



VSEF

STANDARDS GUIDE

V2.0

2022

VSeF Standards Guide - 2.0

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Background – What Is VSeF?

The Virtual Standard Export Format (VSeF) is data file format designed to streamline the collection and exchange of data within the event industry by establishing standard data structures and common naming conventions across event technology platforms. This consistency will also facilitate greater insights by making engagement data readily available for analysis in other business intelligence, event tech and martech platforms in an event organizer's stack.

- VSeF contains definitions of specific actions (e.g., meetings held, interactions, etc.) to ensure consistency across different virtual platform providers
- VSeF sits independently from any one provider, platform or organizer and is developed for the benefit of the event industry as a whole. It is available for download along with guidance notes
- Once the VSeF Standards have been successfully implemented and validated, the platform will be provided a VSeF Compliance Seal and will be listed on the VSeF website
- VSeF is run on a not-for-profit basis
- This document details version 2.0 of VSeF, and this will be refined over future version releases based on user feedback

What Data Does VSeF Contain?

VSeF is made up of three core data types:

- **Metadata:** Aggregate data about the event
- **Individual Participant Data:** Data about the event experience of individual participants of all types including (but not limited to): delegates, speakers, exhibitors, sponsors and any other individual users present at the event
- **Individual Company Data:** Collective data about the experience of sponsors and exhibitors in relation to the event (sponsor is used to refer to both sponsoring and exhibiting companies)

Explanation Tables

The explanation tables detail each of the required outputs for the different variables as well as the required name of the variable, the variable format, whether this field is mandatory and a definition of the required output.

Details of each are below:

Variable Name - Descriptive short name of the variable output

Data Format - Format of the data (e.g., string, number, etc.)

Required Field - Whether this is an optional or mandatory field to be exported by the virtual platform

Definition - A description of the data required from each output



Please note: Sponsors: Throughout this document the term ‘sponsor’ refers to both sponsors, exhibitors and any other comparable participant type at the event.

Time: When quoting any time / date in the document, please report this in UTC format.

[Example Output Files](#)

This document contains links to examples of the data export in a CSV format; all data provided is fictional and designed to illustrate the required format.

[Metadata](#)

Metadata covers general information about the event not based on individual client / company level data. It is broken into four sections:

- Section 1 - Event Background and Attendance Data
- Section 2 - Session Data
- Section 3 - Active Participant Statistics by Day
- Section 4 - Active Participant Statistics by Hour / Day

[Event Background and Attendance Data Explanation Table](#)

Variable Name	Data Format	Required Field	Definition
Event_ID	Alpha Numeric String	Required	Unique code for each event handled by a platform
Event_name	String	Required	Name of the event
Event_start_date	YYYY-MM-DD	Required	Opening date of the event
Event_end_date	YYYY-MM-DD	Required	Closing date of the event
Time_zone	UTC±HH:MM	Required	ISO code for primary time zone of the event
Total_registrations	Number	Required	Total number of people registered for the event. This includes all registration types (e.g. delegate / exhibitor / sponsor etc.)
Total_participants	Number	Required	Total number of participants interacting with the event. This

			is defined by attending at least one session and/or interacting with at least one exhibitor / participant and/or logging in during the event
Delegate_registrations	Number	Required	<p>Total number of people registered for the event. This excludes those participating as an exhibitor/sponsor.</p> <p>Excluded from the count of delegate participants to an event are:</p> <ul style="list-style-type: none"> • staff of the exhibition venue and organizer, • staff working for service providers, • staff of exhibiting companies/organizations, • speakers during the event, • media representatives.
Delegate_participants	Number	Required	<p>Total number of participants interacting with the event. This is defined by attending at least one session and/or interacting with at least one exhibitor / participant and/or logging in during the event. This excludes those participating as sponsors.</p> <p>Excluded from the count of delegate participants to an event are:</p> <ul style="list-style-type: none"> • staff of the exhibition venue and organizer, • staff working for service providers, • staff of exhibiting companies/organizations, • speakers during the event, • media representatives.

