VSEF / RSDE

Glossary of Terms

VSef / RSDE Glossary of Terms

VSef / RSDE TERM	DEFINITION
Accompanying person[1&3]	Guest present with a **visitor** or **delegate** during an event. Such persons are more likely to be tracked at physical events where an entry badge is required. Digital platforms may not be capturing accompanying person information of those sharing screens or otherwise jointly viewing an event.
Activation[3]	The action of making something active or operative; starting something. Typically, this is in regard to sponsor content and interaction. The data set is similar to click data.
Admission category[1]	Criteria defining the type of **attendee** permitted to enter the **exhibition** by the **organizer**.
Advertisement[2]	A commercial message targeted to an advertiser's customer or prospect. (See **VIEW**). For web advertising, an ad is almost always a banner, graphic image, or set of animated images (in an animated gif) of a designated pixel size and byte size limit. An ad or set of ads for a campaign is often referred to as the creative. Banners and other special advertising that include an interactive or visual element beyond the usual are known as rich media.
Advertisement Click[2]	An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active **advertising** area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user clicks by touching the active **advertising** area with their finger or a stylus. According to the ad industry recommended guidelines, a click is when a visitor interacts with an advertisement. This does not mean simply interacting with a rich media ad, but actually clicking on it so that the visitor is headed toward the advertiser's destination. (it also does not mean that the visitor actually waits to fully arrive at the destination, but just that the visitor started going there.) See Sponsorship Activations
Advertisement Impression[2]	The count of ads which are served to a user. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads. In a formal sense, ad impressions are a measurement of responses from an ad delivery system to an ad request from the user's browser, which is filtered for robotic activity and is recorded at a point as late as possible

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	in the process of delivery of the creative material to the user's browser — therefore closest to the actual opportunity to be seen by the user. Two methods are used to deliver ad content to the user: - Server-initiated: The publisher's web content server for making requests, formatting and re-directing content - Client-initiated: Ad counting relies on the user's browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See Sponsorship Views #
Artificial Intelligence (AI)[3]	Software designed to assist in solving problems and making systems/processes more efficient, with the goal of delivering better event experiences at scale.
Attendee[1&3]	Person attending a physical **exhibition** or logging into a digital **exhibition,** including **visitor**, **exhibitor staff**, **speaker**, **delegate**, **media representative** and any other verified **admission category.** (See Participant) NOTE 1: Attendee does not include staff from the organizer and service provider. NOTE 2: When quoting figures for attendees, it is advisable to provide a full breakdown of admission categories.
Bookmark[3]	Anything tagged or saved for future reference
Booth space/Stand space[1 & 3]	For physical events, it is the area indoors and/or outdoors, occupied and contracted by an **exhibitor**, whether paid or unpaid, for the showcase of products or convey a message, or to sell products or services. For a digital event, it is dedicated on-line space contracted by an **exhibitor**, whether paid or unpaid, for the showcase of products or convey a message, or to sell products or services where visitors can interact with exhibitors. NOTE: Booth space is sometimes also known as "exhibit space".
Booth/Stand[1 & 3]	Specific exhibit display area assigned by show management to an exhibitor under contractual agreement. For physical events, it is the structure occupied for the display of products or services. For a digital event, it is dedicated on-line space where visitors can interact with an exhibitor.

