



COVID-19 EXHIBITOR GUIDANCE: PLANNING YOUR STAND FOR A SAFE AND SECURE RETURN TO EVENTS

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INTRODUCTION

Hyve has worked closely with our industry association, AEO (Association of Event Organisers) to establish the following guidance to allow for a safe return to events.

We are constantly reviewing these guidelines alongside the venue, based on current government and industry advice and regulations. As government guidance is released throughout the roadmap, we will update this document accordingly. Please check back regularly for updates that will be highlighted with a date reference.

As the year progresses, we fully expect to see the R-rate (the rate of transmission) reduce and along with that the indications are that the necessary mitigation measures will reduce. Even as restrictions ease, we suggest that you to continue to consider the guidance within this document to reassure and attract customers to your stand.

The challenges faced due to COVID-19 are primarily concerned with Health and Safety. In order to avoid the spread of the disease, exhibitors should aim to reduce the risks of transmission from one person to another within their stand space. We request that you approach your plans and measures from a Risk Assessment basis - as you would do for all other Health & Safety risks.

As is usual, each and every exhibitor has a different challenge - dependent on the products they exhibit, their stand size, their booking type and the way they want to run their stand. As a result, we are unable in this guide to give specific solutions for everything. Instead, we have listed the things we suggest you consider when thinking about your stand and your time at the event.

Of course, we are always available to you individually for any further questions or concerns that you may have.

Contact us: exhibitor@autumnfair.com



Guidance as of 13th May 2021



SECTION 1 - HEALTH & SAFETY

1.1 EMERGENCY SITUATIONS

- Measures and reactions to immediate, life threatening, emergencies (e.g. evacuation due to fire or terrorist attack) take precedence over any COVID-19 controls such as social distancing measures and one-way systems. Such measures are not applicable where there is an immediate threat to life.

1.2 RISK ASSESSMENT

- You will need to carry out an Event Risk Assessment, as usual. This will now also need to consider transmission of COVID-19 as a new risk and detail the control measures you will be implementing to minimise this risk. Please include this within your main Risk Assessment covering the Build-up, Open Period and Breakdown of the event.
- Space Only exhibitors should also ensure that this risk is considered within the Risk Assessments completed by their stand contractors. An example Risk Assessment layout and guidance for considering transmission of COVID-19 is included in the manual.

1.3 FIRST AID / MEDICAL

- First aid and medical facilities will be provided within the venue as usual.
- Should any of your team, or your contractors, have symptoms of COVID-19, have recently had contact with someone positive or symptomatic, or have been told to self-isolate, then they should not attend the event.
- If you or anyone within your team develops COVID symptoms during the event, the actions you should take will follow the relevant Government Guidance at the time, and will be communicated to you in advance of the event as well as onsite.
- With the successful roll-out of the vaccination programme, we expect this risk to be low, but we will be on-hand to give you advice and support should you need it.

SECTION 2 - GENERAL VENUE AND EVENT MEASURES

2.1 ACCESS

- **Testing & Vaccination Passports:** Currently the Government guidance does not require this. However, we are expecting some new clarity on this matter following the outcomes of the Events Research Program, the results of which we are expecting to see in the middle of June. We will keep our event guidance up to date and communicate any changes of this situation through to you within the exhibitor manual and our event websites.
- Event arrival, access and registration procedures for exhibitors, contractors and visitors are being considered and planned thoroughly. This process will be as **contactless** as possible. To enable this, we ask that you make sure you and all your staff, including your contractor staff, have registered prior to coming onsite.
- **Please print your event badges** and bring them with you to the event to minimise interactions and queuing at the Hall Entrances.



- Where staff are in frequent close contact with people they will be positioned behind screens and/or issued with the necessary PPE.
- **Anyone who will be accessing the halls throughout the event must be registered.** You and your teams can register for your exhibitor passes via the links within the exhibitor manual. Please note there will be a separate link to register your contractors.
- We will increase the number of access points where practical, considering the entry processes, to minimise queuing. Please have your badges ready when approaching the check points.

