

EXHIBITOR GUIDANCE - PLANNING YOUR PARTICIPATION

Planning your participation at an event, post Covid-19 doesn't have to be overwhelming.

Here is a concise summary of all the things you will need to think about, and a few tips and solutions to take away any pain.

Whilst some of the changes will be big, there are other small changes which will make a big difference.

STAND DESIGN - STAND ACTIVITY
STAND HYGIENE - HEALTH & SAFETY





STAND DESIGN

- LAYOUT
- BUILD
- DISMANTLE

Simple Design - Design a stand which requires few people to build it and dismantle, to reduce the amount of people on site. Prefabrication is key!

Scheduled Build - Ensure your contractor schedules each trade (flooring, walling, electrics etc.) to finish before the next team arrive. Make sure you schedule the time when you will arrive too.

Transfer of items - Reduce the amount of passing goods, products, tools or materials from hand to hand.

Stand Material - What stand material can be prefabricated and assembled in advance to reduce time onsite.

Staffing - What is the minimum number of people you need onsite to set-up, man and breakdown your stand?





Stand Capacity - How many visitors can you fit on your stand, factoring in your own staff and how will you manage it when it is full. A simple calculation could be undertaken by your stand contractor to establish how much 'space' is available after stand build and then divide the remaining space by the density number defined for the show.

One Way System - Can your stand incorporate a one-way system? If not, can you identify ways of managing the flow of people around your stand.

Networking Spaces - How will you manage spaces where people congregate. Do not rely on the gangway as the Organiser will have factored these into the arrangements for the general flow of visitors in the hall.

Signage - Consider what signage you may need to remind staff and customers on your stand to follow social distancing guidelines e.g. floor stickers, tape, or paint to mark areas to help people keep to a safe distance. These don't have to be glaring or restrictive when factored into your design.

Seating - Ensure there is sufficient space between seats and meeting areas. Where you are likely to have prolonged conversations, it might be wise to consider how you could use screens or physical dividers.





STAND ACTIVITY

- PRODUCTS
- DEMOS
- PRESENTATIONS

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Touching of Product - Consider placing protective coverings on items that may require customer testing or use which can easily be cleaned regularly. If you are doing demos that require touching, consider one of your team being the only one that carries out the action.

Stand Collateral - Review how you can distribute samples, promotional gifts and brochures. Also consider what you can distribute digitally.

Pre-arranged Appointments - Where possible, schedule any demos and meetings throughout the day and consider the amount of time those meetings are scheduled for to limit exposure to germs..

Data Capture - Use the show's data capture techniques to capture any visitors who may not be able to get onto your stand.

Hospitality - Consider how catering is managed on your stand. Baristas should have arrangements in place for a contactless offering. If you would traditionally have a buffet, you might want to consider having the catering staff serve this from behind the buffet station. Most caterers will be implementing screening solutions to enable you to continue offering hospitality. Pre-packed options and bottled products are also an option.

Physical Distancing - Remind customers who are accompanied by children that they are responsible for supervising them at all times and should follow social distancing guidelines



STAND HYGIENE

Throughout the venue, there will be hand washing facilities and the venue and organiser will ensure sufficient measures are in place for the common areas. However, exhibitors will be responsible for their own stand cleaning and hygiene measures.

Hand sanitiser - Consider providing your own hand sanitiser on your stand and additional products.

Touchpoint Cleaning - Regular cleaning of touchpoints, products, doors, pens and equipment after every use.

Stand Deep Clean - Ensure a final deeper clean of all items, surfaces, products and spaces at the end of each day.

Personal Protective Equipment (PPE) - Please provide your own where necessary. Check with the venue and organiser regulations on what is required. Think about what activity is on your stand and if anything additional is required.



HEALTH & SAFETY

Documentation - Your documentation will need to include the control measures you will be putting in place to limit the transmission of COVID-19. The simplest way to achieve this is to have a COVID specific section within your existing risk assessment.

Brief your team - Ensure you have communicated to your team the arrangements in place and shared the control measures that they are required to undertake.

Please use this in conjunction with the event specific guidance in your exhibitor manual.

If you have any further questions, please don't hesitate to get in touch with your operations contact.

