



# Certification



# Certification of FKM

of trade fair and exhibition statistics  
as per: December 2022

## 1.0 Definitions Page

### Trade fair/Exhibition

1.1	Physical trade fair/exhibition	4
1.2	Hybrid trade fair/exhibition	4
1.3	Digital trade fair/exhibition	5
1.4	International exhibition	7
1.5	Combined exhibition	7
1.6	Exhibition organiser	9
1.7	Joint stand organiser	9

### Exhibition space

1.8	Gross exhibition space	9
1.9	Net exhibition space	11
1.10	Special show space	11
1.11	Exhibitor stand space	11

### Exhibitor

1.12	Physical exhibitor	12
1.13	Hybrid exhibitor	14
1.14	Digital exhibitor	15
1.15	Main exhibitor	16
1.16	Co-exhibitor	16
1.17	Joint stand exhibitor	16

## 2.0 Documents Page

2.1	Visitor to a combined exhibition	7
-----	----------------------------------	---

2.2	Gross exhibition space	9
2.3	Net exhibition space	11
2.4	Special show space	11

2.5	Physical exhibitor approval	12
2.6	Hybrid exhibitor approval	14
2.7	Digital exhibitor approval	15

## 3.0 Certification criteria Page

3.1	Certification guidelines	4
-----	--------------------------	---

3.2	Gross exhibition space	9
3.3	Net exhibition space	11
3.4	Special show space	11

3.5	Number of exhibitors	12
-----	----------------------	----

## 1.0 Definitions Page

1.18	Additionally represented company	17
1.19	Nationality of exhibitors	17

### Exhibition visitor

1.20	Physical exhibition visitor	19
1.21	Hybrid exhibition visitor	22
1.22	Digital exhibition visitor	22
1.23	Exhibition visit	23
1.24	Trade visitor	24
1.25	General public visitor	24
1.26	Visitor profile	24
1.27	Nationality of visitors	27

## 2.0 Documents Page

2.8	Admission tickets for physical and hybrid exhibition visitors	19
2.9	Visitor registration	22
2.10	Physical visit	23
2.11	Hybrid visit	23
2.12	Digital visit	23
2.13	Visitor profile	24
2.14	Nationality of visitors	27
2.15	Use of the FKM logo	28
2.16	FKM Annual Report	29

## 3.0 Certification criteria Page

3.6	Additionally represented company	17
3.7	Foreign exhibitor	17
3.8	Visitor admission	19
3.9	Registered visitor admission	22
3.10	Visitor profile	24

## 1.0 Definitions

### Trade Fair/Exhibition

#### 1.1 Physical trade fair/exhibition

A physical trade fair or exhibition is an event which takes place in a physical location, over a limited period of time, and is where economic goods (products, services and/or rights) are presented and/or marketed.

**Note:** The individual elements defining a trade fair or an exhibition are laid down in the current versions of §§ 64 and 65 respectively of the German Industrial Code.

#### 1.2 Hybrid trade fair/exhibition

A hybrid trade fair or exhibition is an event which takes place in a physical location (physical part), over a limited period of time, complemented by a digital trade fair (digital part) within a common content framework. At the trade fair/exhibition market participants are brought together to exchange business and/or knowledge. The market participants have the opportunity for synchronous interaction both at the real place and online and must be clearly identifiable, e.g. by registration. The official duration is limited to three weeks. It is determined by the exhibition organiser by specifying the duration and opening hours.

## 2.0 Documents



## 3.0 Certification criteria

### 3.1 Certification guidelines

The guidelines according to which FKM carries out certification (auditing) of a trade fair or exhibition and the resultant certification criteria, to be used if any uncertainties arise, will be listed here first. Situations in which no specific certification criteria apply are to be treated in accordance with these principles, which shall also form the basis for interpreting the certification criteria. Should uncertainties arise, particularly concerning questions with regard to the general interpretation of the admissibility and nature of definitions and documents, the auditors tasked with certification are to coordinate with the management of FKM. In such cases the neutrality of the auditors must be safeguarded.

The certification guidelines are defined as follows:

- 3.1.1 Certification by FKM testifies to the fact that, in respect of the exhibition statistics submitted, FKM's rules (definitions, documents and certification criteria) have been adhered to and applied. Certification is carried out by auditors (certification authority as per § 12 of the statutes of FKM).

## 1.0 Definitions

### 1.3 Digital trade fair/exhibition

A digital trade fair or exhibition is an event that is exclusively accessible online on a platform for which the exhibition organiser is responsible during a limited period of time. At the event, market participants are brought together to exchange business and/or knowledge. The market participants have the opportunity for synchronous interaction and must be clearly identifiable, e.g. by registration. The official duration is limited to three weeks. It is determined by the exhibition organiser by specifying the duration and opening hours.

## 2.0 Documents



## 3.0 Certification criteria

- 3.1.2 As a rule all registered events are to be certified. This rule applies to all newly registered events, if any significant changes are made to the event concept, if automatic visitor admission systems are introduced or significantly changed, if the event venue changes and if an event takes place at intervals of more than two years. Follow-up events which do not comply with the above criteria shall be certified as the auditor in question sees fit.
- 3.1.3 Conclusive documentation shall be submitted by the event organiser as proof of the data supplied. The auditor in question shall undertake a visual inspection of the event while it is being held.
- 3.1.4 If automatic visitor admission systems are used to record visitor attendance, then they shall be tested upon their introduction and upon any significant alterations being made. This shall be undertaken by the auditor in question. In this context the system's operators must observe the technical and organisational requirements issued by the auditor carrying out certification.

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

3.1.5 Starting point of a certification of statistics regarding both quantity and quality are the statistical forms in the AUMA/FKM “Extranet” input portal completed by the exhibition organiser and containing the figures to be audited. They are to be mailed on time to the auditor responsible for certification as well as to the management of FKM.

3.1.6 The auditor responsible for certification shall carry out his audit by conducting surveys, analyses, comparisons, follow-up calculations, activities, obtaining access, undertaking inspections, as well as if necessary by accessing revenue accounts and by obtaining confirmation from third parties. Furthermore, during certification spot checks will be made. The number of spot checks depends on the size of the event. The checks must be undertaken in sufficient numbers to ensure adequate certainty for issuing certification.

3.1.7 Following certification of an event the auditor responsible for certification will issue a certificate. This certificate will be denied if, in conclusion, the organiser cannot supply proof of compliance with the requirements stipulated by FKM (definitions, documents and certification criteria). The certification procedure does not take an event’s international dimension into account.

 [www.fkm.de](http://www.fkm.de)

## 1.0 Definitions

### 1.4 International exhibition

An exhibition shall be deemed an international event if at least 5 % of the trade visitors and at least 10 % of the exhibitors are from abroad. (This is not part of the certification procedure).

### 1.5 Combined exhibition

Combined exhibitions are two or more exhibitions/trade fairs which take place at the same venue at the same time, overlap and/or take place alternately and can be used jointly by exhibition visitors.

**Note 1:** Combined exhibitions may feature similar themes, but this is not mandatory.

**Note 2:** Combined exhibitions may be managed by one or more exhibition organisers.

**Note 3:** Exhibition visitor access to a combined exhibition may be granted in full or separately to each individual event.

## 2.0 Documents

### 2.1 Visitor to a combined exhibition

#### 2.1.1 Description of the document

If no separate visitor admission systems or only a joint visitor registration system is used the input from a visitor survey (→ annex 3) shall be proof of the visitor attendance figure at the individual events comprising a combined exhibition.

**Note 1:** As regards combined exhibitions with overlapping individual events an additional requirement applies: during the visitor survey appropriate methods shall apply regarding the sample size in respect of non-overlapping periods.

## 3.0 Certification criteria

3.1.8 Organisers are obliged to keep the documentation required for certification by FKM for a period of three months following publication of the FKM Annual Report.

→ 3.8 Visitor admission (→ p. 19)  
in combination with  
3.10 Visitor profile (→ p. 24)

Surveys of combined events shall be carried out by one institute only.

If combined events feature elements other than those listed (→ 2.1.1) then the auditor and the management of FKM shall reach a joint agreement on the matter.

Admission of a visitor to a combined event shall be counted once per day.

## 1.0 Definitions

**Note 4:** Independent sections within exhibitions presenting various sectors of industry are to be treated as combined exhibitions, on condition they meet the following criteria: **(1)** that they are held in an enclosed and strictly demarcated area; **(2)** that the exhibitors represent a physically independent unit; **(3)** that in respect of exhibitors and visitors separate advertising is used whose content specifically targets this independent section.