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Build-up[1 & 3]	Period prior to the **exhibition** defined by the **organizer** for set-up or preparation onsite for a physical exhibition and online for a digital exhibition. NOTE 1: The build-up period is not open to visitors. NOTE 2: Build-up is sometimes also known as "move-in."
California Consumer Privacy Act	A state statute intended to enhance privacy rights and consumer protection for residents of California, United States.
Chat[3 &4]	A real-time discrete distinct communication via keyboard between two or more users on a local network (LAN) or over the Internet. Non-verbal, a computer chat is like sending text messages back and forth. Text communication must be recorded and stored as a document that can be parsed and analyzed. If the content is not recorded, see "Discussion Group" and "Chat, Private".
Chat, Audio[4]	An audioconferencing capability via the Internet. It enables two or more people to use the computer as a telephone conferencing system to have distinct conversation in real time or for an audio message to be recorded and transmitted as a file via a chat mechanism. Although "voice" and "chat" may seem redundant because both words mean to "speak," chatting in the computer field has traditionally meant an interactive communication via keyboard, and not voice. Thus "voice" is used to signify a verbal chat. Audio communication must be recorded and stored as a document that can be parsed and analyzed. If the content is not recorded, see "Discussion Group" and "Chat, Private".
Chat, Private[3]	Any form of chat (text, audio or video) where permission has not been granted to record the content for subsequent parsing and analyzing.
Chat, Video[3&4]	A distinct conversation held over the internet via a chat mechanism by means of webcams and dedicated software. Video communication must be recorded and stored as a document that can be parsed and analyzed. If the content is not recorded, see "Discussion, Group" and "Chat, Private".
Chats (with exhibitors)[3]	Attendee engages in one of the three forms of chat (text, audio, or video) with an exhibitor. Communications, either by text, audio or video must be recorded and stored as a document that can be parsed and analyzed. If the content is not recorded, see "Discussion".
Click[2]	An interaction when a user activates a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event.

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	In the case of touch-screen devices, the user clicks by touching the active area with their finger or a stylus. In the case of voice recognition devices, it is the activation by voice to instruct a computer to select a location on a computer screen and activating a mouse click by command thus triggering the event. In the case of verbal instructions to activate a device to an area of a screen for hearing impaired, the instruction should be communicated via subtitles in video, sign language or by providing a text of the audiovisual presentation.
Click Data[3]	Click Data is the aggregation of a user's tracked behavior across a digital event platform.
Co-Exhibitor[1&3]	**Exhibitor** at a physical or digital event on the **main exhibitor's booth**, with its own products or services and personnel, having the approval of the organizer. (See **Representative Company**) NOTE: A co-exhibitor is sometimes known as a "share exhibitor".
Conference[5]	1) Participatory meeting designed for discussion, fact-finding, problem solving and consultation. 2) An event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or timing is required to convene a conference. Conferences are usually of short duration with specific objectives and are generally on a smaller scale than congresses or conventions.
Congress centre[5]	A facility, typical outside the U.S., that hosts trade shows and other large functions, which contains a large exhibition hall and additional small meeting and event spaces. NOTE: A congress center can also have facilities for exhibition.
Connection[3]	Two or more individuals establish a bilateral relationship reciprocating and allowing access to contact information. (see "**Data Share**"). Communication between parties is required. Having consent to automatically share contact details with exhibitors upon visiting a digital booth is not a "Connection". These visits are "**engagements**", not connections. All connections must be done in compliance with all relevant privacy regulation.
Connection: Request Accepted[3]	A positive reply sent to an individual who asked for a bilateral communication.
Connection: Request Declined[3]	A negative reply sent to an individual who asked for a bilateral communication.

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Connection: Request Pending[3]	An unanswered ask from one individual for bilateral communication with another individual.
Connection: Request Sent[3]	An individual asks for bilateral communication with another individual.
Contact made[3]	A connection request has been accepted and communication takes place, either by text, audio or video.

Communications, either by text, audio or video must be recorded and stored as a document that can be parsed and analyzed. |
| Contra booth/ Contra stand[1] | **Booth** with an identified commercial value, provided by the **organizer** to an **exhibitor** in exchange for a commercial benefit.

NOTE: Contra booth is sometimes also known as "barter booth". |
| Contra sponsor[3] | A contra sponsorship arrangement occurs when goods or services (not money) are provided in return for other goods or services. |
| Convention[5] | Gathering of delegates, representatives, and members of a membership or industry organization convened for a common purpose. Common features include educational sessions, committee meetings, social functions, and meetings to conduct the governance business of the organization. Conventions are typically recurring events with specific, established timing.