2.2 AIR QUALITY

- HEPA (High Efficiency Particulate Air) filters are already fitted to the venue air conditioning systems. The Heating, Ventilation and Air Conditioning (HVAC) system has been supplemented to increase air turnovers. Air Handling Units (AHUs) are being upgraded throughout NEC main building to a similar standard as NHS requirements.

2.3 CLEANING AND HYGIENE

- Hand sanitiser stations will be provided at high traffic areas (including entrances, catering areas, toilets and show feature areas). This will be re-enforced with signage and public address system announcements.
- An enhanced and visible cleaning regime will be implemented with an increased focus on high frequency touch points.

2.4 CODE OF CONDUCT

- Current guidance suggests you find alternative solutions to the exchange of business cards and refrain from personal greetings such as handshakes or hugs. Instead why not consider Data Capture solutions which are available from our registration provider, VISIT by GES and using elbow taps in place of handshakes?
- Please follow instructions provided on signage, by event staff and fellow exhibitors.
- **Face coverings:** Current Governmental Guidance requires all people to wear masks within Exhibition Halls (unless exempt for medical reasons or other). However, please note that the current guidance was prepared for a potential reopening date of October 2020 and there is a strong chance that this may be amended following the outcomes of the Events Research Program, the results of which we are expecting to see in the middle of June. We will update our guidance to exhibitors whenever the governmental advice is changed in the run up to our events.

2.5 INTERACTION POINTS

- On-site service desks and interaction points will be protected by screens. Social distancing protocols will also apply.
- In some circumstances phone numbers will be available for problem reporting and we ask that all exhibitors try to place all orders pre-event to minimise onsite queuing at the service centres. We will communicate the onsite contact numbers and problem-solving solutions available to you, shortly in advance of the event as well as via onsite signage.



2.6 VISITOR FLOW & AISLE WIDTH

- The Venue have implemented a system for safely moving around their facilities which will be clearly signposted.
- As a general policy we have increased gangway sizes to at least 3m across the event as far as possible. When walking the show, we will ask visitors to try to keep to the left of any gangway to minimise paths crossing.
- We have also increased the minimum stand depth to 2m to allow exhibitors on smaller stands to meet with visitors within their stand space, and not dwell in gangways.
- One-way systems may be implemented in certain gangways or across the event, dependent on expected visitor numbers and gangway widths. This is very likely to be unrequired and we will try to avoid this wherever possible in order to encourage free visitor movement. Wherever this is deemed necessary, the system will be clearly indicated.

2.7 QUEUING

- Areas where queuing is expected (e.g. cloakrooms, hall entrances, toilets, catering areas) will be clearly indicated with signage, floor markings and rope and post barriers where applicable.
- Please help by not joining queues that extend past any designed queuing system. There will always be alternative facilities that are situated nearby.

SECTION 3 - STAND DESIGN

There are a number of things you will need to consider when planning the layout and design of your stand to ensure that you can both undertake the construction and merchandising of your stand in a Safe & Secure way as well as welcome visitors comfortably onto your area during the event.

It is your responsibility, as an exhibitor, to create a safe and secure environment on your stand for your staff, your visitors and your contractors throughout the event, from the time you arrive during build up until the moment you leave during breakdown.

We appreciate there is not a one size fits all solution and that each exhibitor will approach their measures based on their planned activities as well as their brand's personality. Therefore, we ask you to carefully read and consider the below guidance to decide what will be relevant to your own stand space.

3.1 ACCESSIBILITY

- Ensure any changes to your stand layout do not make your stand inaccessible for those with access requirements.

3.2 BUILD UP & BREAKDOWN

- Please read the event timetable carefully as this will be different from previous years
- Please make sure to pre-order all the services you require (electrical, furniture, shell scheme extras, internet, carpet etc) prior to coming onsite. This will really assist you in avoiding any delays during the build period.



