



United Kingdom Event Audit Pricing

(effective July 1, 2007)

£ 2,615

The Event Audit Fee is fully inclusive of all costs of a standard event audit and audit report. It includes annual membership fee, production of 100 copies of a standard 4-page audit report with cross tabulations and graphs and is exclusive of all travel which includes air/rail fees, hotel and ground transportation that shall be invoiced at cost. The Event Audit report includes the presentation of four demographic questions of no greater than 20 possible single-response choices.

Pricing for Optional Additional Services:

Demographic question audit (greater than 20 possible responses) £ 210

If more than 4 questions or those soliciting greater than 20 responses are required, they can be added at this per-question fee.

Certification of non-verified registrants £ 580

Non-verified records are tested to certify the registrants did attend the event. Those records that respond positively to the email are then tested to ensure their demographic information is correct. Once that portion is complete, the newly verified records are added back into the previously verified database and the breakouts of attendee categories can be completed accurately.

Audit of Exhibition Data £ 580

Auditing exhibitor data consists of reporting; (A) Net square feet, (B) Net paid square feet, (C) Number of exhibiting companies (exhibitor personnel counts are reported with top line data in attendee breakout on first page of audit report).

Printed audit report

Each additional 2 pages (over standard 4 page report) £ 85

4 color £ 130

Additional 100 copies (over standard 100 copies included) £ 9

All fees are Pounds Sterling

Rates are subject to change by BPA's Board of Directors. The rates in effect at the time of the audit will be charged.



United Kingdom Event Audit and Research Report

(effective July 1, 2007)

£ 5,115

In partnership with leading UK event survey research company, Vivid Interface, BPA offers the Event Audit and Research Report combining audited attendee data and visitor survey research data. The fee is fully inclusive of all costs of a standard event audit and audit report. It includes annual membership fee, production of 100 copies of a standard 4-page audit report with cross tabulations and graphs and is exclusive of all travel which includes air/rail fees, hotel and ground transportation that shall be invoiced at cost. The audit report also includes a research component (4 pages). The full report is 8 pages standard and the "additional page pricing" is used for a report larger than 8 pages (4 audit / 4 research). The Event Audit portion of the report includes the presentation of four demographic questions of no greater than 20 possible single-response choices.

Pricing for Optional Additional Services:

Demographic question audit (greater than 20 possible responses) £ 210

If more than 4 questions or those soliciting greater than 20 responses are required, they can be added at this per-question fee.

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