NOTE: A convention is sometimes also known as a "congress". |
| Convention centre[5] | Facility whose purpose it is to host trade shows, public shows, conventions, and other functions and that combines exhibition space with a substantial number of smaller meeting and event spaces. A convention center may be purpose-built or converted and municipally or privately owned. |
| Co-Organizer[1] | Entity that forms a partnership with the **organizer** to produce and/or manage the event

NOTE: An entity can be a company, a body or an organization. |
Co-Sponsor[3]	A joint sponsor.
Data Controller	Is a legal or natural person, an agency, a public authority, or any other body who, alone or when joined with others, determines the purposes of any personal data and the means of processing it.
Data Processor	Is a legal or a natural person, agency, public authority, or any other body who processes personal data on behalf of a data controller.
Data Share[3]	A recorded instance where a party agrees to share PII with another party. (see "**Connection**")

All data sharing must be done in compliance with all relevant privacy regulation. |
| Delegate[1&3] | Attendee at a **physical exhibition**, **conference**, **convention**, congress, meeting, **workshop**, **seminar** or **symposium** or one who, using a Unique ID, logs into a digital version of the above and attends at least one session and/or interacts with at least one exhibitor / participant and/or logs in during the event. |

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	This excludes those participating as sponsors/exhibitors.
Demographics[3]	User information provided at registration, during the event, or post event, which includes characteristics of the party and is stored in the user's database record. The user information may be provided by the person (first party), or by a third party.
Device Type	The single physical piece of equipment being used to access a digital event platform. These are divided into **Computers** (including all web browsers running on desktops and laptops) or **Mobile Devices** (including all iOS/Android phones, smart watches, and tablets).
Digital[5]	Describes electronic technology that generates, stores, and processes data in terms of two states: positive and non-positive.
Digital Asset [6]	A written, drawn, presented, or memorialized representation of thought. In the computer age, "digital asset" usually denotes a primarily textual computer file, including its structure and format, e.g., fonts, colors, and images.
Digital Asset Download[3]	Attendee's act of taking content from a digital venue and placing it on its own device.
Digital Asset Open[3]	The act of viewing a digital document.
Digital Asset Type[3]	The default format when a file is saved indicated by the file name suffix (e.g., .PDF for portable document format). File types include text, graphics (vector or raster based) data, spreadsheet, video or audio.
Digital Event[5]	A gathering of people where some or all of the attendees are not physically in the same location but are connected (online) via a common technology enabled through the Internet. Also referred to as "virtual" event.
Digital Event Platform[5]	A set of core technologies that support the composition, management, delivery and optimization of contextualized digital events taking place over the internet. Incorporates a variety of tools to plan, promote and execute online events. (See Event Management Platform)
Digital Millennium Copyright Act (DMCA)[5]	Act protects an event organizer from improper use of intellectual property during a live stream event as long as they didn't have prior knowledge of the use and take quick action to take down live feeds or on-demand content.
Discussion, Group[3]	Unstructured open discourse between two or more attendees, exhibitors, speakers, etc., over a period of time. Notation of what content was contributed is not required, but the discussion may be recorded for analysis and parsing.
Duration of exhibition[1&3]	Period during which an **exhibition** is open to **visitors**. The event should have a regular schedule when synchronous interactions between visitor and exhibitor can take place. The show organizer defines the official dates and times the show is open not to exceed three weeks. If it is a digital event during these dates, and to allow for visitors from all time zones to access, the digital event will be deemed to be open 24 hours a day, unless the organizer stipulates otherwise.