## 2.0 Documents

**Note 2:** In the case of combined exhibitions organised by a number of exhibition organisers where certification by FKM is not being undertaken for all events comprising the combined exhibition an additional requirement applies: the visitor survey shall be based upon all the individual events comprising the combined exhibition.

### 2.1.2 Conditions for publication

- a) Publication of visitor statistics for individual events forming part of a combined exhibition shall only be permitted if simultaneously accompanied by information on the combined exhibition (specifying the individual events) and along with a reference indicating multiple admissions.
- b) Publication without reference to the combined exhibition may be permitted on condition that the sum of visitors attending the individual events is equal to the overall total of visitors attending the combined exhibition.
- c) If only sum totals exist for a combined exhibition, while at the same time in publications these figures make reference to an individual event, then they must be marked thus: "together with (name of exhibition)".

## 3.0 Certification criteria



## 1.0 Definitions

### 1.6 Exhibition organiser

An exhibition organiser is defined as an institution which develops a concept for, organises and/or holds a trade fair or exhibition.

### 1.7 Joint stand organiser

Joint stand organiser means an institution (company, individual person or organisation) to which an exhibitor stand space has been made available by the exhibition organiser for marketing purposes and which can contractually agree with exhibitors on the exhibitor stand space made available to it, without itself presenting or distributing products, services and/or rights there.

### Exhibition space

### 1.8 Gross exhibition space

The gross exhibition space is defined as the hall space and/or outdoor space, which comprises the net exhibition space made up of stands (omitting upper tiers) and ancillary areas used for traffic and services for the exhibition in question.

## 2.0 Documents

- d) If a trade fair/exhibition is alternately held as part of a combined exhibition and as an individual event, then in publications only figures for events which are comparable in each case may be named.

### 2.2 Gross exhibition space

Proof of the gross exhibition space shall be supplied by printed or electronic plans showing occupancy of the halls and outdoor space, which indicate the net exhibition space, the total gross exhibition space available, as well as the gross exhibition space occupied by the event. The plans in question must be to scale and show adequate measurements.

## 3.0 Certification criteria

### 3.2 Gross exhibition space

The document entitled "2.2 Gross exhibition space" shall constitute the proof required for certifying the gross exhibition space.

Gross exhibition space inside covered spaces outside of exhibition halls, such as in foyers, passageways etc., is calculated by adding an extra 80 % to the net exhibition space.

The gross outdoor exhibition space is calculated by adding an extra 80 % to the net outdoor exhibition space.

## 1.0 Definitions

**Note 1:** Service areas are defined as areas which pertain directly to a respective exhibition but which may not be used by exhibitors for their presentations.

Service areas include temporary catering areas within the halls; areas for public authorities, associations and institutions used to provide general services for exhibitors and/or visitors; demonstration areas such as arenas, stages, halls etc. insofar as they do not fulfil the requirements of a special show space.

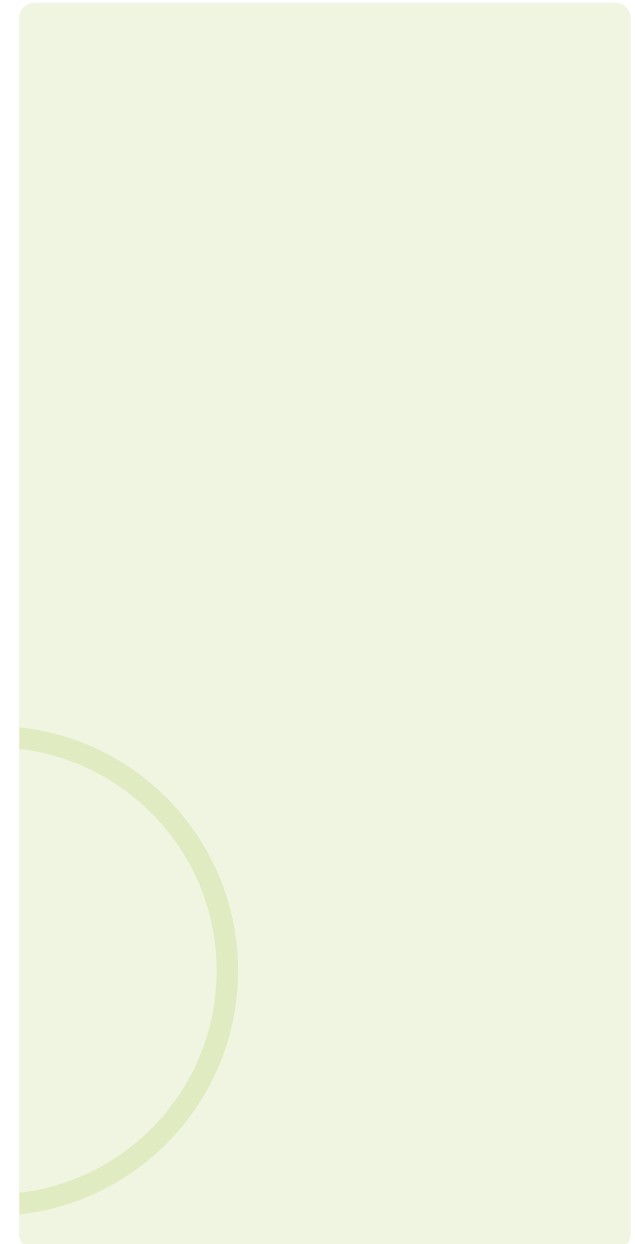
**Note 2:** All areas designated for regular office use, for meetings and conferences etc. are not part of the gross exhibition space. Nor are storage areas, catering areas featuring permanent installations or corresponding outdoor areas part of the gross exhibition space.

**Note 3:** At farming exhibitions, outdoor demonstration areas are calculated without any extra percentage as part of the gross exhibition space.

## 2.0 Documents



## 3.0 Certification criteria



## 1.0 Definitions

### 1.9 Net exhibition space

The net exhibition space is defined as the areas of the halls and/or outdoor exhibition space calculated as the sum of exhibitor stand space in conjunction with the special show space.

### 1.10 Special show space

A special show space is defined as an area of an exhibition which illustrates the subject matter of an exhibition by taking a general look at it or by examining individual aspects. Special show space may consist of areas which feature stands, information boards and demonstrations.

### 1.11 Exhibitor stand space

Exhibitor stand space is defined as a surface area inside and/or outside a hall, allocated to one or more exhibitors or a joint stand organiser by the exhibition organiser for a contractually agreed purpose at a trade fair or exhibition

**Note:** A surface area may be at ground level or at other levels.

## 2.0 Documents

### 2.3 Net exhibition space

The net exhibition space comprises two elements: "the sum of exhibitor stand space" and "special show space". Proof thereof is provided by the corresponding entries in the approval documents.

### 2.4 Special show space

Certification of special show space, which constitute another element of the net exhibition space, is carried out based on a list of the respective net exhibition space. Proof thereof is provided by the allocation plans or by similar documents as well as by correspondence with the sponsors of the special show space etc.

### ❖ 2.5 Physical exhibitor approval (→ p. 12)

## 3.0 Certification criteria

### 3.3 Net exhibition space

The document entitled "2.3 net exhibition space" serves as the basis for certification.

### 3.4 Special show space

Certification is based upon the document entitled "2.4 Special show space".

### ❖ 3.5 Number of exhibitors (→ p. 12)

## 1.0 Definitions

### Exhibitor

#### 1.12 Physical exhibitor

A physical exhibitor is defined as an entity (company, individual person or organisation) which has been granted approval for an exhibitor stand space by the exhibition organiser and which presents or distributes products, services and/or rights with personnel. There must be the opportunity for synchronous interaction with the exhibition visitors during the official running time (e.g. personal conversation).

**Note 1:** An exhibitor may be represented as a main exhibitor, co-exhibitor or joint stand exhibitor.

**Note 2:** A physical exhibitor may be counted more than once, provided that he is represented in more than one exhibitor stand space, which must be in a visually distinctly separate area, and provided that the exhibitor targets different audiences with different key products.

## 2.0 Documents

#### 2.5 Physical exhibitor approval

Approval consists of a written or electronic and legally binding notice, from the exhibition organiser to the exhibitor or a joint stand organiser, authorizing the latter to participate in a trade fair/exhibition on the basis of certain conditions.

With regard to documentation required for certification, as a rule the notice of approval contains the following information, including whether the participant is a main exhibitor, a co-exhibitor or a joint stand exhibitor; the nationality of the exhibitor and the size and location of the exhibitor stand space.

