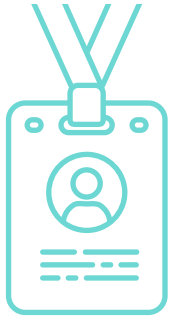


Ready to Open Clarion Enthusiast Visitor All Secure Standard Document

We are looking forward to the forthcoming Baby Show Olympia. As show organisers, we are committed to creating safe environments to protect exhibitors, visitors, contractors and our staff to ensure we can run enjoyable and successful events for all in 2021. In line with government and local authority guidance, alongside the UK exhibition industry All Secure Standard document, we are implementing appropriate measures in response to COVID-19. Some of these are outlined below and will constantly be reviewed in line with current guidelines.





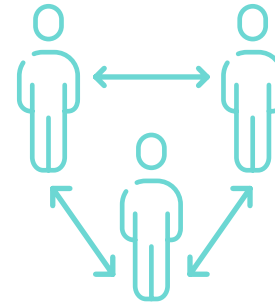
Visitor Arrival

- **Advanced ticket purchase** will be encouraged and all complimentary ticket holders will need to validate their ticket in advance. Enhanced technology scanners will not only minimise queuing but also enable seamless and contactless access upon entry and exit.



NHS COVID-19 Pass

- **Everyone attending the event will need to provide proof of their COVID-19 status** as a requirement of entry. Visitors will need to show evidence of it having been at least two weeks since you received your full course of COVID-19 vaccination, a negative lateral flow test within 48 hours of arriving at the registration point or proof of natural immunity following a positive COVID-19 test within the last 180 days.



Floor Plan

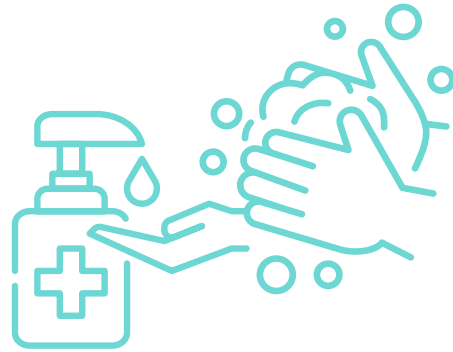
- **Wider aisles** to reduce areas of high crowd density and improve attendee flow.
- **Multiple entrances** will enable management of queues.
- **Increased show footprint** over the National and Grand Halls to maintain social distancing.
- **Clear signage and controlled visitor traffic** will help everyone keep a safe distance.





Cleaning and Hygiene

- **Deep clean** by the venue prior to commencing build up.
- **The venue will be fully cleaned regularly** including an overnight cleaning regime of enclosed spaces.
- **Extra attention will also be given to the show's feature areas** including Lidl's Lupilu Changing Area, Live Talks Stage, MadeForMums Buggy Testing Track and the Baby Feeding Café.
- **Food and beverage** retail services will be provided in line with the latest government guidance.
- **Olympia** have installed a new ventilation system to maximise the supply of fresh air to the hall.



Personal Hygiene

- **Hand sanitisers** will be provided throughout the show.
- **Hygiene reminders** to regularly wash hands will be in place throughout the venue.
- **Safer payments** will be encouraged throughout with contactless payments via card or phone, with an email receipt wherever possible.



Communication

- **Show website, social media and emails** will supply exhibitors and visitors with the most up-to-date information regarding guidelines in place at the shows.
- **Exhibitor manuals** will include specific details of what our exhibitors need to execute for the enhanced safety and hygiene measures.
- **Event signage** will be displayed prominently regarding recommended guidelines on personal hygiene and common signs & symptoms of COVID-19.
- **Public address** during the show regarding physical distance and the importance of handwashing and sanitising hands.

