

This letter is meant to be passed along to your exhibitor colleagues...

Dear (Exhibit Manager/Colleague Name),

Do you know how **independent, third-party audited event data can help you?**

When choosing shows in which to participate, we might trust our intuition and the integrity of our show organizers to help us decide. But today we live and work in a different world. Our budgets are shrinking and undergoing ever-tighter scrutiny. We're uncertain of the quality of the audience. Are they our target market? Do they have purchase power? Are they making critical buying decisions?

Audits of attendance numbers and demographics provide show organizers with independent, third-party certification of their registration data and verification process. This audited data guarantees to us as exhibitors, sponsors and stakeholders an accurate number and comprehensive profile of all markets represented. It proves the quality of the audience in attendance, is the foundation for all other measurement metrics we may use, and provides credibility and transparency to the show or event.

Every organizer, as a best business practice and at no cost to us, should provide audited attendance and demographics; however, only 3% of all shows in the US are currently audited. We can help change that statistic!

To help us better track our show ROO/ROI, the IAEE has created a free, web-based product called the [ROI Toolkit](#). As mentioned above, this measurement tool requires accurate data to yield effective results. Third-party audits provide that accurate data.

As exhibitors, audited data is ours FREE for the asking! But we *must* demand it from our organizers.

We can help spread the word to other exhibitors about the industry's need for audited attendance data. With our help, we can make a positive move toward the implementation of this industry best practice.

Please forward this e-mail to our fellow exhibitors and recommend they view the archived version of the BPA Worldwide webinar: ["Event Audits: Your Strongest Ally in a Challenging Economic Climate"](#).

We *can* make a difference!

To read what other exhibitors are saying about event audits, click on a few editorials from *EXHIBITOR Magazine*:

- ["AIF: The Need-to-Know Number"](#)
- ["Trade Show Audit: Time for a real plan"](#)

If you have any questions or would like help in the conversation with your organizers, please call John Mikstay, CEM, Manager, Events Audit with BPA Worldwide at 203.447.2881 or e-mail at jmikstay@bpaww.com.

Thanks for forwarding this email to fellow exhibitors.