- Consider and discuss with your stand contractor ways to reduce the complexity of your Build-up and Breakdown activities to minimise the time and number of people required to build and dismantle the stand – for example using modular builds and pre-fabricated panels which can be partially constructed/prepared off-site.
- Reducing the complexity of your stand build should provide other benefits – including additional floorspace to engage with visitors and hopefully a reduction in costs and time during construction. Remember, it is your products the visitors really want to see, rather than a complex stand build.
- We have a new stand space option (Show Ready) which can be booked directly through your Hyve sales contact. This stand option allows you, at a very competitive rate, to pre-approve your layout and digital quality graphics, and arrive onsite with only the task of merchandising your products, thus reducing the amount of staff and contractors onsite.
- The Site Rules for the event can be found within the manual as usual. It is your responsibility to communicate these rules to all your staff, contractors and suppliers in line with CDM (Construction, Design & Management) regulations.
 - *CDM Regulations ensure that your stand is constructed safely and helps you to understand your obligations. The CDM guide is provided within the exhibitor manual and should be viewed as a summary for meeting minimum requirements and should at all times be used in conjunction with Health and Safety at Work Act.*
- All exhibitors and contractors will be asked to pre-register before arriving on-site and agree that if they are showing COVID-19 symptoms or feeling unwell on the day of the event that they do not come.

3.3 CUSTOMER INTERACTIONS AND PRODUCT DISPLAY POINTS

- The point of our physical events is to allow you to show your products in person and for your customers to see, hold and feel them. We believe with the R Rate reducing significantly, combined with the additional mitigation measures we and you are putting in place, that you should not feel restricted from continuing this hugely important aspect of the event.
- However, if you are trying to maximise space on your stand you could consider whether you need to bring your whole range and whether you can show some of your products digitally. Discuss with your stand contractor (or our stand contractor if you are a shell scheme exhibitor) what innovative solutions there might be to maximise your space. Our AV contractor can advise on digital solutions where this may be a consideration.
- We recommend supplying hand sanitiser and employing frequent hand washing routines for your staff, as well as ensuring surfaces and products are cleaned as often as practical between uses.
- An alternative solution some exhibitors are considering is to provide disposable gloves to your visitors (and a bin to dispose of the gloves as they leave your stand!). Remember, that gloves do not mitigate the risk of cross contamination.
- Consider the type of furniture you have on your stand - hard surface chairs which can be frequently wiped down. would be preferable to material/upholstered furniture.
- For larger stands, consider the use of separation screens for staff working in fixed positions (e.g. Reception, Info Points, meeting spaces) who come into frequent contact with customers.



- The event registration company (VISIT by GES) can provide QR codes which customers can scan and be sent any collateral you upload – an environmentally-friendly and cost-effective alternative to printed brochures.

3.4 FITTING ROOMS

- Fitting rooms for the use of buyers should not be included in your stand design, unless essential, due to the challenges in operating them safely.
- If a changing room is required for a model, you should consider devising a thorough cleaning schedule before use by another model.
- Consider having duplicate sample outfits for models to wear that are separate from any that are likely to be touched by customers on the stand.

3.5 HOSPITALITY/GENERAL SEATING AREAS

- Surfaces and furniture within any seating areas should be cleaned frequently.
- Ensure adequate space between seats. Consider screens/barriers on tables to mitigate seating arrangements below social distancing guidelines.
- Please contact your stand contractor or our official furniture supplier for details of potential solutions available.

3.6 MEETING SPACES

- Any meeting areas on your stand will need appropriate distancing measures; consider the use of separation screens where you intend to sit and talk with people face to face.
- To ensure good air circulation, meeting rooms should not be designed as closed rooms with closed ceilings.
- As per e-Guide regulations, screens made of Perspex are not allowed so please ensure you use an approved alternative such as Plexiglass. Early sourcing is advisable as demand is likely to be high.

