



**International
Standard**

ISO 25639-1

Exhibitions and events —

**Part 1:
Vocabulary**

Foires et événements —

Partie 1: Vocabulaire

**Second edition
2025-04**



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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.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

This second edition cancels and replaces the first edition (ISO 25639-1:2008), which has been technically revised.

The main changes are as follows:

- the title of the document has been changed from "*Exhibitions, shows, fairs and conventions — Part 1: Vocabulary*", to "*Exhibitions and events – Part 1: Vocabulary*";
- the structure of the document has been modified in order to align with the ISO/IEC Directives, Part 2;
- a new category on “Related activities” has been introduced, and the title of the last category has been changed to “Others”;
- two terms, “visit” and “admission category”, have been moved to more appropriate categories;
- nine terms have been added to the category “Individual and entity”;
- eleven terms have been added to the category “Types of events”, including four terms related to “event” (“event”, “physical event”, “hybrid event” and “online event”), three terms related to “exhibition” (“hybrid exhibition”, “physical exhibition” and “online exhibition”), three terms related to “conventions” (“summit”, “forum” and “congress”), and one additional term (“media conference”);
- eleven terms have been added to the category “Related activities”;
- three terms have been added to the category “Physical items”: “booth location drawing”, “maximum floor load” and “audit report”;
- six terms have been added to the category “Others”: “exhibits”, “trade day”, “intellectual property”, “demographics”, “admission category” and “legacy”;
- two terms have been removed (“international exhibitor” and “national exhibitor”). These terms are intended to be incorporated into ISO 25639-2;

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- the terms “convention centre” and “congress centre” have been combined into one single term;
- the definitions of multiple terms have been amended and improved (for example, the definitions for “accompanying person”, “delegate”, “visit”, “booth” and “duration of exhibition”).

A list of all parts in the ISO 25639 series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

The first edition of this document was published in 2008. Over the last decade, the rapid development of the global digital economy and the full implementation of the Sustainable Development Goals (SDGs) have brought new formats, new fields and new concepts to the exhibition and event industry. The definitions of some terms have also evolved. ISO 25639-1:2008 has therefore been revised to meet the latest industry demands, and to accurately and comprehensively identify the contents of exhibition and convention activities.

This second edition of ISO 25639-1 is intended to meet the development direction and demands of the global exhibition and convention industry. The title of the second edition of ISO 25639-1 has been changed to “*Exhibitions and events — Part 1: Vocabulary*”. This will help to explain and improve understanding of the various components of the exhibition and event industry, and provide guidance for industry participants. The revision will also facilitate the recovery and sustainable development of the exhibition and event industry in the post-pandemic COVID-19 era.

This document contains a list of terms and definitions commonly used in the exhibition and event industry. It is intended to facilitate a common and universal interpretation of these terms and definitions, such that the attributes associated with them can be objectively compared and correctly visualized.

This document is intended to help stakeholders within the industry:

- to better relate when interpreting and understanding the various components that make up an exhibition or event; and
- to decide whether they wish to take part in that exhibition or event.

This document is also intended to help to improve professionalism and raise standards for the exhibition or event industry, and to serve as a guideline enabling industry players to be more discerning with regard to the various statistical data released on exhibitions or events.

Exhibitions and events —

Part 1: Vocabulary

1 Scope

This document specifies terms and definitions that are commonly used in the exhibition and event industry. They are grouped into the following five categories:

- individual and entity, which lists and classifies the various types of people involved in the exhibition and event industry;
- types of event, which defines the different types of exhibitions and events, including physical, hybrid and online exhibitions and events;
- related activities, which describes related activities during the exhibition and event;
- physical items, which describes the various composition sizes, facilities and types of printed materials of the exhibition and event; and
- others.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1 Individual and entity

3.1.1

accompanying person

individual present with a *visitor* (3.1.22) or *delegate* (3.1.30) during an *exhibition* (3.2.5) or *event* (3.2.1)

Note 1 to entry: Such persons are more likely to be tracked at *physical exhibitions* (3.2.13) where an entry badge is required, compared to *online exhibitions* (3.2.12).

Note 2 to entry: Online platforms cannot capture accompanying person information of those sharing screens or otherwise jointly viewing an exhibition.

