

COVID-19 PRELIMINARY STAND BUILD

Guidance for Exhibitors



01

Introduction

Maximum return from any event means dedicating sufficient time to planning. We have all been receiving emails headed “in these uncertain times” and “unprecedented situation”, so we want to erase some uncertainty with **clear guidance on future stand builds** with the information we have so far.

National, regional and industry advice and **we always recommend sticking to government advice**. We will be keeping you updated as soon as we have more information. In the meantime, here are our practical recommendations based on the current regulations.

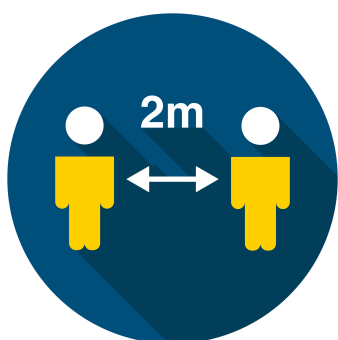


02

Practical steps for communication

Customers will have got comfortable being in spaces like offices, shops and public transport before coming to exhibitions. They will have developed **new behaviours and expectations of the design and cleanliness of any new space they enter**, that includes your stand.

Here's some ways you can communicate clearly how you will keep them safe whilst on your stand.



Physical Distancing

Use clear signage on the floor and around your stand to show your customers how to use your stand space at a safe distance.

Clear Signage

Explain how you are managing the space using pictorial icons that are not language dependent.



Visible Sanitisation

This can be through self-serve sanitisers and/or on stand cleaner.

03

Designing your stand layout

It is likely that varying forms of physical distancing will remain in our wider economies for a while. For business events we're considering 2 aspects to manage this:

Density

Managing the total number of people who are on your stand at any one time to ensure everyone remains a suitable distance from each other. You should:

- Calculate how many people can be on your stand at any one time. Do this by dividing your open stand space by 4m² per person for a rough 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
- We recommend leaving a 1m perimeter around your stand to allow for physical distancing as people come off the aisles.

Flow

Managing how customers use the space available and making sure that they can stay appropriately distanced at all times. This can be achieved by:

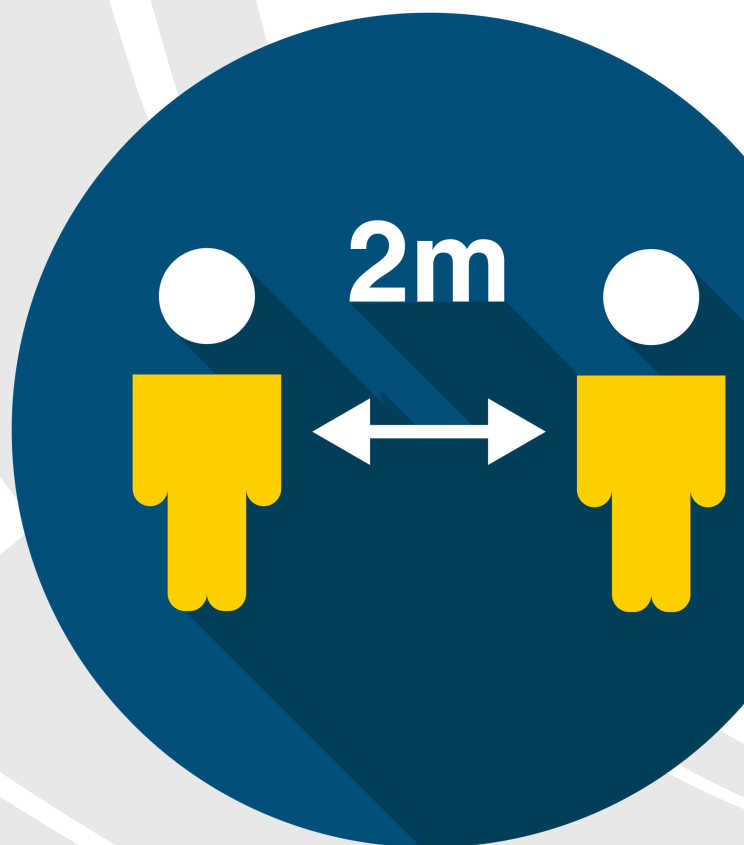
- Creating a greater distance between people in open spaces
- A physical barrier (e.g a clear screen) between people that are closer together



Decide if you want staff and customers to self-manage or if you will guide and keep them distanced through your design:

- If self-managing, simplify your stand design to keep spaces as open as possible, giving everyone flexibility to move around and keep apart freely.
- If directing the flow, make sure you have clear path for people to follow.

- In either case, mark the floor to guide everyone on recommended spacing.
- We recommend avoiding closed meeting rooms and smaller enclosed areas as these will not be as well ventilated.



Above all, consider the space you have and what would create the best and most comfortable customer experience.