If the joint stand organiser has been commissioned by the organiser to check the eligibility for admission, the latter shall provide the organiser with all documents/information necessary for FKM certification.

**Note 1:** A notice of approval constitutes documentary proof of an exhibitor's written or electronic registration.

**Note 2:** If exhibitor approval is subject to a participation fee, then alternatively an invoice may be used as a document.

## 3.0 Certification criteria

#### 3.5 Number of exhibitors

##### 3.5.1 Method number of exhibitors

The notices of approval in conjunction with the respective written or electronic registrations, including corresponding lists, serve as documentary proof of the number of exhibitors (main exhibitor, co-exhibitor and joint stand exhibitor). If the exhibitor is obliged to pay for his participation, then alternatively an invoice may be used as a document.

For these receipt categories, consolidated lists by order of documented receipts must be submitted. Within these lists sub-totals for hall space occupied by domestic and foreign exhibitors and outdoor space occupied by domestic and foreign exhibitors must be evident.

The use of file cards, hall plans or supplementary documents as evidence of exhibitor numbers is insufficient.

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

### 3.5.2 Counting method

Every exhibitor who has been approved is counted once, providing he fulfils the criteria as a main exhibitor or co-exhibitor.

The numbers of physical, hybrid and digital exhibitors are reported separately. In addition, a total number of exhibitors is reported which includes physical, hybrid and digital exhibitors. An exhibitor can be counted more than once if it appears clearly visually separated with different product focuses and addresses different target groups.

## 1.0 Definitions

### 1.13 Hybrid exhibitor

A hybrid exhibitor is defined as an entity (company, individual person or organisation) which has been granted approval for an exhibitor stand space by the exhibition organiser and digital platform which presents or distributes products, services and/or rights with personnel. There must be the opportunity for synchronous interaction with the visitors during the official running time (e.g. chat, video call, personal conversation).

**Note 1:** Similar to physical trade fairs/exhibitions, there may also be co-exhibitors and joint stand exhibitors at hybrid fairs, which are counted as hybrid exhibitors according to the certification rules for physical fairs.

**Note 2:** A hybrid exhibitor can be counted several times on condition that he is present at a physical trade fair/exhibition on several exhibitor stand areas of his own, which must be located in clearly visually separate areas and address different target groups with different focal points of offers.

## 2.0 Documents

### 2.6 Hybrid exhibitor approval

Approval consists of a written or electronic and legally binding notice, from the exhibition organiser to the hybrid exhibitor. This notification represents an entitlement to participate in the hybrid trade fair/exhibition on the basis of certain conditions.

With regard to the documentation of the certification, an admission usually features the characterisation as a hybrid exhibitor and the exhibitor nationality.

## 3.0 Certification criteria

### ❖ 3.5 Number of exhibitors (→ p. 12)

## 1.0 Definitions

### 1.14 Digital exhibitor

A digital exhibitor is defined as an entity (company, individual person or organisation) which has been granted approval by the exhibition organiser on a digital platform which presents or distributes products, services and/or rights. There must be the opportunity for synchronous interaction with the visitors during the official running time (e.g. chat, video call).

**Note 1:** Similar to physical trade fairs/exhibitions, there may also be co-exhibitors and joint stand exhibitors at digital fairs, which are counted as digital exhibitors according to the certification rules for physical trade fairs/exhibitions.

**Note 2:** A digital exhibitor can be counted several times on condition that he is present at a digital trade fair/exhibition on several presentation platforms of his own, which must be located in clearly visually separate areas and address different target groups with different focal points of offers.

## 2.0 Documents

### 2.7 Digital exhibitor approval

Approval consists of a written or electronic and legally binding notice, from the exhibition organiser to the digital exhibitor. This notification represents an entitlement to participate in the digital trade fair/exhibition on the basis of certain conditions.

With regard to the documentation of the certification, an admission usually features the characterisation as a digital exhibitor and the exhibitor nationality.

## 3.0 Certification criteria

### ❖ 3.5 Number of exhibitors (→ p. 12)

## 1.0 Definitions

### 1.15 Main exhibitor

A main exhibitor is defined as an exhibitor who has entered into a direct contractual relationship with the exhibition organiser.

### 1.16 Co-exhibitor

A co-exhibitor is defined as an exhibitor who, with the consent of the exhibition organiser, presents or distributes products, services and/or rights with personnel on the stand of the main exhibitor.

### 1.17 Joint stand exhibitor

A joint stand exhibitor is defined as an exhibitor who, with the consent of the exhibition organiser, presents or distributes products, services and/or rights with personnel on the stand of the joint stand organiser.

## 2.0 Documents

❖ 2.5-2.7 Exhibitor approval  
(→ p. 12-15)

❖ 2.5-2.7 Exhibitor approval  
(→ p. 12-15)

## 3.0 Certification criteria

❖ 3.5 Number of exhibitors  
(→ p. 12)

❖ 3.5 Number of exhibitors  
(→ p. 12)



## 1.0 Definitions

### 1.18 Additionally represented company

An additionally represented company displays economic goods on the stand of an exhibitor without employing his own staff.

**Note 1:** An additionally represented company can be a company, individual person or organisation.

**Note 2:** An additionally represented company is not to be regarded as an exhibitor, however it can be listed in an exhibitor directory if appropriately marked.

### 1.19 Nationality of exhibitors

The nationality of an exhibitor is determined by the address he uses in order to enter into a contractual relationship with the exhibition organiser or the joint stand organiser.

**Note 1:** If the invoice address and the address of the exhibitor who is registering differ from one another then the address of the recipient of services shall apply.

## 2.0 Documents

### ❖ 2.5-2.7 Exhibitor approval (→ p.12-15)

### ❖ 2.5-2.7 Exhibitor approval (→ p.12-15)

## 3.0 Certification criteria

### 3.6 Additionally represented company

The proof required for certifying additionally represented companies shall be supplied by submitting the exhibitor's written or electronic registration forms, which must contain the represented company's full address. The number of additionally represented companies must be documented in a consolidated list with separate categories for domestic and foreign exhibitors.

**Note 1:** An additionally represented company shall always be counted only once.

**Note 2:** Upon release of the overall total of exhibitors the number of exhibitors may not be added to the number of additionally represented companies.

### 3.7 Foreign exhibitors

Documented information on the nationality of exhibitors shall constitute the proof required for certifying exhibitors from abroad, whereby foreign exhibitors must be sorted in tables according to country of origin, and furthermore the overall total of countries participating must be given.

## 1.0 Definitions

**Note 2:** If the address used for entering into a contractual relationship and the nationality of an exhibitor do not coincide then a note in written or electronic form from the exhibitor declaring his nationality can be accepted.

## 2.0 Documents



## 3.0 Certification criteria

**Note 1:** If a joint stand exhibitor has no contractual relationship with the exhibition organiser, but only with a joint stand organiser, the latter must be able to prove the nationality of his joint stand exhibitors to the organiser by means of the documents/information required for FKM certification.

**Note 2:** If there are both domestic and foreign exhibitors among the joint stand exhibitors, the exhibition organiser must provide the auditor with appropriate proof of the corresponding proportion of floor space.

## 1.0 Definitions

### Exhibition visitor

#### 1.20 Physical exhibition visitor

A physical exhibition visitor is defined as a person attending a trade fair/exhibition during the hours in which it is officially open to exhibition visitors, who wishes to obtain information and/or make contact with exhibitors.

**Note 1:** Employees on the stands, journalists, employees of exhibition service providers, employees of the exhibition organiser and of the operators of the exhibition grounds are not categorized as exhibition visitors.

The exhibition organiser must supply suitable proof that the persons listed above are not counted as exhibition visitors.

**Note 2:** Speakers and congress attendees are only to be counted as exhibition visitors providing they attend the trade fair/exhibition.

## 2.0 Documents

#### 2.8 Admission tickets for physical and hybrid exhibition visitors

Admission tickets granting access to a trade fair/exhibition an exhibition serve to document the number of visitor admissions to an event.

What shape an admission ticket takes is determined by the type of visitor admission system employed. As a rule a distinction must be made between manual and automatic monitoring of admissions.

- a) In the case of manual monitoring of admissions the ticket counterfoils retained by the exhibition organiser shall serve as documentation. The retained counterfoils must bear attributes identifying the event beyond any doubt.

An evaluation of the day's takings from the ticket offices providing visitors with admission tickets may also serve as documentation. Any counterfoils of these admission tickets need not be retained. In this case the admission tickets must bear individual markings to prevent them being counted more than once.

