

# The Safe Exhibition Handbook



# Introduction

## Health & Safety – The #1 Priority

This handbook has been developed by the Irish Exhibition Industry to provide guidance on how exhibitions can be run to ensure the Health and Safety of Exhibitors, their employees and their families, customers, visitors and the wider community.

The advice contained within is drawn directly from the protocols developed by the Irish Exhibition Organisers Association Roadmap to Safe Exhibitions in line with the recommendation from the Global Exhibition Industry Association. The objective is to enable compliance with physical distancing guidelines and to promote the importance of good hygiene in order to prevent transmission.

The IEOA are actively engaged on wider industry committees and government to advance health and safety procedures and policies for the exhibition industry.

Safe Exhibition Accreditation: Exhibitions and Trade Fairs are only permitted to display the IEOA Safe Exhibition Logo when following the published protocols.



## Irish Exhibition Organisers Association COVID-19 Roadmap to Safe Exhibitions

May 2020



## Irish Exhibition Organisers Association Draft COVID-19 Protocols

May 2020

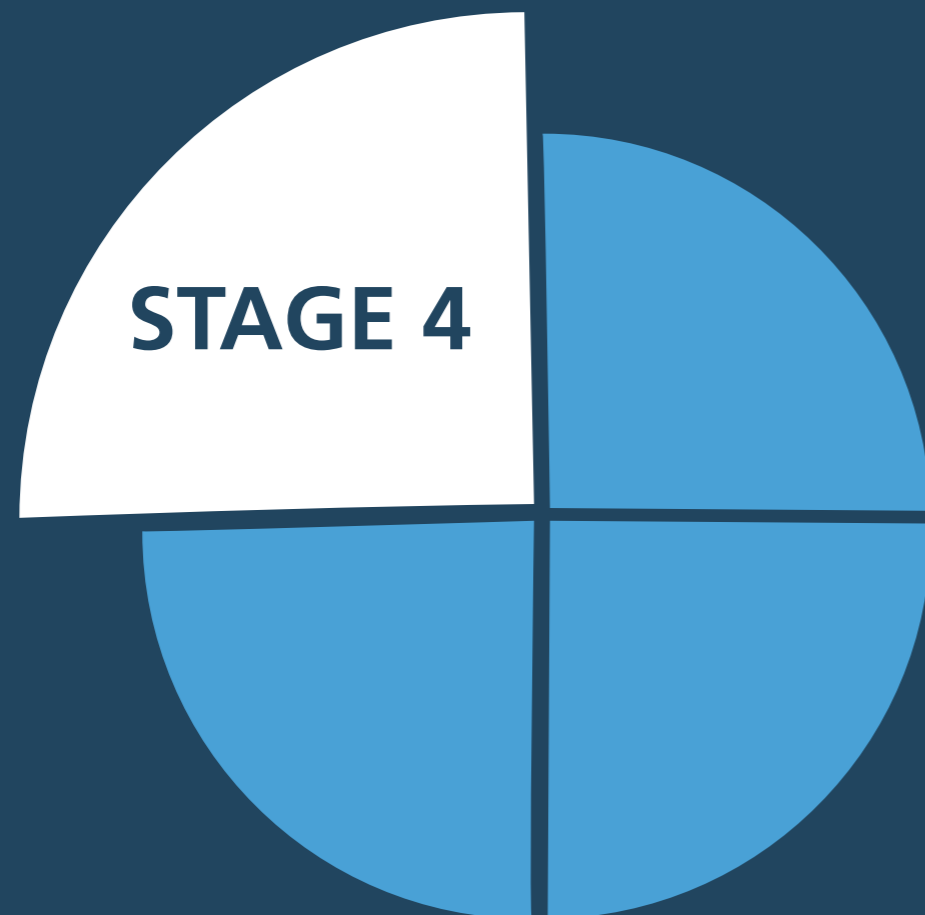


# Exhibitions Are Adapting To The New Normal



As the world starts to get back to business, people, companies and industries need to adapt. The first exhibitions have successfully taken place in Asia and the rest of Europe is gearing up to restart at the end of the summer.