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	When digital asynchronous access to content occurs such access is, by definition, outside the dates and hours that synchronous interactions with exhibitors can occur and thus the event is considered closed. As such, this access does not meet the definition of a "**visitor**" to the event and should not be included in the visitor count. NOTE: It is not advisable to include build up and tear down periods in the duration of exhibition.
Emoji/reaction[3]	Attendee responds to content choosing from a selection of "**sentiments**" provided by the digital event platform.
Event Management Platform[3]	(See Digital Event Platform)
Exhibition center/ Fairground[1]	Permanent facility used primarily for **exhibitions.** NOTE: An exhibition center can have meeting facilities.
Exhibition directory/ Exhibition catalogue[1&3]	A listing of **exhibitors**, their contact details, stand number, or hyperlink, and any other information related to the **exhibition.** NOTE: Exhibition directory is sometimes also known as "show directory".
Exhibition/Show fair[1]	Event in which products, services or information are displayed and disseminated. NOTE: Exhibition excludes flea market and street market.
Exhibitor:[1]	Entity that displays products or services accepted by the **organizer**, with personnel present at the **exhibition**, including **main exhibitors** and **co-exhibitors.** NOTE 1: An entity can be a company, a body or an organization. NOTE 2: An exhibitor is sometimes also known as a "direct exhibitor".
Exhibitors' manual[5]	A manual or kit type of document developed by the GENERAL SERVICE CONTRACTOR, DEP or ORGANIZER for an event containing event information, rules and regulations, labor/service order forms, and other information pertinent to the **exhibitors'** participation in an **exhibition.D179**
Exhibitor staff/Exhibitor personnel[1]	Person working on the **exhibition booth/stand** during the official show hours, employed by the **exhibitor.** NOTE: Exhibitor staff excludes third-party service providers.
Exhibitor Stand Visit[3]	The action of a person via a unique identifier, who, on any official open day and hour, enters the digital event exhibit space and arrives at an exhibitor's stand.
Exhibit Space Visits[3&7]	The action of a person who, on any official open day and hour, enters the digital event exhibit space via a unique identifier and who is representative of the market audience expected by the organizers and exhibitors.

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	A person may only be counted once per day. Excluded from the calculation of "visits" to an event are: • staff of the exhibition venue and organizer • staff working for service providers • staff of exhibiting companies/organizations • speakers during the event • media representatives
Exhibit Space Unique Visitors[3&7]	A singular person attending an event's exhibits. The visitor is counted only once for the entire duration of the event, regardless of the number of visits. When an organizer offers a visitor the opportunity to attend both a digital and physical event, counts should be provided as follows (separately): • those unique visitors who attend only the digital event's exhibits • those unique visitors who attend only the physical event's exhibits • If available, the unique visitors who attend both the digital and physical event's exhibits , i.e. an unduplicated count of both sets of visitors (net visitor number).
Exhibit Unique Visitor[3]	A singular person attending a digital exhibition who has arrived at a specific exhibit stand within the exhibit space.
Floor plan[5]	As it pertains to physical events: 1. Scale drawing indicating the placement of exhibit booths and all other features in an exhibit hall. 2. scale drawing of the floor area of a hotel's event space. 3. Scale drawing of a function room with specific set-up requirements (tables, chairs, etc.) drawn to scale.
Gamification[5]	The application of typical elements (game mechanics) of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement. It has been used as a component of training and development via mobile event apps.
General Data Protection Regulation (GDPR)[5]	A regulation that requires businesses to protect the personal data and privacy of EU citizens for transactions that occur within EU member states.
General exhibition[1]	**Exhibition** that comprises multiple business or consumer product and service sectors NOTE: These sectors are not necessarily related to each other.
General public visitor[1]	**Visitor** who attends an **exhibition** for personal reasons NOTE: 1: A public visitor is sometimes also known as a "private visitor" or a "consumer show visitor".

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	NOTE: 2: Visitor excludes exhibitor staff, media personnel, service provider and organizer staff.
Gross indoor exhibition venue space[1]	Total permanent indoor space available for **exhibitions.**
Gross outdoor exhibition venue space[1]	Total outdoor space available for **exhibitions.**
Gross exhibition space[3 & 5]	Total physical space available for the **exhibition**, including circulation areas. Catering areas, offices, storage, etc. are excluded. Size of digital space is not a required metric. It is sufficient to note the number of exhibiting companies and if they are national or international companies. NOTE: Facilities that need to be built within the exhibition area can be considered as gross exhibition space.
Hosted buyer[1&3]	**Visitor** who is invited and sponsored to attend the **exhibition**. There are obligations to which the buyer must agree.
Hybrid Event[5]	The combination of a Physical Event with a Digital experience. PHYSICAL + DIGITAL = HYBRID.
Hybrid Meeting*[5]	A meeting that combines face-to-face and digital aspects.
Influencer[3]	Content creator who has the power to affect decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience. ꟻ They are reported as members of the media, (see media representatives).
In-Person Event[5]	Also referred to as a **Physical Event**, an event where people meet, network and/or learn in-person, face-to-face.
Intellectual property[5]	Includes trade secrets, patents, and copyrighted and trademarked material, which could include speaker content, live performances, music and graphics.
International delegate/Foreign delegate[1&7]	The "Nationality" is determined on the basis of a delegate's place of residence (not country of origin) and must be stated on delegate registration forms with mention of the address abroad. Foreign or international visits are those visits by delegates of places of residence other than the country in which the event takes place*. If the event is only digital, the "country in which the event takes place" is that country which has the most delegates at the digital event. All other delegates are determined to be "international" delegates. NOTE: * EU countries are counted as individual nations.
International exhibitor/ Foreign exhibitor[1 3]	To determine the national or international status of an exhibitor for an only digital event, when the count of exhibiting companies yields companies from more than one country, an "international" event may be occurring. The country from which the most visitors come shall be considered "national"; using the address of the exhibiting company/organization, exhibitors from that country will be declared to be "national". Exhibitors coming from all other countries shall be considered 'international'.