## 3.0 Certification criteria

#### 3.8 Visitor admission

##### 3.8.1 Method for physical exhibitions

Certification of "Visits to an exhibition" shall be based upon documentation of "Admission tickets for visitors to exhibitions" or on documentation of "Visitor registration".

Certification of visitor admissions to an event recorded by an automatic entry monitoring system is carried out by analysing an electronic report, which the auditor responsible for certification will undertake.

The records supplying proof of visitor admissions must provide the following minimum information: **(1)** The type of participant in the exhibition, as distinct from other participants (e.g. employees on stands, journalists, service employees), **(2)** the duration of admission (admission for one day, multiple admission, unlimited admission etc.), **(3)** an entry date and time stamp, **(4)** an individual marking (e.g. running numbers) to ensure unique identification of an admission ticket and, **(5)** the counting method.

## 1.0 Definitions

## 2.0 Documents

If the attributes described in the first paragraph cannot be realised or the counterfoils cannot be retained, then exhibition related invoices from ticket agencies will also serve as documentation.

- b) In the case of an automatic entry monitoring system the respective records, which must be submitted either in paper form or be electronically readable, will serve as documentation of visitor admissions to the exhibition.

## 3.0 Certification criteria

### 3.8.2 Counting method

- a) Visitor admissions are counted only once per day.
- b) Multiple admission tickets, being frequently used, are counted more than once, but only once per day.

### 3.8.3 Method for hybrid and digital exhibitions

Certification of exhibition visitors shall be based upon documentation of a physical, hybrid and digital visit and is carried out by the appointed auditor. In the process, each visitor is clearly assigned to one of the three categories (physical, hybrid, digital) per exhibition.

The records supplying proof of visitor admissions must provide the following minimum information: **(1)** timestamp of use (e.g. log-in, time of entry), **(2)** identification feature to capture a visitor without doubt, **(3)** counting method and **(4)** type of visit (physical, hybrid, digital).

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

### 3.8.4 Counting method

- a) Exhibition visitors are counted only once per day. Similar to physical exhibitions, the number of visitors per day is added up. The numbers of physical, hybrid and digital visitors are shown separately. In addition, a total number of visitors is reported, which includes physical, hybrid and digital visitors, whereby each visitor is only counted once per day, so that the sum of physical, hybrid and digital visitors corresponds to the total number of visitors.
- b) Exhibition visitors are counted only once per exhibition. The numbers of physical, hybrid and digital visitors are reported separately. In addition, a total visitor figure is reported that includes physical, hybrid and digital visitors, whereby each visitor is only counted once per exhibition.

The visitor numbers are checked and reported according to counting mode **a)**. Optionally, they can also be checked and reported according to counting mode **b)**.

## 1.0 Definitions

### 1.21 Hybrid exhibition visitor

A hybrid exhibition visitor is defined as a person attending the physical and digital part of a hybrid exhibition during the official open hours.

### 1.22 Digital exhibition visitor

A digital exhibition visitor is defined as a person attending the digital exhibition or the digital part of a hybrid exhibition during the official open hours.

## 2.0 Documents

### 2.9 Visitor registration

Proof of a visitor being admitted to the exhibition may be supplied in conjunction with visitor registration. The way in which this is documented depends on whether a manual or automatic registration system is used.

**Note 1:** A manual registration system is based upon the visitor supplying personal details (at minimum a full address) on an appropriate form, which he can fill in either ahead of the event or prior to entering the exhibition grounds.

**Note 2:** With an automatic registration system the visitor can register electronically either ahead of the event or prior to entering the exhibition grounds.

#### ❖ 2.9 Note 2

## 3.0 Certification criteria

### 3.9 Registered visitor admission

#### 3.9.1 Method

- a) In the case of a manual registration system filled-in registration forms shall serve as proof.
- b) In the case of an automatic registration system data input by visitors, electronically stored in corresponding files, in conjunction with data from an automatic entry monitoring system and/or a manually signed registration form, shall serve as documentary proof.

#### 3.9.2 Counting method

Registered persons entering free of charge who are not recorded by the automatic entry monitoring system are counted only once, unless proof exists of how often they are admitted.

#### ❖ 3.8.3 and 3.8.4 (→ p. 20-21)

## 1.0 Definitions

**Note:** Digital or hybrid exhibition visitors include all persons who attend the respective trade fair/exhibition regardless of their role (e.g. also exhibitors' employees). Employees or service providers of the exhibition organiser, e.g. platform operators, are excluded.

### 1.23 Exhibition visit

Exhibition visit means the entry of an exhibition visitor into a physical trade fair/exhibition or the use of the offerings of a hybrid or digital exhibition by a physical, hybrid or digital visitor.

## 2.0 Documents

### 2.10 Physical visit

The physical visit to a hybrid exhibition is recorded similar to the recording of admissions of exhibition visitors.

### 2.11 Hybrid visit

A hybrid visit is when a physical and a digital visit can be proven for a clearly identifiable person.

### 2.12 Digital visit

Documents that prove the use of the digital offer of a hybrid or digital exhibition by the visitor are used to record the digital visit. These documents are evaluations of electronic systems. Using time stamps, these evaluations document that clearly identifiable persons (e.g. through registration) have used the digital offer (e.g. through time stamps of the log-in).

## 3.0 Certification criteria

## 1.0 Definitions

### 1.24 Trade visitor

Trade visitors are defined as visitors attending a trade fair/exhibition for reasons to do with their employment or for business purposes.

### 1.25 General public visitor

General public visitors are defined as visitors attending a trade fair/exhibition for private reasons.

### 1.26 Visitor profile

Information breaking down the individual characteristics of exhibition visitors, as defined by FKM, serves to provide a more detailed look at the volume of visitor data. Information is to be polled according to standardised questionnaires in the shape of FKM visitor profile analyses.

In order for the FKM visitor profile analysis to be recognised, volume data certified by FKM for the corresponding trade fair/exhibition must exist.

## 2.0 Documents

### ❖ 2.13 Visitor profile

### ❖ 2.13 Visitor profile

### 2.13 Visitor profile

#### 2.13.1 Description of the document

Data from a visitor survey may be used as documentary proof for purposes (onsite or online) of additionally classifying visitors.

In order to obtain FKM-certified proof of visitor profile an FKM visitor profile analysis must take place which must be carried out as part of a visitor survey. This is described in detail in the annex.

## 3.0 Certification criteria

### ❖ 3.10 Visitor profile

### ❖ 3.10 Visitor profile

### 3.10 Visitor profile

Certification of the structural characteristics of exhibition visitors is based upon information in the FKM visitor profile analysis.



## 1.0 Definitions

- a) The FKM visitor profile analysis consists of two parts: The **first** part contains the basic questions for trade and/or general public visitors according to → annex 5. The **second** part contains two groups (trade and general public visitors) of supplementary questions (→ annex 6 and 7), whereby one group is to be included in the survey.
- b) The basic requirements for conducting an FKM visitor profile analysis are described in → annex 3. The time requirements and conditions for publication are listed below:
- c) Time requirements
  - 1. Members shall conduct an FKM visitor profile analysis for the events for which they have registered. Registration must take place at the members' meeting, at the latest four weeks prior to the trade fair/exhibition at the offices of the auditor.
  - 2. Registration is valid for the next date on which the exhibition is due to be held and, barring cancellation of the registration, for all the following dates on which the trade fair/exhibition is due to take place. Registration remains valid even if the trade fair/exhibition takes place without the member conducting a survey.

## 2.0 Documents

In respect of certification by FKM of data obtained through visitor surveys the following basic requirement applies: the survey must be conducted according to scientifically approved methods (e.g. random samples and spot checks) which without exception shall apply to all phases of the survey, including field work (e.g. the appointment of interviewers on the exhibition grounds, training etc.).

### 2.13.2 Conditions for publication

Publication of data obtained by visitor surveys shall only be permitted if the methods used are stated (e.g. a representative survey employing random samples / spot checks), plus the name of the market research institute and/or of the respective member of FKM.

## 3.0 Certification criteria

Auditing of the FKM visitor profile analysis shall be based upon the questionnaires, a brief description by the organiser and a description of the data collection methods used by the research institute or the member, and upon the interviewer schedule and evaluation charts.

The auditor responsible for certification has the right to examine the evaluation methods at the offices of the institute or of the member and to request any necessary information in this regard. The auditor responsible for certification also has the right to examine the procedures of an ongoing survey.

In each case the first FKM visitor profile analysis of an event will be certified; certification in additional cases will be issued in accordance with the certification guidelines under 3.1.2.