3.1.2

media representative

journalist, reporter, social media content writer, blogger, influencer or live streamer attending the *exhibition* (3.2.5) or *event* (3.2.1)

3.1.3

service provider

third-party entity that provides products or services related to the *exhibition* (3.2.5) or *event* (3.2.1)

Note 1 to entry: An entity can be a company, a body or an organization.

3.1.4

official contractor

service provider (3.1.3) appointed by the *organizer* (3.1.8) or by the venue to provide services or products

Note 1 to entry: The services can include the set-up and *tear-down* (3.5.3) of exhibit booths, the overseeing of labour, material handling and loading dock procedures.

3.1.5

sponsor

entity that supports or endorses the *exhibition* (3.2.5) or *event* (3.2.1), such as:

- governments or organizations underwriting all or part of the cost of an exhibition or event;
- an individual who assumes all or part of the financial responsibility for an exhibition or event;
- a commercial entity that provides financial backing for an exhibition or event, and in return, receives recognition, advertising, *registrations* (3.3.1) or other benefits

Note 1 to entry: An entity can be a company, a body or an organization.

Note 2 to entry: Sponsorship can be “in-kind” support or endorsement and not necessarily of a monetary form.

Note 3 to entry: Sponsors can (but do not necessarily) participate in the profit from the exhibition or event.

3.1.6

co-sponsor

joint *sponsor* (3.1.5)

3.1.7

contra sponsor

barter sponsor

entity that supports or endorses the *exhibition* (3.2.5) or *event* (3.2.1) with goods or services

Note 1 to entry: An entity can be a company, a body or an organization.

Note 2 to entry: A contra sponsorship arrangement occurs when goods or services (not money) are provided in return for other goods or services.

3.1.8

organizer

entity or individual who produces, arranges and manages every aspect of an *exhibition* (3.2.5) or *event* (3.2.1)

Note 1 to entry: An entity can be a company, a body or an organization.

Note 2 to entry: The organizer is not necessarily the owner of the exhibition or event.

Note 3 to entry: The organizer can appoint a third party to manage the exhibition or event. The third party can be a company which specializes in organizing *conferences* (3.2.14), *conventions* (3.2.15), *congresses* (3.2.16) or exhibitions referred to as a professional conference organizer (PCO) or a professional exhibition organizer (PEO).

3.1.9

co-organizer

entity that forms a partnership with the *organizer* (3.1.8) to either produce or manage the *exhibition* (3.2.5) or *event* (3.2.1), or both

Note 1 to entry: An entity can be a company, a body or an organization.

3.1.10

speaker

individual who delivers a speech or talk as part of an *exhibition* (3.2.5) or *event* (3.2.1) agenda

Note 1 to entry: Types of speakers include keynote, panellist, general session, seminar leader, trainer, workshop leader and “change of pace” speakers, such as humourists and entertainers.

Note 2 to entry: As a data point, this is a type of *registration* (3.3.1) and speakers can also be registered under a different category (e.g. *sponsor* (3.1.5) or *exhibitor*).

3.1.11

participant

individual logging into an *online exhibition* (3.2.12) or *online event* (3.2.4) or attending in-person at a *physical exhibition* (3.2.13) or *physical event* (3.2.3)

3.1.12

attendee

individual attending a *physical exhibition* (3.2.13) or *physicalevent* (3.2.3) in-person, or logging into an *online exhibition* (3.2.12) or *online event* (3.2.4), including *visitor* (3.1.22), *exhibitor staff* (3.1.21), *speaker* (3.1.10), *delegate* (3.1.30), *media representative* (3.1.2) and any other verified *admission category* (3.5.8)

Note 1 to entry: Attendee does not include staff from the *organizer* (3.1.8) and *service provider* (3.1.3).

Note 2 to entry: When quoting figures for attendees, it is advisable to provide a full breakdown of admission categories.

3.1.13

total attendance

total number of unique *attendees* (3.1.12) to a *physical exhibition* (3.2.13) or *event* (3.2.1) or logging into an *online exhibition* (3.2.12) or *event*, including *visitor* (3.1.22), *exhibitor staff* (3.1.21), *speaker* (3.1.10), *delegate* (3.1.30), *media representative* (3.1.2) and any other verified *admission category* (3.5.8)

Note 1 to entry: When quoting figures for attendees, it is advisable to provide a full breakdown of admission categories.

