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Exhibitions and events — Part 1: Vocabulary

Terminologie du secteur des foires, salons et congrès ou manifestations commerciales — Partie
1: Vocabulaire

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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).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO ~~had~~ had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

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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 this 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 ~~terms: “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”;
- ~~five~~^{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;
- 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.

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Introduction

The first edition of this document, ISO 25639-1, 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 is changed to “Exhibitions and events – Part 1: Vocabulary” ~~based on consensus within the working group.~~. This will help to explain and ~~understand~~ improve understanding of the various components of the exhibition and event industry, and ~~to~~ 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 for industry players to be more discerning with regard to the various statistical data released on exhibitions or events.

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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;
- type 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, ~~bloggers~~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 ~~(3.2.5)~~ or event ~~(3.2.1)~~;
- an individual who assumes all or part of the financial responsibility for an exhibition ~~(3.2.5)~~ or event ~~(3.2.1)~~;
- a commercial entity that provides financial backing for an exhibition ~~(3.2.5)~~ or event ~~(3.2.1)~~, 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 *humorists*/*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

people in-person at a *physical exhibition* (3.2.13) or *physical event* (3.2.3) 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* (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: 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 ~~(3.2.5)~~ or event ~~(3.2.1)~~ 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

share 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.