



ALL SECURE EXPO

THE PILOT EVENT

COVID-19 Guidance for Shell Scheme Exhibitors

AUGUST 2020

CALCULATE THE DENSITY OF YOUR STAND

Do this by dividing your usable stand space by 4.9m² per person to calculate the number of staff and customers that can stay 2m apart at any one time. Make sure you balance how many of these individuals will be your exhibiting staff and how many customer spaces you can create.

HOW CAN I ADAPT MY STAND WITH SOCIAL DISTANCING MEASURES?

- Clear **Signage** - Explain how you are managing the space using pictorial icons that are not language dependent. **This will be provided by the Organisers for this event.**
- Visible **Sanitisation** - This can be through self-serve sanitisers and/or hiring an on stand cleaner.
- **Technological solutions** such as projecting content from your stand to a wider virtual community or enabling individuals to join you on the stand from a remote location.
- **Schedule meetings** in advance and avoid crowding on your stand.
- Consider the **layout**:
 - Leave a clear perimeter across the edge of your stand eg stepping desks back from the aisle.
 - Reduce high touch point areas eg unnecessary product displays.
- **Promotional Materials** - Provide brochures and other product information electronically and avoid giveaways at this time. This includes business cards. **QR Codes will be provide by the Organisers for this event.**
- **Staffing** - Undertake a pre-event and daily briefing with staff to reiterate control measures and protocol in place.
- **Physical Barriers** – Consider use of protective screens on meeting tables and reception areas.

HOW CAN I INCREASE THE SANITATION OF MY STAND?

- Provide visible hand sanitisers for both staff and visitors on your stand.
- Regularly clean any high contact areas eg tables between meetings, door handles on cupboards and storage areas.
- Regularly sanitise your hands for 20 seconds or between every meeting.
- Your stand will have been fogged prior to your arrival.

ACTIVITIES TO AVOID

In the interest of a safe and successful experience we ask our customers to refrain from the following activities. These are temporary measures while we operate under the restrictions of COVID-19.

- Live Entertainment/Acts/Performances/Demonstrations and festivals, to avoid crowding
- High volume music/sound- this is to prevent shouting
- Onsite food preparation or food demonstration/sampling
- Special treatments, such as massage
- Stand events and parties
- Hand shakes and any form of greeting with physical contact
- Exchanging business cards. This should be done electronically.
- Distribution of printed materials and promotional goods
- Where physical distancing can't be maintained during face to face meetings ensure you have a protective screen in place.

TOP TIPS

- Please ensure you have taken the time to read all of the latest Government, public health and travel guidance.
- Emergency procedures will be provided onsite.
- Consider staff briefings and your own staff protocol should someone develop symptoms. Have you got back up staff available should you need them?