3.1.14

audit organization

audit body

independent third-party organization which is responsible for the development and maintenance of *exhibition* (3.2.5) or *event* (3.2.1) industry auditing rules and, in some cases, for the selection of *auditors* (3.1.15) and for the collection and publication of exhibition or event statistics

3.1.15

auditor

qualified, independent third party appointed by the *organizer* (3.1.8) to carry out an audit

3.1.16

host country

country where the *physical exhibition* (3.2.13) or *event* (3.2.1) takes place

3.1.17

exhibitor

direct exhibitor

entity that displays products or services accepted by the *organizer* (3.1.8), including *main exhibitors* (3.1.18) and *co-exhibitor* (3.1.19)

Note 1 to entry: An entity can be a company, government, a body or an organization.

3.1.18

main exhibitor

exhibitor (3.1.17) contracting directly with the *organizer* (3.1.8)

3.1.19

co-exhibitor

exhibitor (3.1.17) on the *main exhibitor's* (3.1.18) *booth* (3.4.1), with its own products or services and personnel, having the approval of the *organizer* (3.1.8)

3.1.20

represented company

indirect exhibitor

entity not present with their own staff, and whose products or services are displayed on an *exhibitor's* (3.1.17) *booth* (3.4.1)

Note 1 to entry: An entity can be a company, a body or an organization.

3.1.21

exhibitor staff

exhibitor personnel

person working on the *exhibition* (3.2.5) *booth* (3.4.1) during the official opening hours, employed by the *exhibitor* (3.1.17)

Note 1 to entry: Exhibitor staff excludes third-party *service providers* (3.1.3).

3.1.22

visitor

person who attends an *exhibition* (3.2.5), with the purpose of gathering information, making purchases or contacting *exhibitors* (3.1.17)

Note 1 to entry: Visitor excludes *exhibitor staff* (3.1.21), media personnel, *service provider* (3.1.3) and *organizer* (3.1.8) staff.

Note 2 to entry: A *speaker* (3.1.10) or *delegate* (3.1.30) is a visitor only if attending the exhibition.

3.1.23

trade visitor

professional visitor

buyer

visitor (3.1.22) who attends an *exhibition* (3.2.5) for professional or business reasons

Note 1 to entry: Trade visitor excludes *media representatives* (3.1.2).

3.1.24

general public visitor

private visitor

show visitor

visitor (3.1.22) who attends an *exhibition* (3.2.5) for personal interests.

Note 1 to entry: Public visitor excludes *media representatives* (3.1.2).

3.1.25

international visitor

foreign visitor

visitor (3.1.22) whose address provided to the *organizer* (3.1.8) is outside the *host country* (3.1.16)

Note 1 to entry: EU countries are counted as individual nations.

Note 2 to entry: Foreign or international visits are those visits by non-domestic visitors of places of residence other than the country in which the event takes place.

3.1.26

national visitor

domestic visitor

local visitor

visitor (3.1.22) whose address provided to the *organizer* (3.1.8) is inside the *host country* (3.1.16)

3.1.27

hosted visitor

hosted buyer

visitor ([3.1.22](#)) who is invited and sponsored to attend the *exhibition* ([3.2.5](#)) with agreed obligations

Note 1 to entry: There are obligations, such as either meet several *exhibitors* ([3.1.17](#)) or take part in formal and informal scheduled activities by the *organizer* ([3.1.8](#)), or both.

3.1.28

stand contractor

stand builder

stand fitter

stand supplier

service provider ([3.1.3](#)) that provides and sets up the *exhibition* ([3.2.5](#)) *booth* ([3.4.1](#))

3.1.29

show management

entity that manages an *exhibition* ([3.2.5](#)) or *event* ([3.2.1](#))

Note 1 to entry: An entity can be a company, a body or an organization.

3.1.30

delegate

person who attends a *conference* ([3.2.14](#)), *convention* ([3.2.15](#)), *congress* ([3.2.16](#)), *summit* ([3.2.17](#)), *forum* ([3.2.20](#)), *workshop* ([3.2.21](#)), *seminar* ([3.2.18](#)) or *symposium* ([3.2.19](#))

3.1.31

international delegate

foreign delegate

delegate ([3.1.30](#)) whose residential address provided to the *organizer* ([3.1.8](#)) is outside the *host country* ([3.1.16](#))

Note 1 to entry: EU countries are counted as individual nations.