## 1.0 Definitions

3. However, registration expires if a FKM visitor profile analysis is not carried out every second time an event takes place, if that event is held at annual or bi-annual intervals. Similarly, registration expires if an FKM visitor profile analysis is not carried out every time an event takes place, if that event is held at tri-annual or longer recurring intervals. In the case of a trade fair/exhibition held at annual intervals, if a visitor survey is conducted containing basic and supplementary questions for general public visitors, registration will only expire if an FKM visitor profile analysis is not carried out every third time that event takes place.

4. In accordance with these rules, trade fairs/exhibitions which are held several times a year count as individual events.

### d) Conditions for publication

1. The results of the basic questions for trade visitors or general public visitors and the results of the supplementary questions for the corresponding group of visitors represent the minimum amount of information that must be published. The following may optionally be published:

- a) the overall results of the basic questions,
- b) the results of the basic questions for trade visitors and for general public visitors and
- c) the results of the supplementary questions for trade visitors and for general public visitors.

## 2.0 Documents

www.fkm.de

## 3.0 Certification criteria

## 1.0 Definitions

2. Publication of the evaluated data is undertaken by FKM and AUMA in accordance with → annexes 5, 6 and 7.

### 1.27 Nationality of visitors

The nationality of exhibition visitors is based upon his own information during the visitor registration process or upon a representative visitor survey.

## 2.0 Documents

### 2.14 Nationality of visitors

#### 2.14.1 Description of the document

Documents stating the nationality of visitors to an exhibition are data obtained either from a visitor registration system or from a representative visitor survey, which should be carried out as part of an FKM visitor profile analysis, which in any case provides statistics on domestic and foreign visitors.

This information can also be obtained by carrying out a separate survey, containing less data than the FKM visitor profile analysis, but whose data collection and auditing requirements correspond to the rules of the FKM visitor profile analysis. However, this must be carried out at every event.

#### 2.14.2 Conditions for publication

If an exhibition is described as being "international" separate lists must be drawn up of domestic and foreign visitors. It is up to the organiser whether the proportion of foreign visitors is determined by a verifiable count or by a representative survey.

## 3.0 Certification criteria

### → 3.10 Visitor profile (→ p. 24)

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

A survey must correspond with the rules of the FKM visitor profile analysis. In this case the proportion of foreigners is based upon the overall total of all the visitors and then expressed as an absolute figure; the resultant number of foreign visitors shall be marked by a footnote thus: "as per a representative survey".

### 2.15 Use of the FKM logo

Exhibition statistics may only carry a reference to FKM and be published if they are subject to certification by FKM.

The FKM logo may be used on documents relating to events registered with FKM. General business papers bearing the FKM logo may not be used for events which are not registered with FKM. This constitutes misuse.

In principle, general use of the FKM logo on event programmes or other lists of events is not permitted. However, individual events contained in such publications may carry the FKM logo if they have registered to be certified by FKM. If every event has registered to be certified by FKM then general use of the FKM logo is permitted.

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

Exhibitions which have registered to be certified by FKM for the first time may not carry the FKM logo until certification has been carried out for the first time.

### 2.16 FKM Annual Report

#### 2.16.1 Description of the document

The FKM Annual Report is a systematically structured presentation of all the exhibitions registered by FKM partners which have taken place during the year covered by the annual report. This presentation contains charts sorted alphabetically by venue as well as by industry topic, based on the category definitions in → annex 9.

FKM visitor profile analyses carried out by members of FKM constitute an additional section of the FKM Annual Report.

## 1.0 Definitions

## 2.0 Documents

## 3.0 Certification criteria

### 2.16.2 Conditions for publication

The FKM Annual Report is published at the latest by 30 April of the following year.

In order to ensure that the annual report is published on time all partners are obliged to submit any outstanding exhibition statistics for the year covered by the report at the latest by 15 February of the following year. Any figures received beyond this deadline cannot be guaranteed inclusion in the annual report.

# FKM certification

## Annexes

### Annex 1

Certificate form

→ exhibition space, numbers of exhibitors and visitors

32

### Annex 2

Record of gross exhibition space

34

### Annex 3

FKM visitor surveys

→ Conducting regulations

35

### Annex 4

FKM visitor profile analysis

→ Conducting institute and summary of the sample for the FKM visitor profile analysis

38

### Annex 5

FKM visitor profile analysis

A → Basic questions

39

### Annex 6

FKM visitor profile analysis

B → Additional questions for trade visitors

42

### Annex 7

FKM visitor profile analysis

C → Additional questions for public visitors

44

### Annex 8

List of countries

→ Assignment of visitors in the FKM visitor profile analysis

→ Assignment of foreign exhibitors

45

### Annex 9

FKM report

→ Exhibition categories

47

## FKM certification – Annex 1

### Certificate form → Exhibition space, numbers of exhibitors and visitors

#### I. Exhibition space

##### I. a Net exhibition space

	Domestic	Foreign	Total
Exhibitor stand space (hall)			
Exhibitor stand space (outdoor)			
Exhibitor stand space (total)			
Special show space			
Net exhibition space (total)			
I.b Gross exhibition space			

#### II. Number of physical exhibitors and additionally represented companies

	Domestic	Foreign	Total	Participating countries
Exhibitors				
additionally represented companies				

#### III. Number of digital exhibitors (only at hybrid exhibitions)

	Domestic	Foreign	Total	Participating countries
Exhibitors				
additionally represented companies				

#### IV. Number of visitors (total daily admissions / daily first log-in)

	Ascertained by counting visits			Ascertained by an exit survey		
	Domestic	Foreign	Total	Domestic	Foreign	Total
Physical visitors						
Digital visitors (only at hybrid exhibitions)						

determined through

- ☐ Manual admission control  
☐ Technical admission control through an certified visitor admission system

- ☐ Manual visitor registration on site  
☐ Log-in and visitor identification feature (for digital trade fair contribution of the hybrid trade fair and digital trade fairs)



**V. Number of digital exhibitors** and additionally represented companies

	Domestic	Foreign	Total	Participating countries
Exhibitors				
additionally represented companies				_____

**VI. Number of digital visitors** (total daily first log-in)

	Domestic	Foreign	Total	Participating countries
Exhibitors				

determined through

☐ Log-in and visitor identification feature

## Record of gross exhibition space (only for physical and hybrid trade fairs/exhibitions)

## Annexes

#### A. Visitor profile analyses for individual events

1. Visitor profile analyses by FKM may be carried out on their own or in conjunction with another visitor survey.
2. The survey shall be carried out using a scientifically recognised representative sampling procedure. The sample selection shall take place according to a random procedure.
3. The number of visitors at the event in question shall count as the universe. In the case of already existing exhibitions the universe upon which the survey is based shall correspond with visitor figures established empirically by FKM at previous events. In the case of new exhibitions it shall be an estimate that takes certification by FKM into account.
4. The sample size varies depending on the size and structure of the universe, on the designated confidence levels and confidence intervals, and on how accurate the survey's results must be.

The following minimum sample sizes must be made:

In the case of events whose attendance is less than 3,000, 8 % of the visitors have to be interviewed, but no less than 100 persons.

In the case of events whose attendance ranges from 3,000 to under 5,000 at least 250 persons must be interviewed.

In the case of events whose attendance ranges from 5,000 to under 10,000 at least 5 % of the visitors must be interviewed.

In the case of events whose attendance ranges from 10,000 to under 25,000 at least 500 persons must be interviewed.

In the case of events whose attendance ranges from 25,000 to under 50,000 at least 2 % of the visitors must be interviewed.

In the case of events whose attendance is 50,000 or more at least 1,000 persons must be interviewed.

If both trade visitors and the general public visitors are to be interviewed, then the sample size must be applied to each group individually, each number being proportionate to the attendance of the respective group.

Thus, when determining the total size of the sample, prior to separating into groups one must take the ratio of trade visitors to members of the general public into account, in order to ensure a sufficiently high total sample size and, after separating into groups, in order to still meet the individual minimum requirements of each group.

No less than the minimum number of interviews must be made. The numbers in question refer to valid questionnaire returns, i.e. the total sample size must be raised to balance an anticipated number of invalid questionnaire returns. The evaluation may not take invalid or incomplete questionnaire returns into account.

The number of valid questionnaire returns shall provide the basis for all subsequent percentages given.

