



Planning your stand for a safe and secure return to events



Please note the following are suggestions and guidance only to help our community feel as safe as possible as we return to events. It is important that you check our specific event website and exhibitor manual regularly as these will be updated to reflect any changes in government guidance.



CLEANING

Consider implementing a thorough and frequent cleaning regime of all objects, equipment and surfaces. A deeper clean of all spaces should be undertaken at the end of each day. A cleaning log could be kept on your stand.



MASK WEARING

We are a mask-friendly event. It is no longer mandatory to wear masks, however, we do encourage all attendees to consider wearing masks, especially when in enclosed or crowded spaces.



HAND SANITISER

Please provide anti-bacterial hand sanitiser on your stand. Encourage use by everybody as they arrive on your stand and regularly when touching or handling products.



CODE OF CONDUCT

When walking around the event, we ask you to please remember that as we come back together some people will be more comfortable in the environment than others. As a result please:

- > Give people space when you are walking past them.
- > Check before initiating personal contact (consider elbow bumps rather than handshakes or hugs).
- > Rather than exchanging business cards, we encourage you to use data capture devices to ensure contact-free sharing of business details – this could be in the form of a QR code for visitors to scan. Details of solutions that can be offered by our registration partner, VISIT GES and can be found within the exhibitor manual.

As the industry builds itself back, remember different pressures people may be facing, please be kind to each other.



MEETINGS

It is worth trying to pre-book your meetings at times when your stand would normally be quieter or on traditionally less busy days.



VISITOR FLOW & ACCESS

Think about the visitor experience on your stand. Consider access points or one-way systems, potentially using ropes and posts or product displays to control movement. Do consider the potential for congestion and take reasonable steps to prevent overcrowding.



QUEUEING

Try to foresee and consider measures should your stand become at capacity. Consider incorporating a queuing area within the footprint of your stand or implement an appointment / call back system using data capture technology, which would ensure no loss of visitors.



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PRODUCT DEMONSTRATIONS

Product demonstrations to large crowds should be avoided, instead opt for essential demonstrations only. As an alternative, consider offering a virtual demo/walk through. instead. Any products should be cleaned thoroughly after any essential demonstrations.



CONTACTING THE ORGANISERS

Onsite phone numbers will be available for problem reporting. Please use these to contact the relevant services and teams in the first instance to help reduce queues at any help desks.



STAFFING

Ensure that your staff are fully briefed on your stand's health & safety policy and can communicate it effectively to your visitors. Give someone within your stand team responsibility for ensuring adherence to your control measures.

We ask that when interacting with visitors you remain within the footprint of your stand to allow ample space within the gangways.

Consider splitting your stand team into different but consistent shift teams, so you can stagger staff breaks. If possible, try to avoid peak times at venue facilities.



CATERING

Please ensure any on-stand hospitality catering/drinks adheres to food hygiene standards and venue regulations. Some current regulations include: 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.



BRIEFINGS

Think about arranging briefings for your team in advance of the show where possible. Please ensure you brief your team about all of the control measures you, as well as the venue and organisers, are implementing.



COVID-19 PROCEDURES

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.

Should you begin to feel unwell with symptoms of COVID-19 whilst onsite, please follow current Government guidelines at the time, and will be communicated to you in advance of the event.

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.



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SIGNAGE

Additional signage on your stand will help to remind staff and visitors of the measures that you have in place – e.g hygiene measures and traffic flow around the stand. Floor stickers and tape are a great way to ensure people keep at a safe distance. This messaging will allow visitors to feel comfortable coming onto your stand.



STAND DESIGN

Consider the design and layout of your stand. Reducing the complexity of your stand build should also give you other benefits – including additional free floorspace within which to engage with your visitors and potentially a reduction in build costs.



VISITOR MOVEMENT & DENSITY

When considering the design of your stand you may want to consider a one-way flow with separate entry and exit points. Where this is not possible, consider alternative mitigation measures such as floor markings.



MEETING AREAS ON YOUR STAND

Any meeting areas on your stand will need to follow the relevant distancing measures at the time of the show. As an additional measure you may want to consider the use of separation screens in situations where you intend to sit and talk with customers and colleagues face to face.



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PRODUCT DISPLAY

Carefully examine your available floorspace and plan your product displays accordingly; allowing enough space for the visitors to comfortably move around the 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.