Note 2 to entry: Foreign or international *visits* ([3.3.9](#)) are those visits by non-domestic delegates of places of residence other than the country in which the *event* ([3.2.1](#)) takes place.

3.1.32

national delegate

domestic delegate

local delegate

delegate ([3.1.30](#)) whose address provided to the *organizer* ([3.1.8](#)) is inside the *host country* ([3.1.16](#)) of the *physical exhibition* ([3.2.13](#))

3.1.33

venue operator

entity that manages an *exhibition* ([3.2.5](#)) or *event* ([3.2.1](#)) facility

3.2 Types of events

3.2.1

event

planned physical, hybrid or online gathering at a specified location for a specified duration for business or professional purposes

Note 1 to entry: Examples of events include *exhibitions* ([3.2.5](#)) and *conventions* ([3.2.15](#)).

3.2.2

hybrid event

combination of a *physical event* ([3.2.3](#)) with an *online event* ([3.2.4](#))

3.2.3

physical event

in-person event
face-to-face *event* ([3.2.1](#))

Note 1 to entry: Physical events are regularly scheduled and have a limited or fixed period of time.

3.2.4

online event

gathering of people for an *event* ([3.2.1](#)) where all of the *attendees* ([3.1.12](#)) are not physically in the same location but are connected (online) via an online platform, open to online *delegates* ([3.1.30](#)) during a fixed and limited period of time

Note 1 to entry: The event can be (but is not necessarily) concurrent with a corresponding *physical exhibition* ([3.2.13](#)) or event.

3.2.5

exhibition

show
fair
exposition
expo
event ([3.2.1](#)) in which products, services or information are displayed and disseminated

Note 1 to entry: Exhibition excludes flea market, street market and permanent exhibition (museum).

Note 2 to entry: An exhibition can be a gathering where people meet online or physically to evaluate or purchase products and services, network with potential business partners in a supply chain, or share or acquire knowledge.

3.2.6

hybrid exhibition

combination of a *physical exhibition* ([3.2.13](#)) with an *online exhibition* ([3.2.12](#))

3.2.7

trade exhibition

trade show
trade fair
exhibition ([3.2.5](#)) that promotes either products or services or both for purpose of trade and commerce and is attended primarily by the *trade visitor* ([3.1.23](#))

Note 1 to entry: A trade exhibition can be opened to the public at specific times.

Note 2 to entry: Generally, a trade exhibition is dedicated to members of the same industry community.

3.2.8

international exhibition

exhibition ([3.2.5](#)) that attracts a significant presence of either *exhibitors* ([3.1.17](#)) or *visitors* ([3.1.22](#)) or both from outside the *host country* ([3.1.16](#))

Note 1 to entry: Generally speaking, at least 10 % of international exhibitors or 5 % of *international visitors* ([3.1.25](#)) constitutes “significant presence”.

3.2.9

public exhibition

consumer show
exhibition ([3.2.5](#)) open primarily to the *general public visitor* ([3.1.24](#))

3.2.10

general exhibition

exhibition ([3.2.5](#)) that comprises multiple business or consumer product and service sectors

Note 1 to entry: These sectors are not necessarily related to each other.

3.2.11

specialized exhibition

exhibition (3.2.5) that focuses either on a specific business sector, or on several business sectors that are closely linked to each other

Note 1 to entry: A specialized exhibition is often open to *trade visitors* (3.1.23), but can also be open to *general public visitors* (3.1.24).

3.2.12

online exhibition

digital exhibition

gathering of people for an *exhibition* (3.2.5) where all of the *attendees* (3.1.12) are not physically in the same location but are connected (online) via an online platform, open to online *visitors* (3.1.22) during a fixed and limited period

Note 1 to entry: The online exhibition can be (but is not necessarily) concurrent with a corresponding *physical exhibition* (3.2.13) or *event* (3.2.1).

3.2.13

physical exhibition

in-person exhibition

face-to-face *exhibition* (3.2.5)

Note 1 to entry: Physical exhibition is regularly scheduled and has a limited or fixed period of time.

3.2.14

conference

participatory meeting designed for discussion, fact-finding, problem solving and consultation

Note 1 to entry: Conferences are scheduled and planned, of prefixed duration with specific objectives, and are generally on a smaller scale compared with *congresses* (3.2.16).

