

---

# Safe, responsible and hospitable

RAI Amsterdam  
Protocols and guidelines  
for exhibitors

*June 2020*

---

inspiring  
people

**rai**  
AMSTERDAM

# Foreword

This document, **RAI Amsterdam – Safe, Responsible and Hospitable**, presents our rules and guidelines for organising, facilitating and participating in trade exhibitions, conferences, shows and meetings in our complex. It is intended for everyone who is involved with events in the RAI and describes how these can be held in a safe and responsible manner in light of the Covid-19 outbreak. Everything revolves around ensuring the health of all who come to the RAI.

Since the day we first opened our doors in 1893 the RAI has been renowned as a place where safety and hospitality are given the highest priority. With 125 years of experience in organising and facilitating events, and the associated security and crowd management, we have built up an exceptionally strong position. Today we welcome an average of 1.5 million visitors a year to around 500 events. RAI Amsterdam is known as the leading international exhibition and conference organisation in the Netherlands.

We had already enhanced our safety policy in January of this year, well before coronavirus was first detected in the Netherlands. Designed to further protect organisers, exhibitors, visitors, suppliers and our personnel, this upgrade was compiled together with the authorities and our clients.

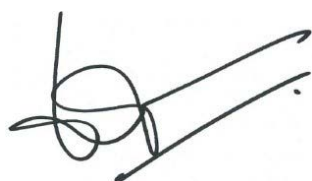
All exhibition and conference centres in the Netherlands had to instantly close their doors to the public in mid-March when the government instituted an 'intelligent lockdown' policy. This applied also to the RAI. A number of social initiatives were continued and parts of the RAI have been in use since the beginning of June as a test location for people showing symptoms of Covid-19.

By observing the rules and guidelines in this document, we are ready to organise and facilitate events in a safe and responsible manner, to ensure a safe and hospitable participation for you. From build-up to breakdown, we have every confidence that we are able to proactively and effectively address all Covid-19-related risks at events.

The RAI is fully prepared to bring people together safely and let them experience again the power of connections in both the physical as well as the virtual world.

We wish you lots of inspiration and a successful participation.

Amsterdam

A black ink signature, appearing to be 'P. Riemens', written in a stylized, cursive script.

Paul Riemens  
CEO RAI Amsterdam

A blue ink signature, appearing to be 'M. van der Sluis', written in a stylized, cursive script.

Maurits van der Sluis  
COO RAI Amsterdam



# Measures and guidelines specific to exhibitors

In the [general regulations and protocols](#) you can read which regulations we have drawn up to prevent the spread of the coronavirus. These regulations apply to everyone who is visiting the RAI complex, including you as an exhibitor. Because exhibiting is no longer as self-evident as we were used to, we have also drawn up a number of measures specifically about safe exhibition participation, catering on your stand and stand design.

