
**Exhibitions, shows, fairs and
conventions —**

**Part 2:
Measurement procedures for statistical
purposes**

*Terminologie du secteur des foires, salons et congrès ou manifestations
commerciales —*

Partie 2: Méthodes de comptage à des fins statistiques



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ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

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Foreword

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The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 25639-2 was prepared by Project Committee ISO/PC 237, *Exhibition terminology*.

ISO 25639 consists of the following parts, under the general title *Exhibitions, shows, fairs and conventions*:

- *Part 1: Vocabulary*
- *Part 2: Measurement procedures for statistical purposes*

Introduction

In the context of the exhibition industry, ISO 25639-1 fulfils the important basic function in standardization of specifying commonly-used terms and definitions. Of equal importance is establishing standard measurement procedures applicable to the terms defined in ISO 25639-1, in order to ensure uniformity in interpretation.

This part of ISO 25639 fulfils the latter function and is consequently intended for integral use with ISO 25639-1.

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Exhibitions, shows, fairs and conventions —

Part 2:

Measurement procedures for statistical purposes

1 Scope

This part of ISO 25639 establishes standard measurement procedures applicable to terms commonly used in the exhibition industry, as defined in ISO 25639-1.

This part of ISO 25639 is intended for integral use with ISO 25639-1.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 25639-1, *Exhibitions, shows, fairs and conventions — Part 1: Vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 25639-1 apply.

4 Individual and entity

4.1 General

This clause specifies standard measurement procedures applicable to terms of the category “individual and entity”.

4.2 Exhibitor

The measurement of the number of exhibitors shall be supported by the contractual document between the organizer and the main exhibitor.

4.3 Main exhibitor

The measurement of the number of main exhibitors shall be supported by the contractual document between the organizer and the main exhibitor.