Note 2 to entry: A conference can also be a meeting to exchange views, convey a message, open a debate, or give publicity to some area of opinion on a specific issue.

3.2.15

convention

organized meeting of an industry, profession or organization to share knowledge and experience

Note 1 to entry: Conventions are typically recurring *events* (3.2.1) with specific, established timing.

Note 2 to entry: Common features include educational sessions, committee meetings, social functions, and meetings to conduct the governance business of the organization.

3.2.16

congress

event (3.2.1) involving the regular coming together of large groups of individuals, generally to discuss a particular subject

Note 1 to entry: A congress will often last several days and has several simultaneous sessions.

Note 2 to entry: The length of time between congresses is usually annual, although some are on a less frequent basis.

Note 3 to entry: Most international or world congresses or national congresses are more frequently held annually.

3.2.17

summit

formal meeting between heads of government or industry leaders

3.2.18

seminar

meeting or series of meetings of a small group of specialists with different skills who have a specific common interest and come together for training or learning purposes

3.2.19

symposium

organized meeting of a number of experts in a particular field, with presentations of papers on a specific subject discussed by specialists with a view to making recommendations concerning the problems under discussion

Note 1 to entry: A symposium is typically scientific or medical.

3.2.20

forum

meeting or part of a meeting set aside for an open discussion by recognized *participants* (3.1.11) on subjects of public interest

Note 1 to entry: It is characterized by in-depth discussions and strong interaction between the *speakers* (3.1.10) and the audience.

3.2.21

workshop

organized meeting conducted by experts to achieve a pre-defined goal

Note 1 to entry: Training session in which *participants* (3.1.11), often through exercises, develop skills and knowledge in a given field.

3.2.22

media conference

press conference

meeting or interview held to make an announcement and communicate information to *media representatives* (3.1.2)

3.3 Related activities

3.3.1

registration

process by which an individual indicates their intent to attend an *event* (3.2.1) by filling in the relevant information, approved by the *organizer* (3.1.8) and obtaining the qualification to participate in the *exhibition* (3.2.5) or event

Note 1 to entry: It is a process of participation confirmation and payment if applicable.

Note 2 to entry: The process involves recording data about an *attendee* (3.1.12) [or *exhibitor* (3.1.17)], sending a confirmation and creating a badge for use on-site.

3.3.2

on-site service

services provided to the *attendee* (3.1.12) at the *event* (3.2.1) venue by the *organizer* (3.1.8), *service provider* (3.1.3) or *venue operator* (3.1.33), or by all three

Note 1 to entry: On-site services can include providing information, *booth* (3.4.1) set-up, water and power supply, *exhibition* (3.2.5) equipment leasing, loading/unloading and storing of *exhibits* (3.5.1), business services, broadband internet access, printing and photocopying, telephone and fax, and language and protocol services.

3.3.3

match making

activity held by the *organizer* (3.1.8) during the *exhibition* (3.2.5) for *exhibitors* (3.1.17) and *trade visitors* (3.1.23), aiming to create relationships between them and promote business negotiation

3.3.4

space assignment

assignment of stands

allocation of stands

actions of assigning space to *exhibitors* (3.1.17)

3.3.5

freight forwarding

transfer of *exhibits* (3.5.1) from a point designated by the *exhibitors* (3.1.17) either to the *exhibition* (3.2.5) venue or return, or both

Note 1 to entry: This process can also include storage and at *booth* (3.4.1) delivery, unloading/unpacking before exhibition and loading/packing after the exhibition.

3.3.6

exhibition statistical analysis

study of collected *exhibition's* (3.2.5) data and technical indicators to draw conclusions about the exhibition

3.3.7

exhibition data auditing

activity of reviewing and checking the relevant statistics of the *exhibition* (3.2.5)

Note 1 to entry: See *audit organization* (3.1.14) and *check-back procedure* (3.3.12).

3.3.8

entry

admission

each individual who enters the site of the *exhibition* (3.2.5) during hours officially open to either eligible *visitors* (3.1.22), or the public, or both

3.3.9

visit

entry of a person, who is representative of the market audience expected by the *organizers* (3.1.8) and *exhibitors* (3.1.17), on any official open day and hour, into the *physical exhibition* (3.2.13) via an access document, or into the *online exhibition* (3.2.12) via a unique identifier

Note 1 to entry: Included in the calculation of “visits” to a physical, online or *hybrid exhibition* (3.2.6) are:

- persons who purchase their tickets at the *exhibition* (3.2.5);
- persons who purchased their ticket before the exhibition and who attend the exhibition;
- persons with a complimentary invitation or a reduced tariff ticket and who attend the exhibition;
- persons attending with a season ticket.