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	For hybrid or only physical, events, the country in which the physical aspect of the event takes place will be deemed to be the host country. Using the address of the exhibiting company/organization, those from the host country will be classified as "national" exhibitors. The balance of exhibitors from other countries will be counted as "international". NOTE: Where the contractual address of an exhibitor does not represent its nationality, a written declaration by the exhibitor of its nationality can be accepted.
International visitor/Foreign visitor[1&7]	The "Nationality" is determined on the basis of a visitor's place of residence and must be stated on visitor registration forms with mention of the address abroad. Foreign or international visits are those visits by visitors of places of residence other than the country in which the event takes place*. If the event is only digital, the "country in which the event takes place" is that country which has the most visitors at the digital event. All other visitors are determined to be "international" visitors. NOTE: * EU countries are counted as individual nations.

Lead Retrieval* or Lead Generation[5]	1) The process whereby exhibitors receive a potential customer's contact information in a standardized manner.
	
	   3) A system for capturing and following-up on leads generated at an exhibition.
	   4)

Live Event[5]	An event where people meet, network and/or learn in-person, face-to-face.
Live (Synchronous) Sessions (each session)	Scheduled streaming content available to all participants synchronously including "SIMULIVE" content where the speaker is prerecorded but presented in real time, available to all participants, (according to the session schedule).
Live Streaming[5]	When digital asynchronous access to content occurs such access is, by definition, outside the dates and hours that synchronous interactions with exhibitors can occur and thus the event is considered closed. As such, this access does not meet the definition of a "visitor" to the event and should not be included in the visitor count.
LogIn	Go through the procedure to begin using a digital event platform (DEP)
Logout	Go through the procedure to exit a digital event platform (DEP), or simply close the browser through which one was viewing the event.
Main Exhibitor:[1]	**Exhibitor** contracting directly with the **organizer.**
Media representative[1]	Journalist or reporter, employed by an accredited media company, attending the **exhibition.**
Meeting[3 & 5]	A coming together, either physically or digitally, of two or more people, by arrangement, where the primary activity of the participants is to attend educational and/or business sessions, participate in discussions, social functions, or attend other organized events. This is independent of any exhibit component.