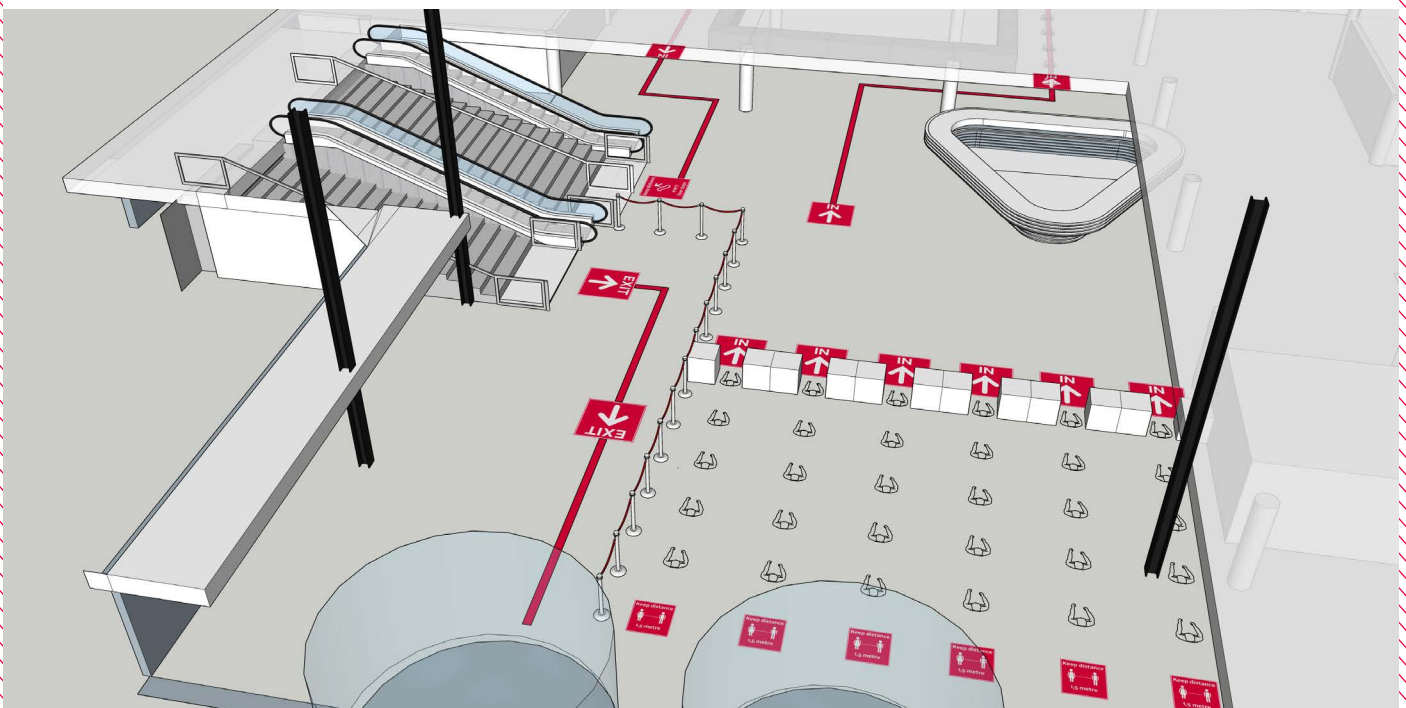
In addition to these rules, it is always important to follow the directions on site. Before entering everybody, who wants to enter the building, will be asked to scan a QR-code. You will be asked to answer five questions via

