



news release

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FOR IMMEDIATE RELEASE

Dubai-based Big 5 International Building & Construction Show 2010 audit result: 35,166 Visitors/48,366 Visits

Transparency and accountability for exhibitors and pavilion organizers a "media right"

Dubai, UAE March 20, 2011 – [The Big 5 International Building & Construction Show](#), organized by DMG Events and held at the Dubai World Trade Centre November 22-25, 2010, announced the completion of a third-party validation of the event's attendance with global media auditor BPA Worldwide.

This marks the second year the show's organizers have openly published BPA audit data for the event, and sets a precedent for best practice in the GCC region's tradeshow industry. The 2010 and 2009 reports are freely available to download at www.bpaww.com.

Stuart Wilkinson, BPA's Managing Director EMEA, notes that "independent third-party auditing of tradeshows should be considered a "media right" for exhibitors, sponsors and pavilion organizers who need to be reassured that their resources are being allocated with accountability and diligence. Where government export agencies invest home-country tax payer funds to help bring exhibitors to foreign markets, access to accurate data is even more critical.

Wilkinson adds that "accurately audited tradeshow data is a norm in major European markets (in France it is law) where organisers and exhibitors work in partnership to ensure optimal performance and experience for the medium. As the GCC region gains increased focus by international organisers, government export agencies and international trade visitors, the investment on many levels will only increase. Guarantees of trust and accountability are paramount to ensure that reputations are maintained and long term sustainability of international trading relationships are well managed."

"With the Big 5 Dubai commitment to transparent attendee data," Wilkinson continued, "we look forward to greater accountability within this and other industry segments."

Big 5 organizers, DMG, have announced application to audit the newly launched Big 5 Saudi Arabia event held in Jeddah this spring.

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 membership spanning more than 30 countries. Worldwide, BPA audits 2,700+ media properties—including business publications, consumer magazines, newspapers, web sites, 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.

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