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

GB/T 33489-2025

Replacing GB/T 33489-2017

**Specification for construction of exhibition information
management system**

展览会信息管理系统建设规范

Issued on: August 29, 2025

Implemented on: August 29, 2025

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

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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 for standardization documents" Drafting.

This document replaces GB/T 33489-2017 "Specifications for the Construction of Exhibition Information Management Systems". Compared with GB/T 33489-2017, In addition to structural adjustments and editorial changes, the main technical changes are as follows.

- a) The "Scope" has been changed (see Chapter 1, Chapter 1 of the 2017 edition);
- b) The reference standards for "Terms and Definitions" have been changed (see Chapter 3, Chapter 3 of the 2017 edition);
- c) Changed the term "Exhibition Information Management System" to "Exhibition Information Management System" and changed the definition accordingly (see 3.1, 2017 3.1 of the 2017 edition), changed the definition of the term "business matching system" (see 3.2, 3.5 of the 2017 edition), deleted "audience information" The terms and definitions of "exhibitor information" and "visitor data collection terminal equipment" (see 3.2, 3.3, and 3.4 of the 2017 edition) have been added.

The term and definition of "supporting activities" (see 3.3);

- d) Changed "Basic requirements for construction" to "Basic principles and basic requirements for construction" (see Chapter 4, Chapter 4 of the 2017 edition), and added "Basic principles" (see 4.1) and "Basic requirements" (see 4.2);
- e) Changed the relevant requirements for "functional composition" (see 5.1, 5.1 of the 2017 edition);
- f) Added relevant requirements for "information release management" (see 5.2);
- g) Modified the relevant requirements for "Booth Sales Management" (see 5.3.2, 5.3.2 of the 2017 edition);
- h) Added relevant requirements for "contract performance management" (see 5.3.3);
- i) Modified the relevant requirements for "Exhibition Service Management" (see 5.3.4, 5.3.3 of the 2017 edition);
- j) Added relevant requirements for "Exhibit Information Management" (see 5.3.5);
- k) Changed the requirements for "audience information management" and changed "pre-show data collection system" to "pre-show information collection system" (see 5.4, 5.2 of the 2017 edition);
- l) Change "Business Matching" to "Business Matching Information Management" (see 5.5, 5.4 of the 2017 edition), and classify the original terms as "Basic Functions" (see 5.5.1, 5.4 of the 2017 edition), added "Additional Business Matching Functions" (see 5.5.2);
- m) Deleted the relevant requirements for "invitation" and "database management" (see 5.5 and 5.6 of the 2017 edition);
- n) Added relevant requirements for "supporting activities information management", "document information management", and "digital application and technology empowerment" (see 5.6, 5.7, 5.8);
- o) Changed "security assurance" to "security management", added "general requirements",

and changed "system encryption" to "system security and personal Information Security Management" (see Chapter 6, Chapter 6 of the 2017 edition);

p) Added "Evaluation and Improvement" (see Chapter 7).

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Exhibition Industry (SAC/TC348).

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The previous versions of this document and the documents it replaces are as follows.

- First published in 2017 as GB/T 33489-2017;
- This is the first revision.

1 Scope

This document establishes the basic principles for the construction of the exhibition information management system, and stipulates basic requirements, system function requirements, security management, evaluation Price and improvements, etc.

This document applies to the design, construction and related software function development of exhibition information management systems.

2 Normative references

GB/T 22239-2019

GB/T 22240-2020

GB/T 26165-2021

GB/T 41479-2022

3 Terms and Definitions

The terms and definitions defined in GB/T 26165-2021 and the following apply to this document.

3.1

Use information technology to collect, verify, publish, manage exhibitor information, manage visitor information, and conduct business matching.

A collection of hardware and software that implements comprehensive management of information management, supporting activity information management, and certificate information management.

3.2 Business matching system matchmaking system

Software that provides data support and management for business matching by collecting and analyzing supply and demand information of exhibitors and visitors.

3.3 supporting activities

A series of related activities held during the exhibition.

Note. These generally include seminars, forums, new product launches, trade and investment matchmaking meetings, promotion meetings, signing events, etc.

4.1 Basic Principles

Meet the needs of exhibition organizers and realize the collection, processing, storage, application and maintenance of exhibition information such as visitors and exhibitors.

We will implement personal information security protection and comply with the following basic principles.

- a) The collected information is accurate and complete;
- b) The system runs fast and stably;