5. All answers to the questions of the trade visitor profile analyses can be replaced by registration results under the following conditions (for private visitor profile analyses, this rule only applies to regional origin):
  - Use of a certified entry system that is linked to the visitor registration system for the information to be replaced (domestic/foreign, origin by country).
  - Confirmation by the FKM auditor during the respective audit that this data linkage is plausible and transparent and can be proven by a random sample test of the registration data as part of the audit.
  - No group of visitors may be excluded from registration.
  - If origin information exists for at least 85 % of visitor entries, origin registration data can be applied to the overall visitor figures.

- Answers to other visitor structure questions can be weighted by the origin (domestic / foreign) figures from registration.
- If the other visitor structure data have not been weighted, figures replaced by registration data should be indicated in visitor structure evaluations and/or depictions.

Please note that the 85 % quota can also be reached if homogenous groups that are registered together are assigned as a whole to one country.

- Interviewers shall be allocated to exhibition areas according to plan, the requirements of random selection, and according to a written timetable. Interviews are to be carried out in the same manner on every day of the event.
- The questions and answers provided by FKM are to be copied word for word in accordance with annexes 5 to 7, irrespective of any other voluntary details provided as a result of additional questions.
- The interviewers are to receive appropriate training prior to each event. They are to be given instructions on basic interviewing techniques and on methods of selecting interviewees, as well as special training in standard practices at exhibitions and in dealing with visitors.

Furthermore, there will be daily meetings in order to discuss general and technical matters encountered during the survey, and in order to monitor the interviewers' performance.

The auditor has the right to attend training sessions and meetings.

- FKM visitor profile analyses can be carried out by an institute contracted for this purpose or by the exhibition organisers themselves.

If an institute is chosen then due care must be taken during selection. The institute must be obliged in writing to comply with the relevant criteria governing data input, publication and certification with regard to qualitative data from FKM, and to also permit FKM's certification authority to inspect its evaluation methods at any time.

The organiser must communicate the name of the institute responsible in good time to the neutral certification authority; this also applies in the case of a change of institute.

- Questionnaires are to be evaluated by data processing. Any exceptions to this rule must be coordinated with the neutral certification authority beforehand. Evaluation charts must be able to clearly retrace the evaluation process.

- FKM visitor profile analyses must contain a form with a brief description (..... annex 4) giving details of how to properly implement the examination process.

## B. Visitor profile analyses for combined exhibitions

- In the case of combined exhibitions the number of random samples taken for visitor surveys for the relevant exhibitions shall be in relation to the number of visitors to the individual exhibitions.

The results of visitor profile analyses are based either on data from such persons whose main objective was to attend a particular exhibition **or** on data from such persons whose main objective was to attend a particular exhibition as well as from such persons who had already visited the particular exhibition at the time of the survey (without it having been their main objective).

- In all other cases the provisions as understood under A. shall apply.

### C. Determination of visitor attendance at combined exhibitions

1. Individual visitor attendance at the various events making up a combined exhibition with a joint admission ticket may be established by interviewing the visitors. In this case all the events making up a combined exhibition must be registered for certification by FKM. If interviewees are permitted to name more than one exhibition then interviewing may only take place at the exits. If interviewees are asked which event was the prime influence on their decision to attend, then interviews may take place at the entrances or the exits. Interviewing at the entrances may be substituted by asking relevant questions during visitor registration which must take at least 80 % of the visitors into account.
2. As regards the interviewing method the following requirements must be fulfilled:
  - 2.1 Interviews must be carried out at entrances/exits which combined must account for at least 80 % of visitor traffic.
  - 2.2 Interviews must take place at the aforesaid entrances/exits during all peak entry/exit periods on every day of the event. Interviewers may rotate between entrances/exits.

- 2.3 The sample size must correspond with the levels of visitor traffic at the entrances/exits. If no entry monitoring system exists then the numbers must be based on estimates or a manual count.
- 2.4 The sample size must, at minimum, attain the figure required for a FKM visitor profile analysis of the combined exhibition (..... annex 4).
3. Only one institute may carry out interviews to determine visitor attendance figures, even if the individual events which make up a combined exhibition are held by different organisers. Interviews to establish visitor profile may be carried out by different institutes.
4. If visitor attendance figures are to be published with their respective synergy effects, i.e. if the interviewees can name more than one exhibition, the following question has to be used: Today, the exhibitions A, B, etc. take place (if necessary visual support by the interviewer by means of a list of the individual exhibitions, hall plans etc.). Which of these exhibitions did you visit today? The visitor figures of the individual exhibitions must be published stating: "established by a representative survey combined with (names of events). Multiple answers were permitted".

If a question asks which event was the prime influence on a visitor's decision to attend, and if only the figures for the individual events are to be published, then only the following additional information is required: "established by a representative survey".

5. If multiple answers are permitted in a questionnaire then the net visitor attendance figure for the combined exhibition will also be certified and published in the FKM report, including the combined figures for exhibitor attendance and exhibition space, as well as the results obtained for the individual events.

**FKM visitor profile analysis of**

\_\_\_\_\_ (trade fair/exhibition)

Customer \_\_\_\_\_

Conducting institute \_\_\_\_\_

Project manager at the institute \_\_\_\_\_

Specialist responsible  
in the customer company \_\_\_\_\_

Survey method\*: \_\_\_\_\_

Basis total \_\_\_\_\_ visitors

Size of sample \_\_\_\_\_ cases

Number of interviewers \_\_\_\_\_

\*Possibilities: CASI – Computer Assisted Self Interview (Interviewee enters his own answers using a terminal)  
CAPI – Computer Assisted Personal Interview (Interviewer enters the answers using a mobile computer)  
Paper / Pencil-Interview (Interviewer enters the answers onto a paper questionnaire)

**Interviews on the individual days:**

1st day: \_\_\_\_\_ 4th day: \_\_\_\_\_ further days: \_\_\_\_\_

2nd day: \_\_\_\_\_ 5th day: \_\_\_\_\_

3rd day: \_\_\_\_\_ 6th day: \_\_\_\_\_

Distribution of interviewers within the exhibition area  
according to the attached plan

Evaluation procedure: manual / computerised


\_\_\_\_\_  
Organiser's representative (Name/signature)

	Interview question	Pre-formulated answer	Presentation of answers at publication	Comments
<b>A1 Proportion of trade/public visitors</b>	Are you visiting the exhibition more for professional/business reasons or more for private reasons?	1/ 01 <input type="checkbox"/> professional/business reasons 1/ 02 <input type="checkbox"/> private reasons	proportion of trade visitors — % proportion of public visitors — %	
	Question for exhibitions with more than 50% trade visitors or with trade visitors as a significant targetgroup to those who answered questions 1/02 with "yes": Does your visit to (exhibition) _____ have anything to do with your profession or training?	1a/ 01 <input type="checkbox"/> yes 1a/ 02 <input type="checkbox"/> no		The result is not intended for publication, it serves as a correction of the results for question 1. The absolute number of responses to question 1a/ 01 will be added to the absolute number of responses to question 1/01. The total will then be made into a percentage on the basis of all answers to question 1.
<b>A2 Region of residence</b>	Where is your regular place of residence?	<input type="checkbox"/> Germany <input type="checkbox"/> Other country		
	If in Germany: In which federal state do you live?	<input type="checkbox"/> Baden-Württemberg — % <input type="checkbox"/> Bavaria — % <input type="checkbox"/> Berlin — % <input type="checkbox"/> Brandenburg — % <input type="checkbox"/> Bremen — % <input type="checkbox"/> Hamburg — % <input type="checkbox"/> Hessen — % <input type="checkbox"/> Mecklenbg.-West-Pom. — % <input type="checkbox"/> Lower Saxony — % <input type="checkbox"/> North Rhine Westfalia — %	Germany total: — % Of which (regions according to Nielsen) Nielsen 1 — % Bremen — % Hamburg — % Lower Saxony — % Schleswig-Holstein — % Nielsen 2 — % North Rhine Westf. — %	If the result for a Nielsen region is less than 5%, the results for the respective federal states do not need not be published.