Exhibitor_sponsor_registrations	Number	Required	Total number of individuals registering on behalf of exhibiting/sponsoring companies
Exhibitor_sponsor_participants	Number	Required	Total number of people attending as sponsors interacting with the event. This is defined by attending at least one session and/or interacting with at least one exhibitor / participant and/or logging in during the event
Total_exhibitor_sponsor_companies	Number	Required	Total number of unique exhibitor / sponsor companies at the event
Total_number_of_sessions	Number	Required	Total number of content sessions taking place at the event
Digital_event_platform	String	Required	Name of digital event platform from which this data is exported
Event_features	Pre-defined list (Content sessions; Event networking; One-to-one meetings; Exhibitor booths / areas)	Required	A list of the different types of event features. These are defined as: (Content sessions; Event networking; One-to-one meetings; Exhibitor booths / areas)
Exhibit_space_unique_visitors	Number	Required	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.
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

Event Background and Attendance Data Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%20.0/VSeF%20.0%20Metadata%20-%20Event%20Background%20and%20Attendance%20Data.csv>

Session Data Explanation Table

Variable Name	Data Format	Required Field	Definition
Session_ID	Alpha Numeric String	Required	ID of the session
Session_name	String	Required	Name of each session taking place at the event
Session_description	String	Optional	Description of the session contents
Session_track	String	Optional	Session track or stream (if used)
Session_delivery_format	Pre-defined list (VOD, Simulive, Live)	Required	Multi-select choice between: <ul style="list-style-type: none"> • VOD (a video offered on demand and viewed at the users chosen time) • Simulive (a pre-recorded video shown at a set time) • Live (a live video streamed in real time, whether it's being recorded simultaneously or not)
Session_start_date_time_scheduled	YYYY-MM-DD HH:MM:SS	Required	Time at which session was scheduled to start as predetermined by the organizer. For clarity, it is not the first login time of a participant.
Session_end_date_time_scheduled	YYYY-MM-DD HH:MM:SS	Required	Time at which session was scheduled to end
Session_start_date_time_actual	YYYY-MM-DD HH:MM:SS	Required	Time at which session content actually began (as opposed to scheduled time)

Session_end_date_time_actual	YYYY-MM-DD HH:MM:SS	Required	Time at which session content actually ended (as opposed to scheduled time)
Session_VOD_availability_start	YYYY-MM-DD HH:MM:SS	Optional	For video-on-demand sessions only: Time at which VOD session was initially made available
Session_VOD_availability_end	YYYY-MM-DD HH:MM:SS	Optional	For video-on-demand sessions only: Time at which VOD session was taken offline
Actual_session_duration	HH:MM:SS	Required	Length of sessions (Actual_Session_End – Actual_Session_Start)
Session_speakers	String	Required	Names / Job titles of the speakers at the event
Speakers_ID	Alpha Numeric String - list	Required	Participant IDs of the session speaker(s)
Session_topics	List	Optional	Categories of session content (should be from event specific list)
Session_login	Number	Required	Unique participants logged in to the session, including those who left the session prior to it starting
Session_attendance	Number	Required	Count of unique attendees who attended any part of a session. Please note, this will include all session attendees, regardless of how long they attended a session for
Session_attendance_3_minutes_plus	Number	Required	Count of unique attendees who attended a session for 3 minutes or more
Average_session_time_3_minutes_plus	HH:MM:SS	Required	Average viewing time of attendees attended a session for 3 minutes or more
Percent_viewed_3_minutes_plus	Percent (2 decimal places)	Required	Average time in sessions for those attending for 3 minutes or more (Average_session

			time_3_minutes_plus/Actual_session_duration)
Average_session_rating	Number	Optional	Average of attendee provided session feedback rating (if collected)
Average_session_rating_survey_responses	Number	Optional	Number of attendees who provided session feedback rating for Average_session_rating (if collected)
Session_NPS	Number	Optional	Net Promoter Score (NPS) provided by attendee (if collected)
Session_NPS_survey_responses	Number	Optional	Number of attendees who provided NPS for Session_NPS (if collected)
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Session Data Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Session%20Data.csv>