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Meeting Accepted/Confirmed[3]	A positive reply agreeing to a date and time for a meeting which is sent to an individual who asked for it. (see scheduled, see accepted)
Meeting Canceled[3]	A scheduled meeting where a party to the meeting decides not to conduct the meeting.
Meeting Declined[3]	A negative reply to a meeting request.
Meeting Expired[3]	A meeting for which the date and time of such passes without either party attending . (OR) A pending request for a meeting= lapses due to no response at the time of the official close of the event.
Meeting Invitees[3]	Persons asked to agree to a meeting of two or more people
Meeting No show[3]	After agreeing to a meeting, either party to the meeting does not attend the meeting.
Meeting Occurred[3]	A requested meeting happened.
Meeting Pending[3]	A solicitation to a meeting is unanswered.
Meeting Request[3]	A meeting is solicited by one party of other party(s)
Member[3]	One of the individuals composing a group formed as an association, society, institute or club which has organized the event, OR a user of the event tech platform This is typically a badge type
Message[3]	A discrete singular text, audio or video communication between parties.
Message sent[3]	A discrete singular outbound text, audio or video communication transmitted to one or more parties.
National delegate/ Domestic delegate[1&7]	**Delegate** whose address provided to the **organizer** is inside the host country for physical events. If the event is only digital, the host country is that country which has the most delegates at the digital event. All other delegates are determined to be "international" delegates. NOTE: A national delegate is sometimes also known as a "local delegate".
National exhibitor/ Domestic exhibitor[1 3]	**Exhibitor** whose contractual address with the **organizer** is inside the host country for a physical event. To determine the national or international status of an exhibitor for an only digital event, when the count of exhibiting companies yields companies from more than one country, an "international" event may be occurring. The country from which the most visitors come shall be considered "national"; using the address of the exhibiting company/organization, exhibitors from that country will be declared to be "national". Exhibitors coming from all other countries shall be considered 'international". NOTE 1: A national exhibitor is sometimes also known as a "local exhibitor". NOTE 2: Where the contractual address of an exhibitor does not represent its nationality, a written declaration by the exhibitor of its nationality can be accepted.
National visitor/Domestic visitor[1&7]	**Visitor** whose address provided to the **organizer** is inside the host country. The "Nationality" is determined on the basis of a visitor's place of residence and must be stated on visitor registration forms with

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	mention of the address abroad. National or Domestic visits are those visits by visitors of places of residence within the country in which the event takes place*. If the event is only digital, the "country in which the event takes place" is that country which has the most visitors at the digital event. All other visitors are determined to be "international" visitors. NOTE: A national visitor is sometimes also known as a "local visitor".
Nav Link[3]	A type of location on a screen that may be clicked. (See Click).
Net exhibition space[1&7]	Sum of physical **booth space** and any physical space utilized by the **organizer** for features that have a direct relation to the theme of the **exhibition.** Size of digital space occupied by an exhibitor is not a required metric. It is sufficient to note the number of exhibiting companies and if they are national or international companies.
Notes	A discrete singular text, audio or video communication to one self
Official contractor[1]	**A delegate type,** it is an organization appointed by show management to provide services such as set-up and tear-down of exhibit booths and to oversee labor, material handling and loading dock procedures.
On-Demand*[5]	1) The opposite of real-time. 2) Audio and/or video programming made available so platform users can listen or view at their discretion.
Organizer[1]	A delegate type, it is an entity or individuals who produce, arrange, and manage every aspect of an event. Persons can be employees or hired ad hoc to plan, organize, implement, and control meetings, conventions, and other events. NOTE 1: An entity can be a company, a body or an organization. NOTE 2: The organizer is not necessarily the owner of the event. NOTE 3: The organizer can appoint a third party to manage the event.
Participant[8]	Individual attending at least one session and/or interacting with at least one exhibitor / participant and/or logging in during the event
Pavilion[5]	1) A designated area within the event highlighting a collection of exhibitors under a common identity with a special product category for marketing and exposure. 2) A free standing structure a short distance away from the main building. EXAMPLE National pavilion; association pavilion.
Personal Information Protection and Electronic Documents Act (PIPEDA)[5]	Canadian law that governs the collection and use of an individual's personal information