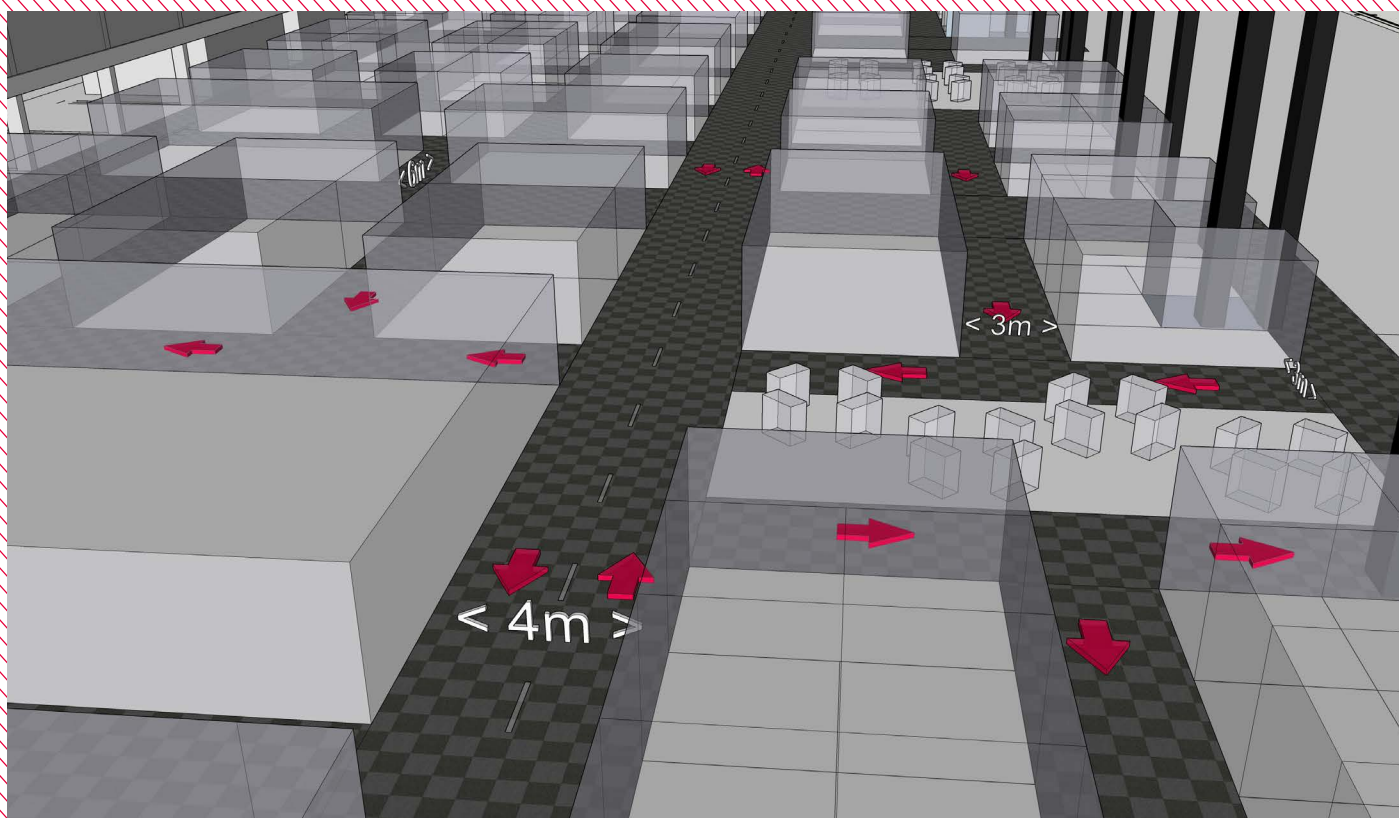
this QR code. If you answer all these questions with "no", you will see a green screen "No symptoms". If one of the questions is answered with a "yes", you will see a red screen "Symptoms found". You may only enter the building, on presentation of the green screen. For privacy reasons, the answers will not be saved.

At all entrances you can find signage with the guidelines. There are also signs at toilet areas and catering points. Routes are indicated by arrows on the floor.

## 1.5 metre on stand

Everywhere in the complex, and also on the stand, social distancing of 1.5 metres must be maintained. This means all people need to keep 1.5 metre distance from others at all times. This also means no handshakes or other physical contact. As an exhibitor you are responsible for complying with this rule on your stand. So keep this in mind when designing your stand. This means you need to provide sufficient space for stand staff and potential visitors.





## Transport

If you come to the RAI by car, follow the signs and directions of the traffic staff. If you use public transport in the Netherlands, avoid the busy moments and use a face mask. This is mandatory in all forms public transport in the Netherlands.

## Catering

Food safety is one of the most important aspects when it comes to the health of your visitors. In the **general protocols** you can read which measures we apply in the preparation and distribution of catering products.

Due to the HACCP safety rules, bringing your own catering products is prohibited at the RAI. Because food safety is now more important than ever, we are enforcing this rule.

A 'Stay safe' catering assortment is available in the webshop. These catering items are individually packed and come

with disposables. This can vary from fresh rolls to a complete reception at your stand. Staff is not provided, unless specifically requested. Please take into consideration, when requesting catering staff on your stand, these persons need to be included in keeping 1.5 metre distance on your stand.

The COVID-19 rules are strictly followed by RAI Amsterdam and in this way you provide your stand crew and visitors with safe food and drinks.



## Build-up and breakdown

Everyone who comes to the RAI needs to register in advance, so we always know who is present in our building. Of course, this also applies during build-up and breakdown, for you as an exhibitor, but also for your suppliers and / or stand builders. This is checked at all entrances.