Interview question	Pre-formulated answer	Presentation of answers at publication	Comments
	<input type="checkbox"/> Rhineland-Palatinate    ___ % <input type="checkbox"/> Saarland    ___ % <input type="checkbox"/> Saxony    ___ % <input type="checkbox"/> Saxony-Anhalt    ___ % <input type="checkbox"/> Schleswig-Holstein    ___ % <input type="checkbox"/> Thuringia    ___ %	Nielsen 3a    ___ % Hessen    ___ % Rhineland-Palatinate    ___ % Saarland    ___ % Nielsen 3b    ___ % Baden-Württemberg Nielsen 4    ___ % Bavaria Nielsen 5+6    ___ % Berlin    ___ % Brandenburg    ___ % Mecklenbg.-West-Pom.    ___ % Saxony-Anhalt    ___ % Nielsen 7    ___ % Saxony    ___ % Thuringia    ___ %	
If elsewhere: In which country do you live?	Open mention of the country	Total foreign    ___ % – Of which EU    ___ % Other Europ. countries    ___ % Africa    ___ % North America    ___ % South & Central America    ___ % Middle East    ___ % South-East-Central Asia    ___ % Australia / Oceania    ___ %  If continents are summarised: remaining countries    ___ %  The five countries with highest visitor shares (without Germany) _____ % _____ % _____ % _____ % _____ %	In order to arrange countries by continent and parts of continents the country list provided by FKM (→ annex 8) is to be used.  A minimum of 10 answers are required in order for the figures for an individual country or continent to be published. Failing this, the figures will be included in combined statistics (as in the case of continents), or in the case of countries will not be published.



	Interview question	Pre-formulated answer	Presentation of answers at publication	Comments
	How far away is your regular place of residence?	<input type="checkbox"/> Up to 50 km <input type="checkbox"/> More than 50 km up to 100 km <input type="checkbox"/> More than 100 km up to 300 km <input type="checkbox"/> More than 300 km	As ascertained      ____ %	If an individual category covers less than 5 % of the answers, it can be added to another category.
<b>A3 Occupational status</b>	What is your occupational status?	<input type="checkbox"/> Entrepreneur, co-owner, freelancer <input type="checkbox"/> Managing director, board member, [head of an authority] <input type="checkbox"/> Director, Works manager, plant manager, branch manager, [head of public office] <input type="checkbox"/> Department head, group head, team leader <input type="checkbox"/> Other salaried staff, [civil servant] skilled worker <input type="checkbox"/> Lecturer, teacher <input type="checkbox"/> Trainee <input type="checkbox"/> Other position <input type="checkbox"/> Student* <input type="checkbox"/> Other not working*  As needed for general public visitor surveys <input type="checkbox"/> Housewife/husband <input type="checkbox"/> Pensioner/retiree  [ ] =optional	As ascertained      ____ %	<p>If a large percentage is likely to fill the category "other occupational status" then other individual answer suggestions can be added.</p> <p>Furthermore, hierarchical terms relating to public authorities may optionally be added.</p> <p>* Trade visitors' answers to this question are also to be used as responses to the additional questions for trade visitors B2, B3 and B4. Thus these answer suggestions should not be repeated there.</p>
<b>A4 Frequency of visits to the exhibition</b>	Which of the last _____ events have you already attended?	<input type="checkbox"/> ____ (Year of last event) <input type="checkbox"/> Earlier event(s) <input type="checkbox"/> None, I'm here for the first time	Last event      ____ % Earlier event(s)      ____ % First visit      ____ %	

	Interview question	Pre-formulated answer	Presentation of answers at publication	Comments
<b>B1 Economic sectors</b> (Multiple entries are permissible)	Which economic sector or industry does your company/ organisation belong to?	System used to define sectors of industry by the Federal Statistical Office (if not applicable, then individual terms). If experience shows that considerable percentage fall to individual sectors of industry, a differentiation should be made according to these sectors.	As ascertained      ____ %	
<b>B2 Influence on purchasing / procurement decisions</b>	How would you describe your influence on purchasing or procurement decision making?	<input type="checkbox"/> Decisive <input type="checkbox"/> Jointly decisive <input type="checkbox"/> Consultative <input type="checkbox"/> None <input type="checkbox"/> Student* <input type="checkbox"/> Other not working*	As ascertained      ____ %	* This possible answer should not be presented, instead the corresponding number of trade visitor answers to question A2 should be used.
<b>B3 Area of responsibility</b> (can be replaced by "B4 Occupation")	In which area of responsibility are you employed?	<input type="checkbox"/> Management <input type="checkbox"/> Research, development, design <input type="checkbox"/> Manufacture, production, quality control <input type="checkbox"/> Buying, procurement <input type="checkbox"/> Finance, accounting, controlling <input type="checkbox"/> Information and communication technology <input type="checkbox"/> Personnel, administration <input type="checkbox"/> Sales <input type="checkbox"/> Marketing, advertising, PR <input type="checkbox"/> Logistics: material management, storage, transport 	As ascertained      ____ %	The item "other area" should be subdivided in consultation with the FKM, if experience indicates significant percentages are achieved.

	Interview question	Pre-formulated answer	Presentation of answers at publication	Comments
		<input type="checkbox"/> Maintenance/repairs <input type="checkbox"/> Other area <input type="checkbox"/> Student* <input type="checkbox"/> Other not working*		* This possible answer should not be presented, instead the corresponding number of trade visitor answers to question A3 should be used.
<b>B4 Occupation</b> (Alternative or additional to "B3 Area of responsibility")	Which occupation do you pursue?	Preset individual terms (max. 15)	As ascertained — %	
<b>B5 Size of company / organisation</b>	How many people does your company/organisation employ?	<div> <input type="checkbox"/> 1 – 4           <input type="checkbox"/> 200 – 499         </div> <div> <input type="checkbox"/> 5 – 9           <input type="checkbox"/> 500 – 999         </div> <div> <input type="checkbox"/> 10 – 49           <input type="checkbox"/> 1 000 and more         </div> <div> <input type="checkbox"/> 50 – 199           <input type="checkbox"/> Student*         </div> <div> <input type="checkbox"/> Other not working*         </div>	As ascertained — %	Special provisions are possible with the agreement of FKM. * This possible answer should not be presented, instead the corresponding number of trade visitor answers to question A3 should be used.
<b>B6 Length of stay</b>	On how many days are you visiting the exhibition?	<input type="checkbox"/> 1 day <input type="checkbox"/> 2 days <input type="checkbox"/> n days	Average length of stay: — days	
			At all points, answers which make up no more than 5 % of all answers can be combined in a group of "others":	

	interview question	pre-formulated answer	presentation of answers at publication	comments
<b>C1 Sex</b>		<input type="checkbox"/> Male <input type="checkbox"/> Female	As ascertained     ___ %	In personal interviews marked by the interviewer
<b>C2 Age</b>	How old are you?	<input type="checkbox"/> Up to 20 <input type="checkbox"/> Over 20 up to 30 <input type="checkbox"/> Over 30 up to 40 <input type="checkbox"/> Over 40 up to 50 <input type="checkbox"/> Over 50 up to 60 <input type="checkbox"/> Over 60 up to 70 <input type="checkbox"/> Over 70	As ascertained     ___ %	
<b>C3 Size of household</b>	How many persons are there in your household?	<input type="checkbox"/> 1 Person <input type="checkbox"/> 2 Persons <input type="checkbox"/> 3 Persons <input type="checkbox"/> 4 Persons <input type="checkbox"/> 5 Persons or more	As ascertained     ___ %	
<b>C4 Buying or ordering capacity</b>	a) Have you bought or ordered something at the exhibition? (excluding personal consumption during the visit)  b) Do you intend to buy or order something else?	<input type="checkbox"/> Yes <input type="checkbox"/> No  <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	For a) and b) together:  Purchase or order made or intended at the exhibition: Yes                     ___ % No                        ___ % Maybe                   ___ %	Notes on evaluation: – when the answer to question a) and b) is at least one “yes” then ► publish: yes – when the answer is “no” twice then ► publish: no – when the answer to question a) is “no” and question b) “maybe” then ► publish: maybe  Optional question
<b>C5 Follow-up business</b>	Do you intend to buy something at a later date because of information you received here at the exhibition?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	Intention to purchase at a later date: Yes                     ___ % No                        ___ % Maybe                   ___ %	Optional question