Note 2 to entry: Excluded from the calculation of “visits” to an exhibition are:

- staff of the exhibition venue and *organizer* (3.1.8);
- staff working for *service providers* (3.1.3);
- staff of exhibiting companies or organizations;
- *speakers* (3.1.10) during the exhibition (unless they visit the exhibit space);
- *media representatives* (3.1.2).

3.3.10

repeat visits

each additional *visit* (3.3.9) of a *visitor* (3.1.22) after the first *visit* (3.3.9)

Note 1 to entry: Only one visit per day is counted.

3.3.11

total number of visits

the total number of *visitors* (3.1.22) plus the total number of *repeat visits* (3.3.10).

3.3.12

check-back procedure

confirmation process

process whereby *auditors* (3.1.15) verify, either verbally, in writing, or both, with either *exhibitors*, (3.1.17) or *visitors* (3.1.22), or both, that they did actually participate in the *exhibition* (3.2.5) or *event* (3.2.1) and that their participation is in accordance with the *organizer's* (3.1.8) records

3.4 Physical items

3.4.1

booth

stand

specific *exhibits* (3.5.1) display area provided by *show management* (3.1.29) to an *exhibitor* (3.1.17) under contractual agreement.

Note 1 to entry: For *physical exhibitions* (3.2.13), this is the structure occupied for the display of products or services.

Note 2 to entry: For an *online exhibition* (3.2.12), this is a dedicated online space where *visitors* (3.1.22) can interact with an exhibitor.

3.4.2

contra booth

contra stand

barter booth

booth (3.4.1) with an identified commercial value, provided by the *organizer* (3.1.8) to an *exhibitor* (3.1.17) in exchange for a commercial benefit

3.4.3

pavilion

designated area within the *exhibition* (3.2.5) highlighting a collection of *exhibitors* (3.1.17) under a common identity with a country or region participation or special product or service category display for marketing and exposure

EXAMPLE National pavilion or an association pavilion.

3.4.4

booth location drawing

drawing showing the sizes and openings of the *booth* (3.4.1) assigned to the *exhibitors* (3.1.17) by the *organizer* (3.1.8), as well as the location and type of all available technical connections, if present

3.4.5

floor plan

map or layout plan of the *exhibition* (3.2.5) indicating the placement of *booths* (3.4.1) and all other features in an *exhibit space* (3.4.9)

3.4.6

exhibitors' manual

electronic or physical manual or kit type of document developed by the general service contractor, *online exhibition* (3.2.12) platform or *organizer* (3.1.8) containing *exhibition* (3.2.5) information, rules and regulations, labour or service order forms, and other information pertinent to the *exhibitors'* (3.1.17) participation in an exhibition

3.4.7

exhibition directory

exhibition catalogue

show directory

exhibition show guide

electronic or physical document containing a listing of *exhibitors* (3.1.17), their contact details, *booth* (3.4.1) numbers or hyperlink, and any other information related to the *exhibition* (3.2.5)

3.4.8

exhibition centre

exhibition venue

fairground

permanent facility used primarily for *exhibitions* (3.2.5)

Note 1 to entry: An exhibition centre can have meeting facilities.

3.4.9

booth space

stand space

exhibit space

specific exhibit display area, often with a structure, assigned by *show management* (3.1.29) to an *exhibitor* (3.1.17) under contractual agreement

Note 1 to entry: For a *physical exhibition* (3.2.13), this is the area either indoors or outdoors, or both, occupied and contracted by an exhibitor whether paid or unpaid, for the showcase of products or services, or to sell products or services, or to convey a message.

Note 2 to entry: For an *online exhibition* (3.2.12), this is a dedicated online space contracted by an exhibitor, whether paid or unpaid, where *visitors* (3.1.22) can interact with exhibitors, for the showcase of products or services, or to sell products or services, or to convey a message.