Apart from that, everyone who wants to enter the building is asked to scan a QR code. Everyone will be asked to answer five questions via this QR code. If all of these questions are answered with "no", a green screen will be displayed "No symptoms". If one of the questions is answered "yes", a red screen will appear "Symptoms Detected". People may only enter the building on presentation of the green screen. For privacy reasons, the answers are not saved.

Disinfection gel is available at the entry doors, the halls, the loading dock doors and the conference centre. You are responsible for cleaning and / or

disinfecting your material during the build-up and breakdown as well as during the event. RAI suppliers deliver furniture and materials disinfected and, if possible, packed.

RAI Traffic Regulations always apply. You can find this on the RAI Amsterdam website or the event you are participating in. Trucks, lorries and vans that do not fit in our garage will be directed to a buffer area on RAI grounds or at a remote buffer area to avoid congestion at the loading dock doors. All areas are signed with our social distancing measures

The entry doors of 4 metres or wider are equipped to be used as both entrance and exit. Smaller doors and revolving doors are designed for a one-way entrance or exit.



## Hygiene

All stands must be equipped with a hygiene toolkit with disinfectants and cleaning products to clean all contact points regularly. You need to have a cleaning product, tissues and hand sanitiser available at your stand at all times. You can order these products in the webshop.

In addition, the stands must all have their own trash can, so that your stand crew does not have to walk through the aisles unnecessarily.

To avoid contact as much as possible, we strongly advise not to hand out flyers or samples. Even exchanging business cards or giving away gifts is best to be limited as much as possible.

Desks, tables and all other furniture need to be cleaned after every use.

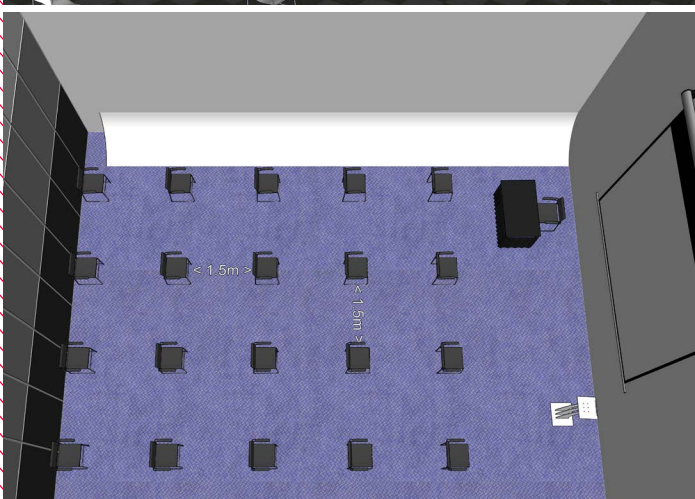
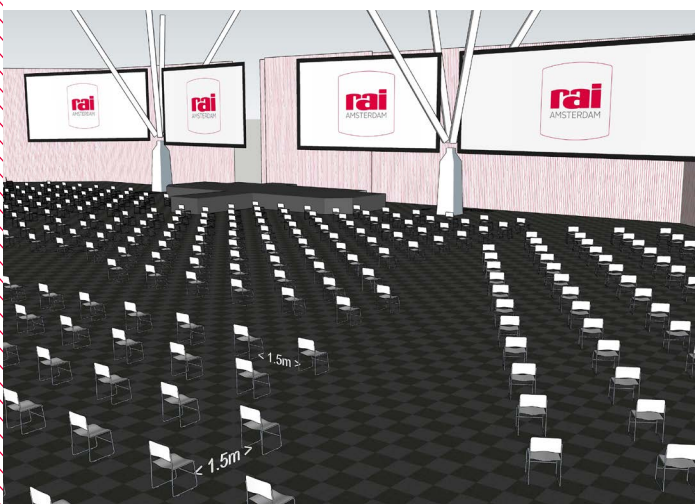


## Layout and floor plans of the exhibition and your stand

For the exhibition or event in which you are participating, two safety paths of 4 metres wide will be set up, which will be laid-out in a cross in halls to be used in both directions. All other paths are designed for one-way traffic.