04

Key operational points

Do you have staff or international customers who are not able to attend the event? Consider a technological solution 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**.

The organisers may have new tools to help you here.

You can work with the organiser and existing customers to **schedule meetings in advance** and **avoid crowding on your stand**. Please remember that all of your meetings should happen fully within your stand space, so that the organiser can manage distancing in the aisles.

Avoid any physical touch points and shared equipment on your stand. If it's critical that customers or staff handle products or equipment, make sure there's a regime in place to **sanitise shared items between each use**.

The show operations team can advise you on this.

Can you **capture leads contactlessly**? If so, do it!

The organiser of the event may be able to help here.

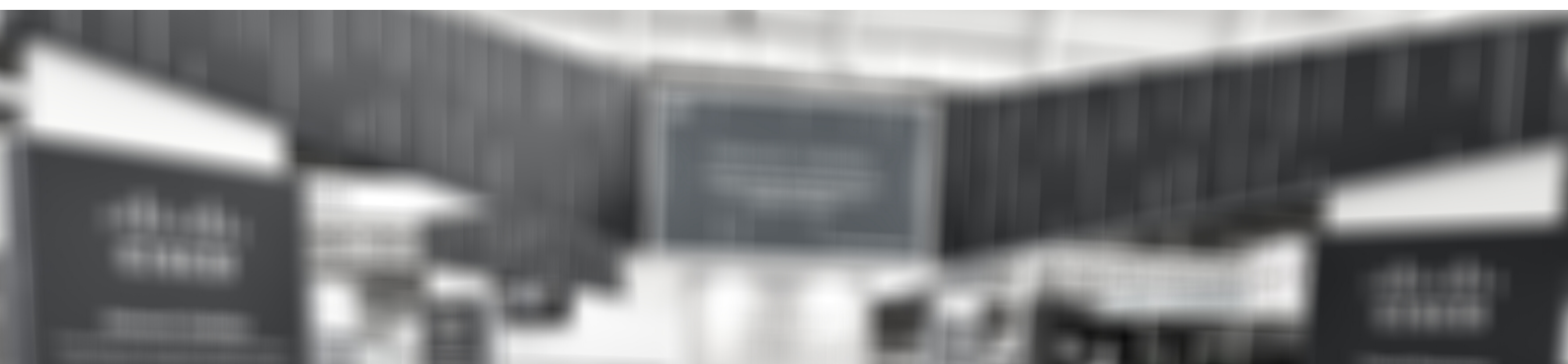
Provide brochures and other product information electronically and avoid giveaways at this time.

Consider having a cleaner dedicated to keeping your stand sanitised. Aside from the overt visual sign of cleanliness, this takes the pressure off so you can put more energy into exhibiting.

Brief your staff thoroughly on any new measures you have included in the operation of your stand.

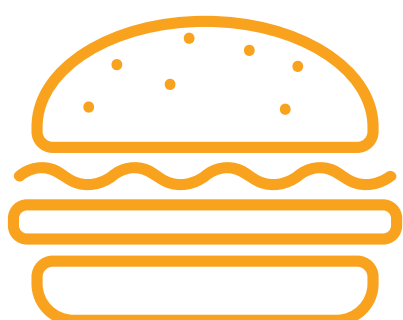
05

Ordering services for your stand



If you need **internet services** to support a new technology solution on your stand remember that hard wired connections will always be more reliable than wifi.

Use **official suppliers** where possible. The venue or the organiser will have already done some due diligence on these suppliers and briefed them on new cleaning and distancing regimes and working together across the site.



We recommend that you avoid hospitality catering for customers on your stand during this period. However, talk to the venue's official caterers who will be able to offer packaged lunches for your own staff.

06

Build up & breakdown

Contractor Safety

If you are buying space and building your own stand, remember you have a responsibility to your stand contractor to ensure the above considerations are in place for build up and break down, not just the open period.

Be Prepared

Appoint your contractor as soon as you can (even if you don't start manufacturing the stand until nearer the show) and let us know so that we can share our plans for these periods

Keep It Simple

By maximising the available space and simplifying the construction, you will require fewer contracting staff to build your stand as well as more distance between them as they build/dismantle.

Stick To Guidelines

Ensure your stand is regularly cleaned throughout the show and any additional suppliers you choose to use for AV, Furniture etc are adhering to the regulations; try to schedule delivery of these items at a convenient time in the build process to minimize the number of people on the stand at one time. We will always share our recommended suppliers who will adhere to the guidelines.



07

The Team

SmartSpace is Reed exhibitions **in-house design and build service that is a part of our show teams**. Our experienced team designed and built over 300 stands on 4 different continents last year alone, with sizes ranging from **12sqm to 650sqm**.

Working with the in house team gives you the confidence your stand will **meet the required regulations** and is a secure investment. We pride ourselves on our striking stand out designs and **we are available to discuss and get started on briefs right away**.



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