3.4.10

raw space

bare space

booth space (3.4.9) without structure that is to be constructed by the *exhibitors* (3.1.17)

3.4.11

gross indoor exhibition venue space

total permanent indoor space available for an *exhibition* (3.2.5)

3.4.12

gross outdoor exhibition venue space

total outdoor space available for an *exhibition* (3.2.5)

3.4.13

gross exhibition space

total floor space provided by the *venue operator* (3.1.33) for use by the *organizers* (3.1.8) or, the total space used by the *exhibition* (3.2.5), including circulation areas

Note 1 to entry: Facilities that need to be built within the exhibition area can be considered as gross exhibition space.

Note 2 to entry: Catering areas, offices, storage, etc. are excluded.

3.4.14

net exhibition space

sum of floor space, indoors and outdoors, occupied by *exhibitors* (3.1.17), and any space utilized by the *organizer* (3.1.8) for features that have a direct relation to the theme of the *exhibition* (3.2.5)

Note 1 to entry: This can include both paid and unpaid space.

Note 2 to entry: This term applies to *physical exhibitions* (3.2.13).

3.4.15

rented exhibition space

booth space (3.4.9) or *raw space* (3.4.10) that is rented and paid for by the *exhibitors* (3.1.17)

3.4.16

maximum floor load

load capacity

bearing capacity

maximum amount of weight per unit of area which a floor can support

Note 1 to entry: This information is usually provided by the venue.

3.4.17

audit report

report produced by the *auditor* (3.1.15) for the *organizer* (3.1.8)

3.4.18

convention centre

congress centre

permanent facility specifically for holding the *exhibitions* (3.2.5) and *events* (3.2.1) and that combines exhibition space with additional meeting and event spaces

3.5 Others

3.5.1

exhibits

products, technologies and services displayed by *exhibitors* (3.1.17) on the *exhibition* (3.2.5)

3.5.2

build-up

move-in

period defined by the *organizer* (3.1.8) for set-up or preparation on-site prior to *exhibition* (3.2.5)

Note 1 to entry: The build-up period is not open to *visitors* (3.1.22).

3.5.3

tear down

break down

move-out

period defined by the *organizer* (3.1.8) for dismantling after the *exhibition* (3.2.5)

Note 1 to entry: The tear down period is not open to *visitors* (3.1.22).

3.5.4

duration of exhibition

period during which an *exhibition* (3.2.5) is open to *visitors* (3.1.22)

Note 1 to entry: The exhibition can have a regular schedule of opening and closing hours for seamless interactions when synchronous interactions between visitors and *exhibitors* (3.1.17) can take place.

Note 2 to entry: If it is an *online exhibition* (3.2.12) during these dates, and to allow for visitors from all time zones to access, the online exhibition will be deemed to be open 24 hours a day, unless the *organizer* (3.1.8) stipulates otherwise.

Note 3 to entry: The online exhibition does not need to occur during the dates the *physical exhibition* (3.2.13) is open; however, the total days the online and physical exhibitions are usually open within a defined period of time. Both physical and online exhibition can have prescheduled opening and closing hours or be open 24 hours a day.

3.5.5

trade day

day of an *exhibition* (3.2.5) restricted to attendance by the *tradevisitor* (3.1.23)

3.5.6

intellectual property

result of intellectual activities that is eligible for protection by law

Note 1 to entry: This can include trade secrets, patents, copyrighted and trademarked material, *speaker* (3.1.10) content, live performances, music and graphics.

3.5.7

demographics

information provided at *registration* (3.3.1), during the *event* (3.2.1), or post event, which includes characteristics of the *attendee* (3.1.12) and is stored in the *organizer's* (3.1.8) database record

3.5.8

admission category

criteria defining the type of *attendee* (3.1.12) permitted to enter the *exhibition* (3.2.5) by the *organizer* (3.1.8)

3.5.9

legacy

tangible and intangible enduring result(s) and impact of an *exhibition* (3.2.5) or *event* (3.2.1)

Note 1 to entry: Hard legacy is tangible and includes the enduring physical, economic and environmental impacts of an exhibition or event.

Note 2 to entry: Soft legacy includes non-material elements and social impacts, such as new capacities acquired as a consequence of an exhibition or event, e.g. new knowledge, training, standards, best practices, skills, organizations, systems, relationships, partnerships and innovations.

Note 3 to entry: Legacy includes planned and unplanned benefits of hosting an exhibition or event for interested parties. Legacy can be of relevance beyond an exhibition or event and should be considered in the topic identification and evaluation.

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