3.7 SIGNAGE AND COMMUNICATION

- General codes of conduct will be communicated pre-event and on arrival via signage.
- Consider what signage you could display to remind everyone on your stand to follow social distancing guidelines and other hygiene measures e.g. floor stickers, tape or paint to demarcate social distancing, signage to identify what cleaning measures you are taking in order that your visitors feel comfortable coming onto your stand.
- Consider communicating the measures you are taking within the invitations you send out prior to the event. This will build confidence in your customers and allow them to raise any questions or concerns they have – be open to answering these as they may have different concerns from your own.

3.8 SOCIAL DISTANCING

- Before finalising your design, calculate the maximum number of people (staff and customers) that you can safely have on your stand at any one time while maintaining prevailing social distancing guidelines.
- At the time of writing these guidelines, the government directive is: **2 metres distance, or at least 1m with additional control measures where 2m is not possible.** We suggest that all of the measures we as Organisers are putting in place, added to the various measures you will take, should lower the risk of transmission to allow us to look at the lower figure as a practicality – but this will still rely on you taking action to introduce any measures that are relevant to your stand. In most cases, a 1m distance



consideration will not be far removed from the sort of space you would have traditionally provided

- Any changes will be communicated to you through the show website, emails and the exhibitor manual but it is recommended that you monitor Government guidelines as the event approaches, as these are subject to change.
- Consider the design and layout of your stand to allow staff to work further apart from each other wherever possible.

3.9 STAND ACCESS AND VISITOR FLOW

- If you have concerns about visitor density on your stand you will need to consider regulating access and visitor movement. For example, you could consider restricting access to open sides using ropes and posts, creating 'staff only' areas on larger stands, or having a restricted area for meetings away from crowds. You may be able to regulate visitors to smaller stands in person rather than utilising physical barriers.
- Regulating access will allow you to manage visitor density and behaviour on your stand. Please also consider congestion at access points and take reasonable steps to prevent overcrowding.
- Carefully examine your floorspace and make as much space available as possible to help visitors feel comfortable coming onto your stand.
- Any arrival and welcoming procedures should be contactless. Any reception team, on larger stands, should be suitably distanced or protected.
- Please remember that your stand should allow you to comfortably hold conversations, meetings and product demonstrations without the need for anyone to dwell in the gangways and create pinch points.
- It is important to keep gangways flowing in order to make the visitor experience as comfortable as possible. We will have stewards to move on any queues or large groups that form.
- Ensure that you have a system for managing visitors when your dwell areas are fully occupied; this could be a queue area (within your stand area, not the gangway), appointment/call back system or contactless detail capture. VISIT by GES, our registration partner, can provide you with a QR code which your potential buyers can scan, allowing them to register interest with you and immediately receive any information you would wish to share, such as contact details or your product catalogues.
- Pre-booking meetings at times when your stand would normally be quieter will help to mitigate you reaching maximum capacity
- On larger stands, consider incorporating a one-way flow with separate entry and exit points.
- If you are planning a two-storey stand, please allow for sufficiently wide stairs or one-way traffic routes. The ground floor should be designed to be as open as possible at the sides to allow for good air ventilation.

SECTION 4 - STAND ACTIVITY

This section covers all the tasks you will be undertaking during the build-up, open and breakdown of the show and is relevant to both space-only and shell scheme stands.



4.1 BUILD-UP AND BREAKDOWN

- When planning your Build-up and Breakdown activities consider back-to-back or side-to-side working (rather than face-to-face) wherever possible. Where staff are required to work in close proximity, you could consider options such as temporary or mobile screening, or visors or limiting the time these activities last.
- To reduce congestion consider scheduling your tasks to be completed by the minimum number of people as possible at any one time. When planning your build up and break down activities consider any options that may allow you to bring less staff onsite.
- Reduce the risk of surface transmission with regular hand washing or hand sanitiser application.
- Avoid using passenger lifts and use the stairs wherever possible. If you must use a goods lift, try to minimise usage.

