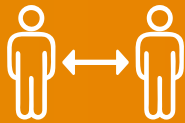


SIGNAGE AND COMMUNICATION



General codes of conduct will be communicated to everybody pre-event and on arrival via signage.



Consider what signage you may need to remind staff and customers on your stand to follow social distancing guidelines and other hygiene measures.



Identify what cleaning measures you are taking in order that your visitors feel comfortable coming onto your stand.



Build customer confidence by communication measures you have in place prior to the event. Allow them to raise any questions they may have and reassure them.