## FKM rules – Annex 8

### List of countries\* ➔ Assignment of visitors in the FKM visitor profile analysis ➔ Assignment of foreign exhibitors

EU countries	Other European countries	Africa		America
Austria (AUT) Belgium (BEL) Bulgaria (BGR) Croatia (HRV) Cyprus (CYP) Czechia (CZE) Denmark (DNK) Estonia (EST) Finland (FIN) France (FRA) Germany (DEU) Greece (GRC) Hungary (HUN) Ireland (IRL) Italy (ITA) Latvia (LVA) Lithuania (LTU) Luxembourg (LUX) Malta (MLT) Netherlands (NLD) Poland (POL) Portugal (PRT) Romania (ROU) Slovakia, Republic (SVK) Slovenia (SVN) Spain (ESP) Sweden (SWE)	Åland Islands (ALA) Albania (ALB) Andorra (AND) Belarus (BLR) Bosnia and Herzegovina (BIH) Faroe Islands (FRO) Gibraltar (GIB) Greenland (GRL) Guernsey (GGY) Iceland (ISL) Isle of Man (IMN) Jersey (JEY) Kosovo (XKX) Liechtenstein (LIE) Macedonia, former Yugoslav Republic (MKD) Moldova, Republic (MDA) Monaco (MCO) Montenegro (MNE) Norway (NOR) Russian Federation (RUS) San Marino (SMR) Serbia (SRB) Svalbard and Jan Mayen (SJM) Switzerland (CHE) Türkiye (TUR) Ukraine (UKR) United Kingdom of Great Britain and Northern Ireland (GBR) Vatican (VAT)	Algeria (DZA) Angola (AGO) Benin (BEN) Botswana (BWA) Burkina Faso (BFA) Burundi (BDI) Cameroon (CMR) Cape Verde (CPV) Central African Republic (CAF) Chad (TCD) Comoros (COM) Congo (COG) Congo, Democratic Republic (COD) Djibouti (DJI) Egypt (EGY) Equatorial Guinea (GNQ) Eritrea (ERI) Eswatini (SWZ) Ethiopia (ETH) Gabon (GAB) Gambia (GMB) Ghana (GHA) Guinea (GIN) Guinea-Bissau (GNB) Ivory Coast (CIV) Kenya (KEN) Lesotho (LSO) Liberia (LBR) Libya (LBY)	Madagascar (MDG) Malawi (MWI) Mali (MLI) Mauritania (MRT) Mauritius (MUS) Mayotte (MYT) Morocco (MAR) Mozambique (MOZ) Namibia (NAM) Niger (NER) Nigeria (NGA) Reunion (REU) Rwanda (RWA) Sao Tom and Principe (STP) Senegal (SEN) Seychelles (SYC) Sierra Leone (SLE) Somalia (SOM) South Africa (ZAF) South Sudan (SSD) St Helena, Ascension and Tristan da Cunha (SHN) Sudan (SDN) Tanzania, United Republic (TZA) Togo (TGO) Tunisia (TUN) Uganda (UGA) Western Sahara (ESH) Zambia (ZMB) Zimbabwe (ZWE)	<b>North America</b>  Canada (CAN) St Pierre and Miquelon (SPM) United States Minor Outlying Islands (UMI) USA (USA)  <b>Central and South America</b>  Anguilla (AIA) Antigua and Barbuda (ATG) Argentina (ARG) Aruba (ABW) Bahamas (BHS) Barbados (BRB) Belize (BLZ) Bermudas (BMU) Bolivia (BOL) Bonaire, St Eustatius, Saba (BES) Brazil (BRA) Cayman Islands (CYM) Chile (CHL) Colombia (COL) Costa Rica (CRI) Cuba (CUB) Curaçao (CUW) Dominica (DMA)

\* According to ISO 3166-1-alpha 3, without uninhabited islands. In individual cases terms were used which are common in Germany. Countries recognised by Germany but not listed by ISO have been complemented.

## Asia

Ecuador (ECU)  
 El Salvador (SLV)  
 Falkland Islands [Malvinas] (FLK)  
 French Guiana (GUF)  
 Grenada (GRD)  
 Guadeloupe (GLP)  
 Guatemala (GTM)  
 Guyana (GUY)  
 Haiti (HTI)  
 Honduras (HND)  
 Jamaica (JAM)  
 Martinique (MTQ)  
 Mexico (MEX)  
 Montserrat (MSR)  
 Nicaragua (NIC)  
 Panama (PAN)  
 Paraguay (PRY)  
 Peru (PER)  
 Puerto Rico (PRI)  
 St Barthélemy (BLM)  
 St Kitts and Nevis (KNA)  
 St Lucia (LCA)  
 St Martin [French part] (MAF)  
 St Martin [Dutch part] (SXM)  
 St Vincent and the Grenadines (VCT)  
 Surinam (SUR)  
 Trinidad and Tobago (TTO)  
 Turks and Caicos Islands (TCA)  
 Uruguay (URY)  
 Venezuela (VEN)  
 Virgin Islands [British] (VGB)  
 Virgin Islands [U.S.] (VIR)

## Middle East

Bahrain (BHR)  
 Iran, Islamic Republic (IRN)  
 Iraq (IRQ)  
 Israel (ISR)  
 Jordan (JOR)  
 Kuwait (KWT)  
 Lebanon (LBN)  
 Oman (OMN)  
 Palestinian Territories (PSE)  
 Qatar (QAT)  
 Saudi Arabia (SAU)  
 Syrian Arab Republic (SYR)  
 United Arab Emirates (ARE)  
 Yemen (YEM)

## South-East-Central Asia

Afghanistan (AFG)  
 Armenia (ARM)  
 Azerbaijan (AZE)  
 Bangladesh (BGD)  
 Bhutan (BTN)  
 Brunei Darussalam (BRN)  
 Cambodia (KHM)  
 China, People's Republic of (CHN)  
 Georgia (GEO)  
 Hongkong, China SAR (HKG)

India (IND)  
 Indonesia (IDN)  
 Japan (JPN)  
 Kazakhstan (KAZ)  
 Korea, Democratic People's Republic (PRK)  
 Korea, Republic (KOR)  
 Kyrgyzstan (KGZ)  
 Lao People's Democratic Republic (LAO)  
 Macao, China SAR (MAC)  
 Malaysia (MYS)  
 Maldives (MDV)  
 Mongolia (MNG)  
 Myanmar (MMR)  
 Nepal (NPL)  
 Pakistan (PAK)  
 Philippines (PHL)  
 Singapore (SGP)  
 Sri Lanka (LKA)  
 Taiwan (TWN)  
 Tajikistan (TJK)  
 Thailand (THA)  
 Timor-Leste (TLS)  
 Turkmenistan (TKM)  
 Uzbekistan (UZB)  
 Vietnam (VNM)

## Australia and Oceania

American Samoa (ASM)  
 Australia (AUS)  
 Cocos [Keeling] Islands (CCK)  
 Christmas Island (CXR)  
 Cook Islands (COK)  
 Fiji (FJI)  
 French Polynesia (PYF)  
 Guam (GUM)  
 Kiribati (KIR)  
 Marshall Islands (MHL)  
 Micronesia (FSM)  
 Nauru (NRU)  
 New Caledonia (NCL)  
 New Zealand (NZL)  
 Niue (NIU)  
 Norfolk Island (NFU)  
 Northern Mariana Islands (MNP)  
 Palau (PLW)  
 Papua New Guinea (PNG)  
 Pitcairn (PCN)  
 Samoa (WSM)  
 Salomon Islands (SLB)  
 Tokelau (TKL)  
 Tonga (TON)  
 Tuvalu (TUV)  
 Vanuatu (VUT)  
 Wallis and Futuna (WLF)

August 2021

## A Multi-industry trade fairs

- A 1 Investment and consumer goods fairs
- A 2 Investment goods fairs
- A 3 Consumer goods fairs

## B Specialised trade fairs and exhibitions

- B 1 Agriculture, forestry, fishery, viticulture, horticulture, landscaping and their equipment
- B 2 Food, drink and tobacco, restaurant and hotel trade, catering and their equipment
- B 3 Textiles, clothing, shoes, leather goods, jewelry and their equipment
- B 4 Building, completion and extension, and their equipment
- B 5 Furnishing, household appliances, houseware, and their equipment
- B 6 Health, body care, protection at work, and their equipment
- B 7 Environment protection, safety, cleaning, communal services, and their equipment
- B 8 Transport, traffic, logistics, and their equipment

- B 9 Information, communication, office, entertainment electronics, photo, film, and their equipment
- B 10 Education, setting up a business
- B 11 Sports and games, leisure, and their equipment
- B 12 Electrical engineering and electronics
- B 13 Metal-working, automation, measuring, quality assurance
- B 14 Plastics and wood processing, and their equipment
- B 15 Power supply industry
- B 16 Other investment goods industries
- B 17 Other consumer goods and service industries
- B 18 Arts and antiques

## C Multi-industry public exhibitions





**Society for Voluntary Control  
of Fair and Exhibition Statistics**  
Littenstrasse 9 · 10179 Berlin · Germany  
Phone +49 30 24000-0  
[www.fkm.de](http://www.fkm.de) · [info@fkm.de](mailto:info@fkm.de)

Layout / Typesetting: CCL, Berlin  
Cover photo: 2011 ADAM award winner  
ATELIER BRÜCKNER  
Deadline:  
December 2022