4.2 DATA CAPTURE

- Using the data capture app – available from VISIT by GES - minimises physical contact whilst allowing you to interact with your customers
 - For example:
 - To send information to potential customers after the event
 - Scan a visitor's badge from an app on your phone allowing you to capture the customers that you are meeting or cannot service immediately.
 - Provide QR codes for visitors to scan, providing them with digital versions of your product information.
 - Enable contactless ordering systems.
- Order the app via the order form in the online manual, simply go to the checklist section and click on the link to 'Lead Capture Devices'

4.3 ON-STAND HOSPITALITY

- Please ensure any arrangements for on-stand hospitality catering/drinks adhere to food hygiene standards and venue regulations.
- Currently the regulations stipulate: No open buffets, all items to be individually wrapped, and ensure there is a sanitising station near any catering.
- For your own staff, consider ordering pre-packaged meals/snacks to avoid visiting catering areas. This will allow the venue to concentrate on serving as many buyers as is possible
- Staff and visitors should not share equipment and crockery etc. without thorough cleaning.
- Consider using disposable (recyclable) cups and automatic coffee machines, ensuring that buttons and equipment are regularly sanitised.

4.4 PRODUCT DEMONSTRATIONS

- Product demonstrations can attract crowds, please consider limiting such activities to essential demonstrations only.
- If a demonstration to more than two people, is vital, you need to consider how you will manage your audience to ensure over-crowding does not occur, gangways are kept clear and physical interactions are minimised. An accompanying risk assessment will be required, as usual.
- Consider increasing the number of demonstrations, with a controlled and reduced viewing capacity.
- As an alternative, consider offering a virtual demo/walk through instead.



4.5 PROMOTIONAL LITERATURE

- Consider the amount of any printed materials required in favour of sharing promotional items digitally, which can also contribute to sustainability efforts in addition to minimising risk and contact between people.

4.6 ADDITIONAL CONSIDERATIONS FOR SPACE ONLY STANDS

- Consider COVID-19 mitigation measures within the site rules as you prepare for your stand construction phase.
- Consider the size/location of break areas or staff rooms within your stand and ensure that staff are aware of the rules and procedures that apply in these areas.
- If you decide to implement restricted access to your stand, consider the visual appeal and customer experience, for example, building in a product display or branding opportunity rather than a functional but blank wall.
- Within the Build-Up and Breakdown period, you may require a one-way system on your stand. Consult your stand builder and have a plan in place to ensure your staff can interact safely with the build team.
- Do not arrange for all your construction materials, products and supplies to be delivered at the same time, unless this can be stored throughout the Build-Up within the confines of your stand. This will allow more working space for your team within your stand and surrounding gangways
- Please confine all tasks in the build phase within your stand boundaries once your floor covering has been laid. It is essential that gangways are kept clear to allow social distancing measures to be observed if required.
- If you do need to deliver everything/anything prior to having space on your stand, please contact the official freight contractor, GES Logistics, to discuss onsite storage options.
- Consider the time you need to arrive based on the size of your stand. If you do not need to arrive on the first morning this will reduce pressure at access points, allowing easier access for you and your contractors when you do arrive onsite.
- If possible, allow your stand contractors enough time to complete their build before your teams arrive onsite to merchandise the area.
- Stand construction progress updates could be held digitally instead of physically monitoring progress onsite.
- The first hour of breakdown is one of the busiest periods outside of show hours. Please consider your own breakdown schedule to alleviate pressure on access and egress points.

SECTION 5 - STAND HYGIENE & CLEANING

You are responsible for the hygiene measures on your stand. Hand washing facilities will be available in the toilets at the venue, and hand sanitiser stations will be provided within the public areas and high traffic areas (including registration, catering areas and show features). You should complement this by providing hand sanitisers on your stand, along with any other measures once you have conducted your risk assessment.