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Personally Identifiable Information (PII) [3]	Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means. It is information: (i) that directly identifies an individual (e.g., name, address, government issued identification number or other identifying number or code, telephone number, email address, etc.) or, (ii) by which one can identify specific individuals in conjunction with other data elements, i.e., indirect identification.
Physical Event [5]	A regularly scheduled gathering when synchronous interactions (meeting, networking and/or learning) between people can take place in-person, face-to-face.
Platform Used [3]	Type of APP used to access the event, either a web app, android app, or IOS app. (See Digital Event Platform)
Psychographic data [5]	Information about a person's values, aspirations, attitudes, beliefs, interests, opinions and personality
Public exhibition [5]	**Exhibition** open primarily to the **general public visitor** usually requiring an entrance fee. NOTE: A public exhibition is sometimes also known as a consumer show.
Raw space [1]	**Booth space** without structure that is to be constructed by the **exhibitors.** NOTE: Raw space is sometimes also known as "bare space".
Rented exhibition space [1]	**Booth space** that is rented and paid for by the **exhibitors.**
Regsitration [5]	1) Process by which an individual indicates their intent to attend an event or stay at the property. 2) A method of booking and payment. 3) The process of recording data about an attendee (or exhibitor), sending a confirmation and creating a badge for use on-site.
Represented Company: [1]	Entity whose products or services are displayed on an **exhibitor's** physical **booth**, without personnel present NOTE 1: An entity can be a company, a body or an organization. NOTE 2: A represented company is not considered to be an "exhibitor" even though it can appear in an exhibition directory NOTE 3: A represented company is sometimes known as an "indirect exhibitor" and it is not considered an "exhibitor".
Roundtable* [5]	Individuals who meet on an equal basis to review and discuss specialized, professional matters, either in closed session or before an audience. (see Session #)

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Seminar[1]	Organized meeting to discuss specialized and focused topics (see Session)
Service provider[1]	Third-party entity that provides products or services related to the **exhibition** / event. NOTE: An entity can be a company, a body or an organization.
Session[3]	An instance of streaming content provided over an event platform.
Session, Attendee[3]	A count of unique persons of all attendee types in a session.
Sentiment Expression[3]	(See emoji)
Session Duration[3]	Actual difference between start and end time of streaming content or running time of video (for video on demand)
Session end date & time (see Session Duration and Session Visits Duration)[3]	Date and time when session content is no longer available live.
Session first start date & time by unique visitor (see Session Duration and Session Visits Duration)[3]	Each date and time a session window is opened by a unique visitor. If users can log in before a session starts, it is critical that the event platform limit the start time to when the session actually starts to provide content live.
Session Start date & time (see Session Duration and Session Visits Duration)[3]	Date and time when session content becomes available live. If users can log in before a session starts, it is critical that the event platform limit the time in session to the actual time the session was going on.
Session, Time Spent In Session by Attendee [3]	Count of time elapsed between a unique visitor starting a session and exiting a session. In the event of multiple visits to a session by a unique visitor, it is the aggregate of non-overlapping time between the start and exit of each visit for that unique visitor. The data shall include the date and start time each unique visitor joins a session, the exit date and time each unique visitor leaves a session, and the aggregate non-overlapping time in session for each unique visitor.
Session Visit	Participants watching conference programming in sessions. Length of time spent viewing is to be tracked.
Session Ratings	Attendee provided session feedback.
Show management[1]	The company, group or organization that manages an exhibition/ event. NOTE: An entity can be a company, a body or an organization.
Speaker	Typically an independent contractor who, as part of an event agenda, presents, keynotes, trains, participates as part of a panel, or facilitates about content in an area of expertise, or a significant achievement, or research, or provides entertainment, etc., Types of speakers include keynote, general session, seminar leader, trainer, workshop leader, and "change of pace" speakers such as humorists and entertainers.

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	As data point, it is a type of registration and speakers may have multiple registration types, i.e., sponsor, or exhibitor, etc. NOTE 1: A speaker/delegate is a "visitor" only if attending the exhibition. (see Visitor #)
Speaker Ratings	See Session Ratings. It is optional to rate speakers separately from the session in which the speaker spoke.
Specialized exhibition[1]	**Exhibition** that focuses either on a specific business sector, or on several business sectors that are closely linked to each other NOTE: Specialized exhibition is often open to the trade visitor, but can also be open to the general public visitor.
Sponsor[1]	1) Organization(s) underwriting all or part of the cost of an event. 2) An individual who assumes all or part of the financial responsibility for an event. 3) A commercial entity that provides financial backing for an event, and in return, receives recognition, advertising, registrations, or other benefits. Sponsors may or may not participate in any of the profit from the event. Sponsorship may be "in-kind" support or endorsement and not necessarily of a monetary form. (See Exhibitor) NOTE 1: An entity can be a company, a body or an organization. NOTE 2: A sponsor is sometimes known as a "supporting or endorsing organization".
Streaming*[5]	The software that distributes audio and video from a central source, or media server, to recipients on their personal computers or mobile devices.
Symposium[5]	A meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion. NOTE: A symposium is typically scientific or medical.
Tear down/Break down[1]	Period defined by the **organizer** for dismantling after the physical **exhibition.** NOTE 1: The tear down period is not open to visitors. NOTE 2 Tear down is sometimes also known as "move-out".
Third-Party Provided Experience	Embedded content (documents, videos, and interactive media) from a provider other than the digital event platform. On a web page it typically occurs through an inline frame (iFrame) used to embed another document within a current HTML document.