Fixed routes are indicated throughout the RAI complex. It is important to follow these and especially at busy points such as entrances and catering points.

All RAI facilities and rooms are equipped to maintain social distancing of 1.5 metres. The chairs in the meeting rooms and restaurants are set-up in a permanent arrangement 1.5 metres apart.









## Visiting the sessions or break outs

Depending on the nature of the event the organiser can provide break-outs for instance in the Congres Centre or Forum. So you can use the congress and rooms to join in interactive sessions, next to visiting the show floor with stands and networking places. In the rooms and lounges the social distancing measure also applies. All seats are set-up in a way to comply to this. Cleaning products, tissues and hand sanitiser are available.

### Entrance C - Second Floor & Entrance D Second/Third/Fourth/Fifth Floor

	RAI Brochure	Corona ready max. persons
ROOMS/LOUNGES	 m²	
C201*	48	9
C202*	45	9
C203*	75	15
C204*	58	11
C205**	34	6
C206**	40	8
D201	105	20
D202	105	20
D201-D202 / D203-D204	210	40
D203	105	20
D204	105	20

Figures are guidelines, no rights can be derived from these figures. \*Fixed Seating \*\*Only in combination with halls



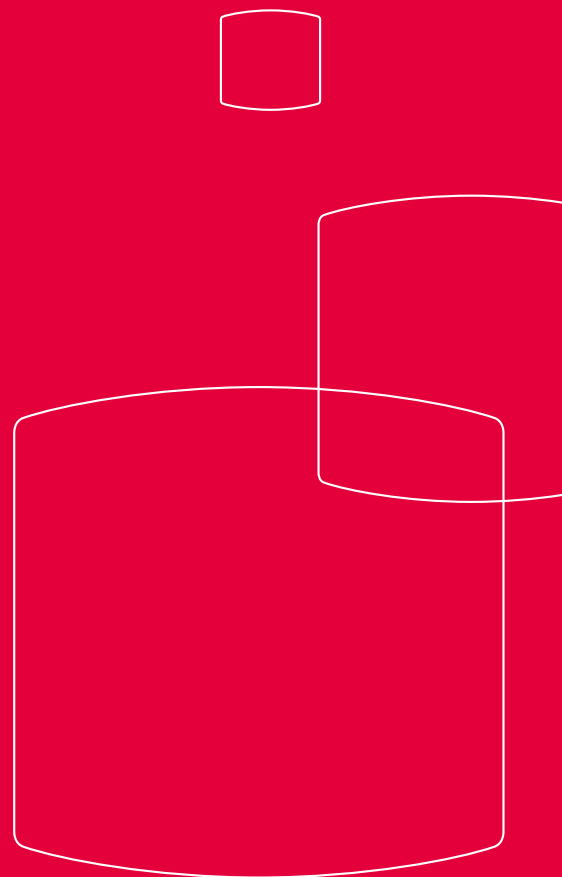
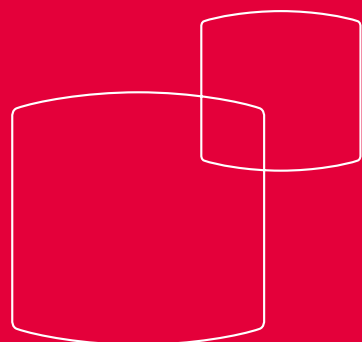


## Experience and space

RAI Amsterdam is specifically designed to host events and to manage visitors to their site subject to strict local authority, security policies and international safety standards.

**RAI Amsterdam is experienced in organising and facilitating events. We have ample space to ensure all events are safe for exhibitors and visitors at all**

inspiring  
**people**



Europaplein  
NL-1078 GZ Amsterdam  
**t** 020 549 17 22  
welcome@rai.nl  
**www.rai.nl**

**rai**  
AMSTERDAM