



# Certificate of Attendance

The dates of the event were 22 September 2009 to 24 September 2009

**Trade  
Exhibition**

## Leisure Industry Week 2009

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### The Primary Market Sector for this event is:

Media, Marketing & Advertising

This certificate expires on 31 December 2010 unless ABC has issued a new certificate before that date.

#### Issued by

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#### Certification Statement

This certificate was issued on 10 November 2009. The data included is derived from a return of attendance prepared by the organiser: UBM Live.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Organiser and ABC.

#### Published by

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<b>Total Unique Attendance</b>	<b>12,899</b>
<b>Visitor Attendance</b>	<b>10,819</b>
<b>Exhibitor Attendance</b>	<b>2,080</b>

**Event Details**

Event Dates:	Tuesday, 22 September, 2009 to Thursday, 24 September, 2009
Event Venue:	NEC, Birmingham
Year Event Established:	1989
Event Frequency:	Annual
Next Event Dates:	Tuesday, 21 September, 2010 to Thursday, 23 September, 2010
Next Event Venue:	NEC, Birmingham

**Organiser's Association Membership**

AEO  
FIA  
BALPPA

**Organiser's Descriptions (not verified by ABC)****Main product Groups/Services Exhibited:**

The Show breaks down into seven main sectors: Attractions Expo, Licensed Business Show, Eat & Drink, Leisure Facilities, The Sports Show, Pool & Spa and Health & Fitness. LIW offers everything that's new for the out-of-home leisure market including membership systems, ticketing, software, light and sound, design and interiors, construction and facilities management, catering and secondary spend, bar equipment, working rides, amusements, fitness health and sports suppliers, beauty and healthcare. With hundreds of suppliers from across the breadth of the industry, visitors have a chance to see the latest products, meet top industry players and discover inspiring ways to attract new customers.

**Target Audience:**

Our audience comprises of managers, directors, and decision-makers from: private fitness and health clubs, local authorities and public services, sports clubs, trusts, education, holiday centres and caravan parks, play centres, and creches, hotels, spas, architects/construction, designers/developers, retailers and shopping centre, bars pubs and nightclubs, themed restaurants, bowling alleys, cinemas and theatres, family entertainment centres, gardens, historic properties, ice/roller rinks, leisure parks, theme parks, museums, showmen, visitor centres, wildlife parks and zoos.

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## Glossary of Terms

### Audit Status:

There are three possible stages of certification:

**Organiser's Statement - Subject to Audit** - The organiser has provided event data which has been prepared in accordance with ABC rules but not yet been audited by ABC.

**Audit Complete** - ABC have audited the Organiser's Statement and reported no changes to the data.

**Audit Report - Audit Complete** - this is a statement issued by ABC when problems found at audit show that there were material errors in the organiser's original return submission and subsequent certificate. A revised certificate is issued with the audit report entered on the front page of the certificate.

The audit status is shown at the top of each page of the certificate.

### Total Unique Attendance:

The Total Unique Attendance is the number of individuals who attended the event.

### Event Details:

Details of the current and next scheduled event, including:

Year Established: The year in which the event was first held .

Event Sponsors: If claimed, a list of any sponsors will be shown .

Organiser's Association Membership: If claimed, a list of any associations to which the event is registered/affiliated.

### Organiser's Descriptions:

A free text area on the certificate is available for the organiser to describe the main products & services exhibited and the target audience. Neither of the descriptions are audited by ABC.