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**Exhibitions, shows, fairs and  
conventions —**

**Part 2:  
Measurement procedures for statistical  
purposes**

*Terminologie du secteur des foires, salons et congrès ou manifestations  
commerciales —*

*Partie 2: Méthodes de comptage à des fins statistiques*



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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 25639-2 was prepared by Project Committee ISO/PC 237, *Exhibition terminology*.

ISO 25639 consists of the following parts, under the general title *Exhibitions, shows, fairs and conventions*:

- *Part 1: Vocabulary*
- *Part 2: Measurement procedures for statistical purposes*

## Introduction

In the context of the exhibition industry, ISO 25639-1 fulfils the important basic function in standardization of specifying commonly-used terms and definitions. Of equal importance is establishing standard measurement procedures applicable to the terms defined in ISO 25639-1, in order to ensure uniformity in interpretation.

This part of ISO 25639 fulfils the latter function and is consequently intended for integral use with ISO 25639-1.

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# Exhibitions, shows, fairs and conventions —

## Part 2: Measurement procedures for statistical purposes

### 1 Scope

This part of ISO 25639 establishes standard measurement procedures applicable to terms commonly used in the exhibition industry, as defined in ISO 25639-1.

This part of ISO 25639 is intended for integral use with ISO 25639-1.

### 2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 25639-1, *Exhibitions, shows, fairs and conventions — Part 1: Vocabulary*

### 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 25639-1 apply.

### 4 Individual and entity

#### 4.1 General

This clause specifies standard measurement procedures applicable to terms of the category “individual and entity”.

#### 4.2 Exhibitor

The measurement of the number of exhibitors shall be supported by the contractual document between the organizer and the main exhibitor.

#### 4.3 Main exhibitor

The measurement of the number of main exhibitors shall be supported by the contractual document between the organizer and the main exhibitor.

#### 4.4 Co-exhibitor

The measurement of the number of co-exhibitors shall be supported by the submission of data made by the main exhibitor to the organizer.

#### 4.5 International exhibitor

The measurement of the number of international exhibitors shall be supported by the contractual document between the organizer and the main exhibitor.

#### 4.6 National exhibitor

The measurement of the number of national exhibitors shall be supported by the contractual documents or declaration made by the exhibitor to the organizer.

#### 4.7 Exhibitor staff

The measurement of the number of exhibitor staff shall be supported by the number of exhibitor badges issued for the exhibitors.

#### 4.8 Represented company

The measurement of the number of represented companies shall be supported by the documentation submitted by the main exhibitor to the organizer.

#### 4.9 Visit

The measurement of the number of visits shall be supported by the organizer's registration and/or entry control system.

#### 4.10 Visitor

The measurement of the number of visitors shall be supported by the organizer's registration and/or entry control system. Each visitor shall be counted only once for the duration of exhibition.

#### 4.11 Trade visitor

The measurement of the number of trade visitors shall be supported by the organizer's registration and entry control system.

NOTE In the absence of a registration system, the measurement of the number of trade visitors can be done through an independent and audited visitor survey conducted onsite.

#### 4.12 General public visitor

The measurement of the number of general public visitors shall be supported by the organizer's registration and entry control system.

NOTE In the absence of a registration system, the measurement of the number of general public visitors can be done through an independent and audited visitor survey conducted onsite.

#### 4.13 International visitor

The measurement of the number of international visitors shall be supported by the organizer's registration and entry control system.

NOTE In the absence of a registration system, the measurement of the number of international visitors can be done through an independent and audited visitor survey conducted onsite.

#### **4.14 National visitor**

The measurement of the number of national visitors shall be supported by the organizer's registration and entry control system.

NOTE In the absence of a registration system, the measurement of the number of national visitors can be done through an independent and audited visitor survey conducted onsite.

#### **4.15 Hosted visitor**

The measurement of the number of hosted visitors shall be supported by the organizer's registration and/or entry control system.

#### **4.16 Delegate**

The measurement of the number of delegates shall be supported by the organizer's registration and/or entry control system.

#### **4.17 International delegate**

The measurement of the number of international delegates shall be supported by the organizer's registration and/or entry control system.

#### **4.18 National delegate**

The measurement of the number of national delegates shall be supported by the organizer's registration and/or entry control system.

#### **4.19 Accompanying person**

The measurement of the number of accompanying persons shall be supported by the organizer's registration and/or entry control system.

#### **4.20 Media representative**

The measurement of the number of media representatives shall be supported by the organizer's registration and/or entry control system. Each media representative shall be counted only once for duration of exhibition.

#### **4.21 Attendee**

The measurement of the number of attendees shall be supported by the measurements as defined elsewhere in this part of ISO 25639. Each attendee shall be counted once only for duration of exhibition.

#### **4.22 Total attendance**

The measurement of total attendance and the breakdown of admission categories shall be supported by the measurements as defined elsewhere in this part of ISO 25639.

## **5 Types of events**

### **5.1 General**

This clause specifies standard measurement procedures applicable to terms of the category “types of events”.

### **5.2 International exhibition**

The measurement of the number of international exhibitions shall be supported by the organizer’s registration system and/or entry control system and/or the contracts between the organizer and the main exhibitor.

## **6 Physical item**

### **6.1 General**

This clause specifies standard measurement procedures applicable to terms of the category “physical item”.

### **6.2 Booth space**

The measurement of the size of booth space shall be supported by the contractual document between organizer and the exhibitor. It can be cross-checked by actual floor measurements or through scaled drawings.

### **6.3 Raw space**

The measurement of the size of raw space shall be supported by the contractual document between the organizer and the main exhibitor.

### **6.4 Contra booth**

The measurement of the number of contra booths shall be supported by the contractual document between the organizer and the main exhibitor.

### **6.5 Gross indoor exhibition venue space**

The measurement of the size of gross indoor exhibition venue space shall be supported by scaled drawings of the venue.

### **6.6 Gross outdoor exhibition venue space**

The measurement of the size of gross outdoor exhibition venue space shall be supported by scaled drawings of the venue.

### **6.7 Rented exhibition space**

The measurement of the size of rented exhibition space shall be supported by the contractual document between the organizer and the exhibitor. It can be cross-checked by actual floor measurements or through scaled drawings.

### **6.8 Gross exhibition space**

The measurement of the size of gross exhibition space shall be supported by the contractual document between the organizer and the venue. It can be cross-checked by actual floor measurements or through scaled drawings.