

# EXHIBITOR ADVICE

## PART II: STAND ACTIVITY



8-10 December  
Rotterdam Ahoy, NL



### Touching of Product

Consider placing protective coverings on items that may require customer testing or use which can easily be cleaned regularly. If you are doing demos that require touching, consider one of your team being the only one that carries out the action.

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### Stand Collateral

Limit the quantity of samples, promotional gifts and brochures. Consider instead what you can distribute digitally.

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### Pre-arranged Appointments

Where possible, schedule any demos and meetings throughout the day and consider the amount of time those meetings are scheduled for to limit exposure to germs.

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### Contactless

Ensure as many touchpoints as possible are contactless.

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### Data Capture

Use the show's data capture techniques to capture any visitors who may not be able to get onto your stand.

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### Hospitality

Consider how catering is managed on your stand. Baristas should have arrangements in place for a contactless offering. If you would traditionally have a buffet, you might want to consider having the catering staff serve this from behind the buffet station. Most caterers will be implementing screening solutions to enable you to continue offering hospitality. Pre-packed options and bottled products are also an option.

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### Physical Distancing

Remind customers who are accompanied by children that they are responsible for supervising them at all times and should follow social distancing guidelines.

If you have any specific questions about your participation at UDT 2020, please contact a member of our show team:



### General Event Enquiries

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### Operations/Stand Enquiries

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