[Active Participant Statistics by Day](#)

Variable Name	Data Format	Required Field	Definition
Event_day	YYYY-MM-DD	Required	Dates in which the event takes place. A separate row is required for each event day.
Participant_numbers	Number	Required	The number of participants at the event broken down by day.
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record



Active Participant Statistics by Day Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Active%20Participant%20Statistics%20by%20Day.csv>

Active Participant Statistics by Hour / Day

Variable Name	Data Format	Required Field	Definition
Event_day_hour	YYYY-MM-DD HH	Required	Dates in which the event takes place broken down by hour. A separate row is required for each hour in which the event takes place.
Participant_numbers_hour	Number	Required	The number of active participants at the event broken down by hour. Any action taken within the hour counts for that hour.
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

Active Participant Statistics by Hour / Day Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Active%20Participant%20Statistics%20by%20Hour%20Day.csv>

Individual Participant Data

The Individual Participant Data covers information tied to a specific participant at the event. This includes all participant types, including (but not limited to) the following: delegates, speakers, exhibitors, sponsors and any other individual users present at the event.

- Section 1 – Individual Participant Data
- Section 2 - Session Log
- Section 3 - Meeting Log
- Section 4 - Platform Entry Log
- Section 5 - Action Log

Individual Participant Data Explanation Table

Variable Name	Data Format	Required Field	Definition
Participant_ID	Alpha Numeric String	Required	Unique ID of the participant. This covers all participant types, including (but not limited to): delegates; speakers; exhibitors; sponsors; and any other individual users present at the event.
Email	Email Address	Required	Email address used for registration
Salutation	String	Optional	Salutation (Mr., Mrs., Ms., etc.)
First_name	String	Required	First name
Last_name	String	Required	Last name
Job_title	String	Optional	Job title of registrant (if collected)
Company	String	Optional	Company of registrant (if collected / applicable)
Country	ISO Country Code (2 letter)	Required	Country of participant, driven from registration. If registration data is not available in the virtual platform this can otherwise be derived from IP address of participant
Participant_status	Pre-defined list (Attended, Registered)	Required	If the registrant converted into a participant. This is defined by attending at least one session and/or interacting with at least one exhibitor / participant and/or logging in during the event
Delegate_type	String	Required	Type of participant (e.g. Exhibitor, Delegate, Speaker, VIP, Exhibitor Staff, etc. to include all types as determined by the organizer)

Exhibitor_sponsor_ID	Alpha Numeric String	Required	This is only displayed if registrant is attending on behalf of an exhibiting or sponsoring company
Total_time_on_platform	HH:MM:SS	Required	Total time spent on platform
Time_on_platform_[event_date]	HH:MM:SS	Required	Total time spent on the platform per day of the event. This column will appear multiple times, once per day, if the event is held over multiple days
Sessions_registered	Alpha Numeric String - list	Required	Session_IDs of all the sessions registered / added to calendar for a participant in advance
Sessions_attended	Alpha Numeric String - list	Required	Session_IDs of all the sessions attended by a participant. Participation for the partial duration of a session will be counted as attendance
Session_rating	Rating list	Optional	Rating for each individual session
Session_timing	Times list (HH:MM:SS)	Optional	Duration of time spent in each individual session
Total_interactions	Number	Required	Total number of interactions (this is defined as including the following: connections, likes, shares, messages sent, favoriting, expressing interest, meetings requested, meetings confirmed, meetings completed)
Total_connections	Number	Required	Total number of two-way connections / communications (outgoing connection requests, handshakes, matches accepted, incoming connection requests accepted, incoming / outgoing messages replied to)

