



news release

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FOR IMMEDIATE RELEASE

BPA Worldwide-Led Digital Event Metrics Working Group Assists UFI in Creating Audit Rules for Digital Events/Trade Shows

Shelton, CT July 8, 2021 – When the pandemic struck and in-person events were suspended in early 2020, a number of BPA-audited trade shows pivoted to become virtual events. However, organizers soon found they needed guidance on reporting metrics for digital events since there did not seem to be any “industry standard.” To address this need, BPA began working with UFI to develop reporting standards for a digital or “hybrid” trade show that would also allow it to earn “UFI Approved Event” status.

During the work to develop reporting metrics for a virtual exhibition, BPA encountered a larger hurdle: the need for standardized metrics for digital event platforms alongside an industry-approved taxonomy for the exhibition and events marketplace. To tackle the issues, BPA in early 2021 organized a working group made up of UFI, IAEE and SISO, as well as a number of other event organizers, exhibitors and event tech platform partners. Phase one of the working group’s mission was to recommend amendments to the UFI requirements for “UFI Approved Events.” UFI has now released [revised Auditing Rules](#) that include the recommendations of the digital event metrics working group.

“The result of our work will enable organizers to include audited counts of attendees and exhibitors with both classified as ‘national’ or ‘international’ such that organizers can apply for ‘UFI Approved Event’ status,” explained Glenn Hansen, President and CEO of BPA. “For phase two of the initiative, the group’s intention is to suggest a common and universal interpretation of terms and definitions, and to serve as guidelines for industry players to be more discerning with regard to the various statistical data released on exhibitions whether face-to-face, digital or hybrid model.”

Those organizations and associations participating in development of the digital events standard terminology along with BPA include:

- Airfair
- BizBash
- Center for Exhibition Industry Research (CEIR)
- ClearTone Consulting
- Cogknition
- Consumer Technology Association (producer of Consumer Electronics Show)
- eShow
- Exhibitors WINH LLC
- IDG
- International Association of Exhibitions & Events (IAEE)
- RussCom IT Systems
- Smyle
- SwapCard
- Questex
- UFI

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 verification engagements in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

Powered by SafeGuard Privacy technology, [BPA iCompli Data Protection & Privacy](#) enables seamless cross-organization data compliance management in a single, accountable platform and exhibitors.

[BPA iCompli Sanitize](#) provides your customers with assurance that hospitality, meeting, event and retail venues, etc., are compliant with stated sanitization and disinfection protocols and standards.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.