VSef / RSDE TERM	DEFINITION
	NOTE: One must ask the third party experience provider for data as it is not captured within the digital event platform.
Total attendance[1]	Total number of individual **attendees** (See Participant) NOTE: When quoting figures for attendees, it is advisable to provide a full breakdown of admission categories.
Trade exhibition[1& 5]	Event which promotes products and/or services for members of a common or related industry. It is attended primarily by **trade visitors.** NOTE: A trade exhibition can be opened to the public at specific times.
Unique user	(see Attendee)
User profile (separate from reg data collected)[3]	Information provided by a person to a digital event platform (DEP), (separate from event registration) enabling the person to begin procedures to commence using the platform (see log-in).
Video Conference*[5]	A meeting between two or more people or groups across a distance, including video, audio, and potentially other data, utilizing telecommunications or communications satellites for transmission of the signal. It is a "discussion" or "meeting", not "chat". It is typically tracked in "meeting" data if it is a private call, or in "discussion" data if it is a public call. (See Discussion #, Meeting #)
Video on Demand (each video)[3]	(see Session)
Video Views[2]	To qualify for counting as a viewable video impression, it is required that 2 continuous seconds of the video is played, meeting the same pixel requirement of 50%. **(See View).**
View[2]	A term used to describe whether or not digital media ever appeared in the space within a webpage that was in view to the viewer – for example, when a viewer opens a browser and goes to a website, most often the webpage is longer than the browser window, so the viewer must scroll to continue reading down the page; if an ad never scrolls into that viewable space it is not considered viewable. IAB and MRC standards for measuring and buying digital impressions require the following minimum criteria be met: • pixel requirement: greater than or equal to 50% of the pixels in the advertisement were on an in-focus browser tab on the viewable space of the browser page, and • time requirement: the time the pixel requirement is met was greater than or equal to one continuous second, post ad render
Visit[1]	Entry into an event/**exhibition** made by a **visitor**, with a maximum count of one entry per day
Visitor[1]	Person who attends an **exhibition**, with the purpose of gathering information, making purchases or contacting **exhibitor(s)** (See Attendee, Delegate)

VSef / RSDE TERM	DEFINITION
	NOTE 1: Visitor excludes exhibitor staff, media personnel, service provider and organizer staff. NOTE 2: A speaker/delegate is a visitor only if attending the exhibition.
Virtual Trade Shows[5]	Virtual Trade Shows can provide exhibitors with ways to demo products and services, set up appointments, and interact with buyers via a digital platform. Also preferred to be referred to as "Digital Events".
Webcast	A live, or on demand, presentation of video or audio content available through the internet. From a data perspective this is a form of session.
Workshop[1 & 5]	1) Organized meeting conducted by experts to achieve a pre-defined goal that can be accessible to interested parties. 2) Informal and public session of free discussion organized to take place between formal plenary sessions or commissions of a congress or of a conference, either on a subject chosen by the participants themselves or else on a special problem suggested by the organizers. 3) Training session in which participants, often through exercises, develop skills and knowledge in a given field. (See Session)
Zombie	Participant who logs in to the event and remains logged in after content availability ended. NOTE: The zombie should be credited for attending the full session originally logged into, but is not credited for any additional time after the content availability ended.

Sources

1) ISO 25639
2) IAB Glossary
3) Digital Event Standard Working Group
4) PC Mag Encyclopedia
5) Event Industry Council "Industry Glossary"
6) Wikipedia
7) UFI Auditing Rules for the Statistics of UFI Approved Events and UFI Approved International Events
8) Virtual Standard Export Format, VSef