Total_favorites	Number	Required	Total number of favorites (please include favorites, likes, expressed interest and any other comparable actions)
Total_meetings_requested	Number	Required	Total number of outbound meeting requests
Total_messages_sent	Number	Required	Total number of outbound messages sent (including replies to messages received)
Total_page_views	Number	Optional	Total number of page views
Total_shares	Number	Optional	Total number of shares
Total_meetings_accepted	Number	Optional	Total number of inbound meeting requests accepted
Total_meetings_declined	Number	Optional	Total number of meeting requests declined
Total_meetings_confirmed	Number	Required	Total number of meetings confirmed. Both an inbound request is accepted and outbound acknowledgment to meet sent.
Total_meeting_requests_pending	Number	Optional	Total number of meeting requests not responded to
Total_meetings_completed	Number	Required	Total number of meetings completed. This is defined as a meeting of any duration between two participants
Total_meetings_not_completed	Number	Optional	Total number of confirmed meetings that did not take place
Average_meeting_length	HH:MM:SS	Optional	Average duration of meeting
Average_meeting_rating	Number	Optional	Average rating of meeting (if collected)
Individual_exhibit_space_visits	Number	Optional	Total number of visits to digital exhibit hall
Individual_exhibits_visited	Number	Optional	Total number of individual exhibits visited

Company_ID	Alpha Numeric String	Optional	A unique identifier of the company of registrant (if collected / applicable). To aid in correcting mismatches of company name, it is Optional that a unique company ID be determined using an independent source such as DUNS or ZoomInfo.
Source_ID of_Company_ID	Alpha Numeric String	Optional	The ID of the source used for the assigned Company_ID information.
Consent_opt_out	Pre-defined list (Opt In, No Entry, Opt Out)	Required	If the participant has agreed to be contacted. Available options are: "Opt In", "No Entry", "Opt Out"
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Individual Participant Data Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Individual%20Participant%20Data.csv>

[Individual Exhibitor Engagement](#)

Variable Name	Data Format	Required Field	Definition
Participant_ID	Alpha Numeric String	Required	ID of the participant attending the session
Exhibitor_sponsor_ID	Alpha Numeric String	Required	Unique ID of the exhibiting company
Total_interactions	Number	Required	Total number of interactions (this is defined as including the following: connections, like, share, message sent, favoriting, expressing interest,

			meeting requested, meeting confirmed, meeting completed)
Exhibit_visits	List (YYYY-MM-DD HH:MM:SS)	Required	List of exhibit visit times
Exhibit_visit_duration	List (HH:MM:SS)	Optional	Length of each exhibit visit
Total_page_views	Number	Optional	Total Number of received page visits
Shares	Number	Optional	Number of shares by participant
Total_favorites	Number	Required	Total number of favorites between exhibitor and individual participants (please include favorites, likes, expressed interest and any other comparable actions)
Favorited_time	List (YYYY-MM-DD HH:MM:SS)	Required	Timestamp of favorites between exhibitor and individual participants (please include favorites, likes, expressed interest and any other comparable actions)
Chat_submissions	Number	Optional	Count of chats with exhibitor
Connections	Number	Required	Total number of two-way connections / communications (outgoing connections requests / handshakes / matches accepted / incoming connection requests accepted. Incoming / outgoing messages replied to)
Meetings	Alpha Numeric String - list (meeting_ID)	Required	List of all meetings involving between exhibitor and individual participants
Total_messages_sent	Number	Required	Total number of outbound messages sent (including replies to messages received)

			between exhibitor and individual participants
Total_meetings_accepted	Number	Optional	Total number of inbound meeting requests accepted between exhibitor and individual participants
Total_meetings_declined	Number	Optional	Total number of meeting requests declined between exhibitor and individual participants
Total_meetings_confirmed	Number	Required	Total number of meetings confirmed between exhibitor and individual participants
Total_meeting_requests_pending	Number	Optional	Total number of meeting requests not responded to between exhibitor and individual participants
Total_meetings_completed	Number	Required	Total number of meetings completed. This is defined as a meeting between two parties taking place, regardless of duration
Total_meetings_not_completed	Number	Optional	Total number of confirmed meetings that did not take place between exhibitor and individual participants
Average_meeting_length	HH:MM:SS	Optional	Average duration of meetings in minutes between exhibitor and individual participant
Average_meeting_rating	Number	Optional	Average rating of meeting (if collected) between exhibitor and individual participants
Sponsorship_views	Alpha Numeric String - list (Asset_IDs)	Optional	Sponsorship views between exhibitor and individual participant. An Asset_ID refers to the ID of a digital asset (e.g. a file, image, etc.)
Sponsorship_activations	Alpha Numeric String - list (Asset_IDs)	Optional	Sponsorship click-through activation between exhibitor and individual participant