5.1 CLEANING REGIME

- Good housekeeping is essential, and we recommend a deeper clean at the end of each day. Please remember you are responsible for this.
- If you require additional cleaning services, please contact the venue cleaning team in advance.
- Implement a thorough and frequent cleaning regime of your stand, especially high frequency touchpoints, as well as tools and trolleys during the construction phases.
- Consider the equipment your teams will need on-site and avoid sharing where possible. Where sharing cannot be avoided, consider your cleaning routines around this.
- A cleaning log positioned prominently on your stand will demonstrate the cleaning regime you have in place and reassure your buyers that you have made suitable preparations.
- Please provide hand sanitiser on your stand and encourage use by everybody
- Ensure your staff are aware of your stand policy and can communicate it effectively.
- Contact the venue cleaning team if you require additional waste disposal services. Details of regular services will be provided closer to the event.

SECTION 6 - STAFF WELFARE

Consider Staff Welfare, it is important they are made aware of the measures you are taking to enable them to work safely and confidently on your stand.

6.1 ACCOMMODATION

- Ensure you are aware of any measures your accommodation/hotel recommends and share this with your team.

6.2 BREAKS

- Consider splitting your team into different shifts, so you can stagger break times to avoid peak times for venue facilities and reduce pressure on any on-stand facility.
- Encourage staff to take breaks outside of the venue, following social distancing guidelines.
- For your own staff, consider ordering pre-packaged food from the official caterers to avoid going to catering points within the hall. Avoid catering points at key periods (lunchtime etc), to allow the venue to deal more effectively with visitor demand. Ask your stand staff to buy anything they need from the catering points in the morning or later in the afternoons if possible.

6.3 BRIEFINGS

- Brief your team about all the control measures you, the venue and ourselves are implementing in advance of the event to help them feel comfortable that the risks have been reduced, and ensure they understand what is expected of them.
- Arrange your team briefings to be held in advance of the show. This could be carried out digitally or given to smaller groups in order to maintain social distancing guidelines.



- Detail your control measures on site rules you are issuing to your teams, and contractors who will be on your stand during the build-up and breakdown period. Inform them of any measures that impact them, or procedures they need to adhere to.
- Consider briefing your team to deal with customers who may have special needs in a different way - for example briefing them verbally upon arrival should they have visual impairments
- Give someone within your stand team responsibility for ensuring adherence to your control measures.
- Add any signage to your stand to help remind staff and visitors about social distancing and encourage hand washing.

6.4 SYMPTOMS & TRACK & TRACE

- We are confident the measures that we, the venue and the exhibitors will be putting in place will make our event as low risk as possible.
- Ensure you and your staff give accurate information throughout the registration process in order for effective track and trace
- We will keep all contact details on file for at least 21 days in order to fulfil requirements of the current track and trace system
- Should any of your team, or your contractors, have symptoms of COVID-19, have recently had contact with someone positive or symptomatic, or have been told to self-isolate, then they should not attend the event.
- If you or any staff member present [symptoms of COVID-19](#) on arrival at the venue, please be advised you will not be allowed to enter the event.
- If you or anyone within your team develops COVID symptoms during the event, the actions you should take will follow the relevant Government Guidance at the time and will be communicated to you in advance of the event.

6.5 TRAVEL TO/FROM THE VENUE

- Transport arrangements to and from the venue should be considered in advance of the event.
- We are working closely with our venue to ensure a frictionless and contactless arrival experience. The arrangements for this are likely to keep changing up until the event but we guarantee that we will do everything practical to make the experience as easy as possible. Please follow instructions published onsite

6.6 VULNERABILITIES

- It may be difficult for you to assist with visitors' vulnerabilities, as not all vulnerabilities can be easily seen, and you may not have the ability or resource to assist. However, do try to ensure you have given your own staff the opportunity to let you know if there are any individual requirements they may have, as you would normally do, and try to accommodate any requirements a visitor alerts you to.