety, Health & Technical Operational Efficiency
Co-Chair : Mr Low Wun Gong & Mr Benedict Soh
Secretariat : PSB

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Purpose

- Assist exhibiting companies and trade visitors to evaluate the performance and quality of exhibitions objectively and consistently.

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Scope

- Exhibition Terminology
- Recommended Audit Procedures
- Country Classification

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Exhibition Terminology

- Aims to provide standardised definition for commonly used terms in the EMS industry.
- Focus on non-technical terms
- Reference have been made to terminology used by UFI and Tradeshow Week

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Exhibition Terminology

(i) Net exhibition space

- Total amount of space occupied and paid by exhibitors. Includes the build up area on the upper levels of the multi-storey booth

(ii) Net exhibition space plus

- Total amount of space occupied by exhibitors. Includes the build up area on the upper levels of the multi-storey booth, contra booths, sponsored lounges and other display areas

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Exhibition Terminology

(iii) Main exhibiting companies

- Exhibiting companies contracting directly with the organisers

(iv) Co-exhibiting companies

- Companies displaying their products on main exhibiting companies' stands. These could include subsidiaries, agents, representatives and principals

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Recommended Audit Procedures

- Aims to ensure that the success of a show is accurately reflected by providing auditors with a standardised set of guidelines to follow
- Recommendations based on existing practices adopted by auditors and UFI
- Scope includes surface area, exhibitors and attendees

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Surface Area

(i) Gross Exhibition Space

– Verify figure against

- Lease agreement between the organiser and venue operator
- Organiser's floor layout plan
- Floor layout plan in exhibition directory

★ **Covered and outdoor areas should be indicated separately**

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Surface Area

(ii) Net Exhibition Space

- **Verify figure against**
 - **Invoices issued by the organiser**
 - **Corresponding receipts in the accounts**
 - **Organiser's floor layout plan**
 - **Floor layout plan in exhibition directory**
- **Verify the invoices and receipts against the agreements or offer/acceptance letters between the organiser and the exhibiting companies**

★ **Covered and outdoor areas should be indicated separately**

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Exhibitors

(i) Main Exhibiting Companies

- **Verify figure against**
 - **Space application forms**
 - **Invoices issued by the organiser**
 - **Corresponding receipts in the accounts**
- **Ensure credibility of verification by establishing that adequate procedures are in place to**
 - **Identify and exclude cancellations by companies**
 - **Include late confirmations of participation**
 - **Issue credit notes in respect of cancellations**

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Exhibitors

(ii) Co-exhibiting Companies

- Verify figure against
 - Space application forms submitted by main exhibiting companies
 - Listing in the exhibition directory

(iii) Total Exhibiting Companies

- Sum of the main exhibiting companies
co-exhibiting companies

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Exhibitors

(iv) Foreign Exhibiting Companies

- Validate figure against the verified list of exhibiting companies
 - Include foreign companies participating through foreign trade promotion agencies based in Singapore
 - Companies participating in national pavilions are considered as individual exhibiting companies even if only one contract is signed

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Attendees

System Check

■ Pre-Exhibition

- Review of registration process including registration forms
- Examination of record-keeping system including testing of live data
- Review of system functionality and predicted output

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Attendees

System Check

■ On-site

- Observation and inspection of registration system
- Live testing of registration process
- Review of periodic system output

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Attendees

System Check

■ Post-exhibition

- Contact with selected attendees to verify registration data
- Inspection of attendee list to detect duplication

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Attendees

(i) Trade Visitors

- Validate the total number of attendees to the event and its breakdown into foreign and local visitors from the visitor analysis report compiled by the supplier handling registration details or other independent parties
- ★ A trade visitor who visits an event over a period of many days should be counted only once
- ★ Exclude passes issued to press, exhibition/trade fair personnel and exhibiting companies

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Attendees

Trade Visitors

- For concurrent exhibitions, organisers should provide the breakdown in the number of visitors per event
- For incorporated events, organisers could provide the figure on the number of visitors to these events collectively

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Country Classification

- Aims to categorise the various countries that the foreign exhibitors and visitors come from into their respective regions
- Reference have been made to classifications used by Asian Development Bank and World Bank

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Country Classification by Regions

- **Africa:** Mediterranean & North Africa, West Africa, East Africa, Central Africa, South Africa, Republic of South Africa
- **Americas:** Central America, South America, West America, North America
- **Asia and Pacific:** Southeast Asia; North Asia; South Asia, West Asia
- **Europe and Central Asia:** Eastern Europe, Western Europe, CIS
- **Oceania**

EMS Working Group



Exhibition Content

Chairman :	Mr Jimmy Lau	Reed Exhibitions Pte Ltd
Working	Ms Rita Biswas	Messe Dusseldorf Asia Pte Ltd
Committee	Mr Gan See Siong	Conference & Exhibition
Members		Management Services Pte Ltd
	Ms Lindy Wee	Singapore Exhibition Services
		Pte Ltd
	Ms Susan Chong	Singapore Productivity and
		Standards Board
	Mr Winston Wong	Singapore Productivity and
		Standards Board
Secretariat :	Mr Daniel Seah	Singapore Trade Development
		Board



Thank you