Digital_assets_opened	Alpha Numeric String - list (Asset_IDs)	Optional	List of assets opened by individual participants on the exhibitor's page
Downloads	Number	Optional	Total number of content downloads by individual participants on the exhibitor's page
Download_list	List	Optional	Digital assets downloaded by Asset_ID by the individual participants on the exhibitor's page
External_links	URL - list (URLs)	Optional	Number of click-throughs to external sites from the exhibitor's page
Event_ID	Alpha Numeric String	Required	Unique code for each event handled by a platform
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

Individual Exhibitor Engagement Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/Vsef%20.0/Vsef%20.0%20Metadata%20-%20Individual%20Exhibitor%20Engagement.csv>

Session Attendance Summary

Variable Name	Data Format	Required Field	Definition
Participant_ID	Alpha Numeric String	Required	ID of the participant attending the session
Session_ID	Alpha Numeric String	Required	Specific type of action initiated (e.g. Unique ID for the user session)
First_start_date_live	YYYY-MM-DD HH:MM:SS	Required	First start time for individual viewing specific session (cannot be before session start)

Last_end_date_live	YYYY-MM-DD HH:MM:SS	Required	Last end time for individual viewing specific session (cannot be after session end)
Time_viewing_live	HH:MM:SS	Required	Total live viewing time (cannot exceed session length)
First_start_date_VOD	YYYY-MM-DD HH:MM:SS	Required	First start time for individual viewing specific session
Last_end_date_VOD	YYYY-MM-DD HH:MM:SS	Required	Last end time for individual viewing specific session
Time_viewing_VOD	HH:MM:SS	Required	Total VOD viewing time
Session_rating	Number	Optional	Response to session rating survey question (if collected)
Session_NPS	Number	Optional	Response to Net Promtoer Score (NPS) survey question (if collected). Please note: This is rated on a 0 - 10 scale
Time_viewing_total	HH:MM:SS	Required	Total viewing time for a specific session (Time_viewing_live + Total VOD viewing time)
Comment	String	Optional	Comment provided by Participant through session poll / chat (public comments only)
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Session Attendance Summary Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Session%20Attendance%20Summary.csv>

[Session Log](#)

Variable Name	Data Format	Required Field	Definition
Participant_ID	Alpha Numeric String	Required	ID of the participant unique to the event.

Session_ID	Alpha Numeric String	Required	Unique ID for the streaming session attended
Start_time	YYYY-MM-DD HH:MM:SS	Required	Timestamp of when the user began viewing the session
End_time	YYYY-MM-DD HH:MM:SS	Required	Timestamp of when the user stopped viewing the session
Format	Pre-defined list (Live, VOD)	Optional	Was this individual viewing session live or on demand
Event_ID	Alpha Numeric String	Required	Unique code for each event handled by a platform
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

Session Log Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Session%20Log.csv>

Chat Log

Variable Name	Data Format	Required Field	Definition
Participant_ID	Alpha Numeric String	Required	ID of the participants engaged in a chat. Note: Organizers are obligated to work with their chosen digital platform to comply with all applicable privacy regulations regarding private chat records and data, including its availability to only those permitted to view it
Session_ID	Alpha Numeric String	Required	Context where chat was contributed
Content	String	Required	Text content of chat excluding any private chat
Action_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of when the chat was sent



Event_ID	Alpha Numeric String	Required	Unique code for each event handled by a platform
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Chat Log Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/Vsef%202.0/Vsef%202.0%20Metadata%20-%20Chat%20Log.csv>

[Meeting Log](#)

