



news release

Independently Audited Metrics and a Web-based Component Can Add Value to China's Exhibitions, Says BPA President and CEO at International Exhibitors Event

Beijing, China, February 8, 2010 – As the financial crisis mandates reduced budgets and increased focus on return on investment, independently audited metrics can boost the attraction of a trade show. In addition, an interactive Web-based component providing more detailed information can add value to and extend the life of an event. These observations on enhancing the credibility of exhibitions in China were made by Glenn Hansen, President and CEO of BPA Worldwide and Doreen Chan, General Manager of Asia Pacific Region during panel sessions at the International Association of Exhibitions and Events (IAEE) and the UFI (Union of International Fairs) meetings respectively during the 6th China Expo Forum for International Cooperation (CEFCO) on January 14 to 16 in Xi'an.

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"In today's challenging economic climate, measurement has now become a more important issue for marketers, ranking just behind exhibiting costs," Hansen asserted. "Standardized independently derived data compiled by a third party in a public audit highlights the attraction of an event by facilitating informed show participation decisions and more effective planning to recoup return on investment. Today's priority for show organizers is verifying the attendance of registrants, while standards in the future should advance to the quality and engagement of attendees. A web-based component containing users sessions and relevant multiple web metrics can extend the life and increase the value of an event," he added.

Hansen mentioned that BPA Worldwide, working with CR Nielsen, now bundles audited web data with event audits at no additional cost. Earlier this year BPA Worldwide and the Shenzhen Science & Technology, Industry, Trade and Information Committee (SZSITIC) within the Shenzhen Municipal Government launched a collaborative effort whereby BPA will provide event auditing services as part of a subsidized program.

"The BPA audit report service and our collaboration with partners is improving the quality of information available to event organizers by providing them with a demographic profile of attendees," said Doreen Chan. "With BPA's interactive tool bundling audited web data with event audits, events organizers can shift from single channel attendance measurement towards proving total brand metrics. The richer information also enables exhibitors to more efficiently utilize resources to achieve their objectives."

About CEFCO 2010 The China Council for the Promotion of International Trade (CCPIT), UFI, IAEE and the Society of Independent Show Organizers (SISO) have collaborated to organize CEFCO 2010 in Xi'an China with the approval of the State Council of China. With the theme "New Industry Growth with Confidence," professionals from the world's convention and exhibition industry including senior executives, government officials, economists and researchers, businesses, and experts gathered together in this historic city to discuss common concerns and interests. For more information, please visit http://www.cefco.org/index_en.html

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Suite 806 Full Tower, No.9 East Third Ring Middle Road, Chaoyang District, Beijing 100020 China
Tel: +86.10.8591.0691 • Fax: +86.10.8591.0589 • bpaww.com

中国北京市朝阳区, 东三环中路 9 号富尔大厦 806 室. 邮编 100020 • 电话: +86.10.8591.0691 • 传真: +86.10.8591.0589

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,700+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 550+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Press contact:

Doreen Chan

General Manager, Asia Pacific Region

Tel: 86 10 8591 0691

Email: dchan@bpaww.com

Cathy Fu

Bite Communications

Tel: 86 10 6530 7200

Fax: 86 10 6530 7340

Email: cathy.fu@bitecommunications.com

Suite 806 Full Tower, No.9 East Third Ring Middle Road, Chaoyang District, Beijing 100020 China

Tel: +86.10.8591.0691 • Fax: +86.10.8591.0589 • bpaww.com

中国北京市朝阳区东三环中路9号富尔大厦806室 邮编100020 • 电话: +86.10.8591.0691 • 传真: +86.10.8591.0589

中国北京市朝阳区, 东三环中路9号富尔大厦806室 邮编100020 • 电话: +86.10.8591.0691 • 传真: +86.10.8591.0589