

***Without a doubt...***



***WE SUPPORT EVENT ATTENDANCE AUDITS!***

### **What is an Event Attendance Audit?**

The Event Attendance Audit is an objective review by an independent (and certified) auditor of registration data (including interviews) to objectively confirm the number of Exhibit Only and paid Conference Delegates who actually attended an event or trade show. The report by the auditor summarizes the data.

### **Why Audit?**

There are several reasons why it is important to audit an event or trade show:

- 1) To ensure confidence in the audience numbers reported by the event or trade show organizer.
- 2) To ensure consistency in how the numbers are audited.
- 3) To help ensure your event or trade show objectives are realistic and achievable.
- 4) To budget and plan more effectively.

For more information about attendance audits or to submit your event data, visit the Exhibition and Event Industry Audit Commission online at:

**[www.exhibitionaudits.org](http://www.exhibitionaudits.org)**