Variable Name	Data Format	Required Field	Definition
Meeting_ID	Alpha Numeric String	Required	Unique ID for the meeting / interaction
Meeting_start_time	YYYY-MM-DD HH:MM:SS	Required	If the meeting occurred, the date and time that it started (report only if permissible by policy)
Meeting_end_time	YYYY-MM-DD HH:MM:SS	Required	If the meeting occurred, the date and time that it ended (report only if permissible by policy)
Sender_participant_ID	Alpha Numeric String	Required	ID of the singular participant who initiated the meeting request
Receiver_participant_ID	List of ID (Alpha Numeric String)	Required	ID of participant(s) who was the recipient of a meeting request
Time_of_invite	YYYY-MM-DD HH:MM:SS	Required	Date/Time that the invitation was initiated by the Sender
Invitation_status	Pre-defined list (Pending, Rejected, Accepted, Lapsed)	Required	Invitation can either be 'Pending', 'Rejected', 'Accepted', or 'Lapsed.' Lapsed status occurs after a period of time defined by the DEP and/or organizer



Time_of_acceptance_rejection	YYYY-MM-DD HH:MM:SS	Required	Date/Time that the invitation was either accepted or rejected by the recipient
Meeting_outcome	Pre-defined list (Pending, Completed, Canceled, No Meeting)	Required	Meeting status marked as 'Pending', 'Completed', 'Canceled', 'No Meeting'
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Meeting Log Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Meeting%20Log-1.csv>

[Action Log Explanation Table](#)

Variable Name	Data Format	Required Field	Definition
Participant_ID	String	Required	ID of the participant initiating the interaction
Action	String	Required	Specific type of action initiated (e.g. meeting request / contact request)
Action_timestamp	YYYY-MM-DD HH:MM:SS	Optional	Timestamp of when the action took place
Session_ID	String	Required	If action was part of a session, session ID to display
Event_ID	String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Action Log Example Output](#)

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Action%20Log.csv>

Individual Company Data

The Individual Company Data covers information tied to a specific sponsoring or exhibiting company, or any other relevant company present at the event as a non-standard participant. This is essentially the sum of the actions by individuals representing a participating company. This section also contains the products assigned to a specific exhibitor and the product category structure. A product is defined specific item, product or service offered by an exhibitor.

- Section 1 - Individual Company Data
- Section 2 - Product List
- Section 3 - Product Category List

Individual Company Data Explanation Table

Variable Name	Data Format	Required Field	Definition
Exhibitor_sponsor_ID	Alpha Numeric String	Required	Unique ID of the exhibiting/sponsoring company
Exhibitor_sponsor_company_name	String	Required	Name of exhibiting/sponsoring company as listed in the exhibiting/sponsoring contract
Exhibitor_sponsor_company_email	Email Address	Optional	Main Contact email address of the lead exhibitor/sponsor contact as provided in the exhibitor/sponsor contract
Salutation	String	Optional	Salutation of the lead exhibitor/sponsor contact
First_name	String	Optional	First name of the lead exhibitor/sponsor contact
Last_name	String	Optional	Last name of the lead exhibitor/sponsor contact
Country	ISO 3166-1 Country Code (2 Alpha character code)	Required	Primary country of the company, driven from registration
Company_role	Pre-defined list (Sponsor,	Optional	The role of the company at the event. Pre-defined list

	Exhibitor, Service provider, Other)		(Sponsor, Exhibitor, Service provider, Other)
Company_postal address	String	Optional	Postal Address of the company, driven from registration
Total_interactions	Number	Required	Total number of interactions (including the following: connections, like, share, message sent, favoriting, expressing interest, meeting requested, meeting confirmed, meeting completed)
Total_connections	Number	Required	Total number of two-way connections / communications (outgoing connections requests / handshakes / matches accepted / incoming connection requests accepted. Incoming / outgoing messages replied to)
Total_favorites	Number	Required	Total number of favorites (please include favorites, likes, expressed interest and any other comparable actions)
Total_meetings_requested	Number	Required	Total number of outbound meeting requests
Total_messages_sent	Number	Required	Total number of outbound messages sent (including replies to messages received)
Total_page_views	Number	Optional	Total Number of received page visits
Total_shares	Number	Optional	Total number of shares
Total_meetings_accepted	Number	Optional	Total number of inbound meeting requests accepted
Total_meetings_declined	Number	Optional	Total number of meeting requests declined

