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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 26165-2021

Replacing GB/T 26165-2010

Trade exhibition - Terminology

经济贸易展览会 术语

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Foreword

This document is in accordance with the provisions of GB/T 1:1-2020 "Guidelines for Standardization Work Part 1: Structure and Drafting Rules of Standardization Documents" drafted: This document replaces GB/T 26165-2010 "Terms of Economic and Trade Fairs", compared with GB/T 26165-2010, except for structural adjustment In addition to the adjustment and editorial changes, the main technical changes are as follows:

- a) 18 new terms were added, including online exhibition (see 3:1:5), virtual exhibition (see 3:1:6), green exhibition (see 3:1:7), Brand exhibition (see 3:1:8), green booth (see 3:2:12), modular exhibition display system (see 3:2:15), exhibition related parties (see 3:2:15) 3:3:1), exhibition organizer (see 3:3:6), exhibition area (see 3:3:11), exhibition venue operator (see 3:3:16), contractor (see 3:3:16) 3:3:19), online invitation (see 3:4:3), online matching (see 3:4:5), development period (see 3:4:8), exhibition project (see 3:4:8) 3:4:9), exhibition data review (see 3:4:17), exhibition evaluation (see 3:4:18), virtual exhibits (see 3:6:2):
- b) 12 terms have been changed, including: exhibition (see 3:1:1, 2:1:1 of the:2010 edition), international exhibition (see 3:1:3, 2:1:3 of the:2010 edition), standard booth (see 3:2:10, 2:2:10 of:2010 edition), special booth (see 3:2:11, 2:2:12 of:2010 edition), Organizer (see 3:3:2, 2:3:1 of:2010 edition), organizer (see 3:3:3, 2:3:2 of:2010 edition), exhibitor (see 2:3:2 of:2010 edition) 3:3:7, 2:3:5 of the:2010 edition), exhibition groups (see 3:3:10, 2:3:8 "National Pavilion" of the:2010 edition), domestic visitors (see 3:3:14, 2:3:11 of the:2010 edition), overseas audiences (see 3:3:15, 2:3:12 of the:2010 edition), home service providers (see 3:3:18, 2:3:14 of the:2010 edition), audience registration (see 3:4:15, 2:4:11 of the:2010 edition):
- c) 2:4:12 "Visitor Statistics" and 2:4:13 "Exhibition Statistics" in the:2010 edition were merged into one new term: Exhibition Statistics Statistics meter (see 3:4:16): Please note that some content of this document may be patented: The issuing agency of this document assumes no responsibility for identifying patents: This document is proposed and managed by the National Convention and Exhibition Industry Standardization Technical Committee (SAC/TC348): This document is drafted by: Shanghai Institute of Quality and Standardization, Shanghai Convention and Exhibition Industry Association, National

Convention and Exhibition Center (Shanghai) Co., Ltd; Ren Company, Shanghai International Exhibition Co., Ltd.; Reed Exhibitions Huabo Exhibition (Shenzhen) Co., Ltd.; Xiamen Exhibition Jinhongxin Exhibition Co., Ltd.; Beijing Kunlun Yifa Technology Co., Ltd: The main drafters of this document: Chen Xianjin, Yang Jieming, Chen Feng, Yan Shaoqing, Tang Guifa, Gu Junjian, Mana, Wang Yuanbin, Gu Chunting, Jiang Chengwen, Lai Guoxiang, Zhang Gang, Pan Xueting: The previous versions of the documents replaced by this document are as follows:

---First published in:2010 as GB/T 26165-2010;

---This is the first revision: Economic and Trade Fair Terminology

1 Scope

GB/T 26165-2021 is the Chinese national standard on trade exhibition - terminology, in the field of generalities, terminology and documentation. The /T suffix marks it as a recommended standard: it is not compulsory by itself, but it becomes binding as soon as a contract, a tender or a customer specification calls it up - which in practice is how most foreign buyers meet it. It was issued on 31 December 2021 by the State Administration for Market Regulation; Standardization Administration of China, and has been in force since 1 July 2022. Classification: ICS 01.020, CCS A22. This page is published from the official record of the standard held by the Chinese standards administration: the identification, the dates, the classification and the issuing body are taken from there. The clause text, the tables and the numeric limits are in the document itself, which is delivered complete in English translation.

This document defines common terms and definitions for economic and trade fair events: This document applies to events in economic trade fairs and related fields:

2 Normative references

There are no normative references in this document:

3 Terms and Definitions

1 Types of exhibitions 3:1:1 exhibition [meeting] exhibition; fair; show; expo; exposition <Exhibition> An activity based on the display, exhibition, visit, negotiation and information exchange of products, technologies and services: 3:1:

2 Tradeexhibition;tradefair;tradeexposition;tradeshow Exhibitions (3:1:1) whose main functions are trade, investment, economic cooperation and other business activities: 3:1:3 international exhibition internationalexhibition; internationalexposition Overseas exhibitors (3:3:9) are not less than 10% of all exhibitors (3:3:7), or overseas visitors (3:3:15) are not less than all visitors (3:3:12) of 5%, or exhibitions (3:1:1) in which international brands are

not less than 10% of the total exhibiting brands: 3:1:

4 Exhibit out-boundexhibition The act of participating in or independently holding an exhibition (3:1:1) abroad as an exhibitor (3:3:7) or a national pavilion (3:3:10): 3:1:5 online exhibition onlineexhibition Exhibitors (3:3:7) and visitors (3:3:12) do not need to have direct contact, and use Internet technology to display, obtain, and negotiate products, technologies, and services: exhibitions (3:1:1): 3:1:6 virtualexhibition Focusing on virtual experience, the virtual display of exhibition venues, booths, exhibits, etc: is realized by means of information technology, and the audience (3:3:12) is created Exhibitions (3:1:1) born of an immersive and immersive viewing environment: 3:1:7 greenexhibition In the whole life cycle of the exhibition activities, the rational use of resources and the effective control of pollution will be realized by means of reduction, reuse, recycling and other means: