



EEIAC Rules for Event Organizers

1.0 The EEIAC (Commission) has rights in the Commission's name and trademarks (hereinafter referred to as "The Commission's rights"). By executing the Application to be audited by an Official Commission Auditor (Auditor), each party agrees to use the Commission's name and trademarks only in accordance with these provisions.

The proper and widest possible use of the Commission's rights is highly desirable. The use by an Event Organizer of the Commission's rights implies that the Commission has approved or authorized their use in the form as used. Event Organizers should, therefore, contact the Commission if they wish to use the Commission's rights in a manner other than as set out in these Rules and Regulations.

As every Event Organizer has an interest in protecting the Commission's rights, the Commission has set out the following guidelines relating to the use of the Commission's rights. Although they are not designed or intended to restrict legitimate and proper use, they are set down to protect the integrity and reliability of the Commission, the Commission's rights and the audited data published by Event Organizers.

2.0 Rights in the logos or trademarks are owned only by the Commission and the right to use the logos or trademarks is a privilege of Event Organizers. The use by an Event Organizer of a logo or trademark carries the implication that the Commission has approved the advertising or document in which the trademark appears. Unauthorized or improper use of the logos or trademarks may be harmful to the Commission, the Commission's rights and everyone who may elect to perform audits, and may result in the loss of the right of the Event Organizer to the use of the logos or trademarks.

3.0 Event Organizers shall make clear that the use of the logos or trademarks by the Event Organizer is only under permission of the Commission and there shall be no suggestion or implication that the Event Organizer owns any rights in the logos or trademark.

As it is not possible to set out the many different uses of logos or trademarks that could be proper or improper, an Event Organizer who wishes to use the Commission's logos or trademarks in a manner other than as set out in these Rules and Regulations or is in doubt as to proper use should contact the Commission for advice.

4.0 Nothing contained in these rules shall relieve an Event Organizer from responsibility for the accuracy of material published or electronically disseminated, and its compliance with the rules.

5.0 An Event Organizer shall not make any false, fraudulent or misleading statements as to any aspect of audited data. If questions arise concerning whether a document, advertisement, promotional material or written/electronic communication is misleading, a determination shall be made by the Commission, based on all available information.

An Event Organizer shall not attribute the Commission authority, stated or implied, to ancillary products, unless such products are traceable to an audit report that adheres to commission standards.

6.0 An Event Organizer may claim or imply EEIAC Certified audit authority only for the actual figures, classifications, breakouts, or statements as they appear in the official audit reports. An Event Organizer may, for the purpose of editorial brevity or clarity, use language similar but not identical to that in the

official audit report, provided such editorial changes do not affect the type of audit data reported. Should questions arise as to whether such changes are permissible, a determination will be made by the Commission.

7.0 Any printed or electronic document, advertisement, promotion material, or communication (including communications and documents designed for intra- or inter-office use) which is published or distributed in any manner outside of an Event Organizer's own staff (including information disseminated via email or the Internet/World Wide Web) is subject to the provisions of the Rules regarding Audit Publicity as of the time of its printing or electronic distribution.

8.0 Data in audit reports is valid only for the event (brand, place and date) actually audited. Promotion of audited data is valid only until the next audit report is issued, or 60 days after the next event, whichever comes first.

9.0 Any document, advertisement, promotional material or written/electronic communications that is accurate at the time of printing or electronic distribution shall not be considered in violation retroactively due to release of subsequent changes in Audited data.

However, if such changes take place due to the filing of a subsequent audit report, it is the responsibility of an Event Organizer to ensure that all new materials take into account such changes. The means by which these changes are noted are the option of the Event Organizer.

If such changes take place due to audit, it is the responsibility of the Event Organizer to note such changes in all material still in inventory or displayed as online promotion, within one week of receipt of the printed audit report.

10.0 An Event Organizer may promote projected attendance for an event, provided such claim is clearly noted as "Event Organizer's Projection." Projections may not be used as a basis for comparison with one or more audited events.

11.0 Attendance promotions and comparisons may not promote or report only percentages of either respondents or total qualified. The qualified attendance count shall always be disclosed when reporting percentages, either as a total or for each individual number claimed. When reporting percentages of respondents, the base of respondents on which the percentage was calculated shall also be shown.

12.0 All formal publicity complaints are considered confidential between the parties involved and the Commission, unless and until such complaints are resolved in a manner that calls for public notice either by the Commission or the complainee.

13.0 To initiate a complaint, a complainant shall:

Submit to the Commission a written statement of the facts upon which the complaint is based and the Section of the Rules claimed to have been violated. A complaint shall only be lodged concerning a promotion distributed within the 12 months preceding the date of the complaint.

This statement shall be limited to the actual facts and shall include copies of all documents upon which the complainant relies including copies of audit reports when pertinent.

The complaint shall be accompanied by a non-refundable filing fee of \$500.00 to help cover the Commission's processing costs. No complaint shall be considered or acted upon unless the fee is paid in advance.

An appeal of the Commission's decision shall be accompanied by a filing fee of \$500.00 to cover the additional costs of preparing the file for review by the Commission. No appeal shall be considered or

acted upon unless the fee is paid in advance. This fee must be paid by the complainee. If it is determined by the commission that the complaint is without merit, the complainant will be billed \$500. The commission will then refund the \$500 appeal fee paid by the Event Organizer.

14.0 Upon receipt of a complaint, the Commission shall deliver or send to the complainee a copy of the complaint and of all the documents upon which the complaint is based.

15.0 To answer a complaint, the complainee shall submit to the Commission, within ten business days of the receipt of the complaint, a statement of the facts upon which they rely to rebut or to mitigate the complaint. The answering statement shall be limited to the actual facts and shall include copies of all documents upon which the complainee relies, including copies of audit reports when pertinent.

16.0 Upon receipt of the answering statement, the Commission shall deliver or send to the complainant a copy of the answering statement and of all the documents upon which the answering statement is based.

17.0 Complainants have the option of having the Commission reprint a complainee's letter of correction and distribute the letter to the complainant's exhibitor/sponsor/agency list. This shall be at the expense of the complainant. The reprint will carry an imprint informing recipients that the notice has been reprinted at the request of the complainant.

18.0 When violations of a serious nature are found within promotional materials, wide distribution will be assumed unless the Event Organizer can provide to the Commission evidence to the contrary. When proper evidence cannot be provided, the Commission will require distribution of a letter of correction from the Event Organizer to all vested parties.

19.0 If an Event Organizer claims a promotion found to be in violation had limited distribution, but evidence later proves wider distribution in fact existed, a letter of correction shall be mailed by the Event Organizer to all vested parties. The Commission may distribute a notice of violation to all vested parties.

20.0 If an advertisement on behalf of the audited entity is found to be in violation of these rules and warranting public correction, the appropriate remedy shall be a correction in the medium as the original ad, or the publication itself. Insertion orders of the corrected advertisement shall be placed within 30 days of the Commission's decision.

21.0 If an audited report that was distributed on the Internet or a World Wide Web site is found to be in violation, the appropriate remedy shall be a correction on the Internet or same Web site for the greater of a period of thirty days or the same time period as the promotion was available.

22.0—The Commission shall post all violations of these rules on the EEIAC Web site for a period of one year or until a new audit is performed, or resolution of the violation by the Commission. There shall be no further distribution of a downloaded and printed version of this notice without permission of the Commission.