Total_meetings_confirmed	Number	Required	Total number of meetings confirmed. Both an inbound request is accepted and outbound acknowledgment to meet sent.
Total_meeting_requests_pending	Number	Optional	Total number of meeting requests not responded to
Total_meetings_completed	Number	Required	Total number of meetings completed. This is defined as a meeting between two parties taking place, regardless of duration
Total_meetings_not_completed	Number	Optional	Total number of confirmed meetings that did not take place
Average_meeting_length	HH:MM:SS	Optional	Average duration of meetings
Average_meeting_rating	Number	Optional	Average rating of meeting (if collected)
Exhibit_visits_gross	Number	Optional	Total number of visits to digital exhibit "stand". Please note: This <u>includes</u> repeat visits from the same participant
Unique_exhibit_visits_net	Number	Optional	Total number of unique participants to the company's digital exhibit space. Please note: This <u>excludes</u> repeat visits from the same participant
Sponsorship_views	Number	Optional	Number of impressions for sponsorship
Sponsorship_activations	Number	Optional	Number of click throughs for sponsorship
Digital_assets_opened	Number	Optional	List of assets attendees opened.

Downloads	Number	Optional	Total number of content downloads from company's digital exhibit space
External_links	Number	Optional	Number of click throughs to external site from the company's digital exhibit space
Exhibitor_sponsor_company_ID	Alpha Numeric String	Optional	To aid in correcting mismatches of company name, it is Optional that a unique company ID be determined using an independent source such as DUNS or Zoom.
Source_ID_of_exhibitor_sponsor_company_ID	Alpha Numeric String	Optional	The ID of the source used for the assigned Company_ID information.
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

Individual Company Data Example Output

<https://f.hubspotusercontent40.net/hubfs/6175494/Vsef%202.0/Vsef%202.0%20Metadata%20-%20Individual%20Company%20Data.csv>

Product List Explanation Table

Variable Name	Data Format	Required Field	Definition
Exhibitor_sponsor_ID	Alpha Numeric String	Optional	Unique ID of the exhibiting/sponsoring company
Product_ID	Alpha Numeric String	Optional	Unique ID of a specific product
Product_name	String	Optional	Name of a specific product
Product_description	String	Optional	Description of a specific product



Product_category_ID	Alpha Numeric String list	Optional	List of unique IDs of the product category
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Product List Example Output](#)

[https://f.hubspotusercontent40.net/hubfs/6175494/VSeF 2.0/VSEF 2.0 - Product List.csv](https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSEF%202.0-Product%20List.csv)

[Product Category List Explanation Table](#)

Variable Name	Data Format	Required Field	Definition
Product_category_ID	Alpha Numeric String	Optional	Unique ID of the parent product category
Product_category_name	String	Optional	Name of the parent product category
Parent_product_category_ID	Alpha Numeric String	Optional	ID of the parent product category (if parent exists)
Event_ID	Alpha Numeric String	Required	ID of the event
Last_updated_timestamp	YYYY-MM-DD HH:MM:SS	Required	Timestamp of the last update to the record

[Product Category List Example Output](#)

[https://f.hubspotusercontent40.net/hubfs/6175494/VSeF 2.0/VSeF 2.0 - Product Category List.csv](https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0-Product%20Category%20List.csv)

[Custom Variables](#)

Should any platform need to include any non-standard VSeF data to any outputs, these can be appended to the end of any outputs. These would need to be Custom_[value], where [value] represents the variable name. An example is available on the link below.

<https://f.hubspotusercontent40.net/hubfs/6175494/VSeF%202.0/VSeF%202.0%20Metadata%20-%20Meeting%20Log%20with%20custom%20field.csv>



Contact

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