In Ireland, exhibitions operate in controlled, safe environments and fall within **Stage 4** of the Governments Roadmap and will play a vital role in restarting the economy by generating business for thousands of SME's.



## Controlled Safe Environment:

Exhibition venues provide a controlled environment where pre-booking, screening, sanitization points and complimentary face coverings combined with extensive signage, social distancing information and one way systems can ensure that exhibitors and visitors can do business in a safe environment.



# Set up & Breakdown



## Pre-Planning



Set up time booked in advance to stagger arrival times and prevent close contact



Extended hours for build-up



Build-up staff should take the health survey prior to arrival



Pre-built displays should be designed to avoid close manual handling

## Arrival



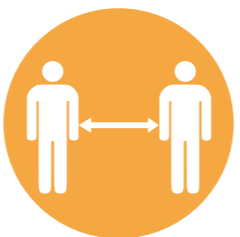
Directed to use closest door



Onsite booking system for equipment

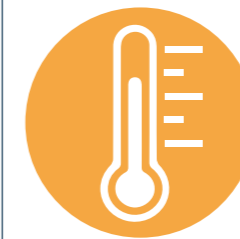


Lunch and refreshment breaks to take place in staff's own vehicles



Adhere to social distancing

## During Build-up

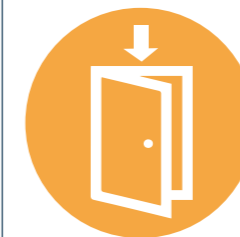


Take Covid-19 health survey prior to entry



Face coverings in the form of a face shield or mask to be worn at all times whilst inside the venue

## Breakdown



Allocated specific door



Advance booking for breakdown times where applicable

# Adapting Stands & Staffing



## Design & Layout

Design stand to be as **open** as possible e.g. two or three sides if possible

Reduce the number of potential **touch points** on the display

All aisles **single direction**

**Wide aisles** – minimum 2.5m

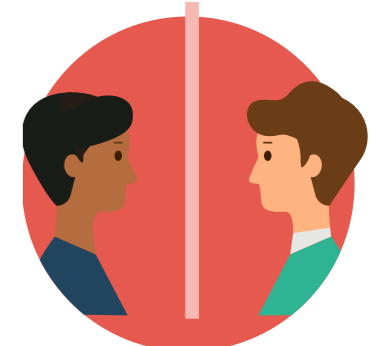
See-through **conversation pods**

Make displays **easy to access**

## Hygiene



Plan a sanitisation procedure for any touch points e.g. fixtures or samples that may be handled



Use a see-through conversation pod to facilitate close interaction with attendees



Remove giveaways/promotional gifts



Use digital brochures where possible or provide single use datasheets



Replace mask with visor in the image. "All staff to wear face covering (mask or face shield) if less than 2m distancing



Exhibitors will be encouraged not to take cash on stands & use contactless/online payments where possible

# The Venue



**Reduced catering options for visitors and no seating** - Grab & go refreshments only



**Catering for exhibitors –**

a dedicated exhibitors lounge will be made available with a range of grab & go prepacked lunch bags & socially distanced seating

**EXHIBITORS LOUNGE**

**Contactless payment** at catering points



**Hand sanitising units** available on entry and throughout venue



**Additional signage** reminding visitors and exhibitors of additional measures



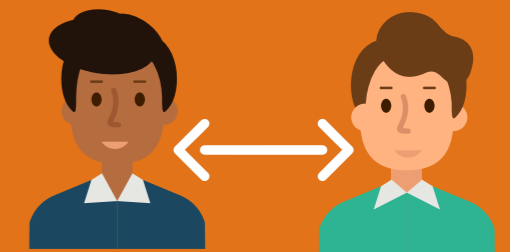
**Additional cleaning** of touchpoints & facilities



**Toilet facilities** will have controls to prevent overcrowding



**Seminar areas –** socially distanced spacing indicators



# Visitors



ENTRANCE

Self-check in/  
contactless system for  
visitors



Contact tracing

EXIT

Separate exit &  
entrance

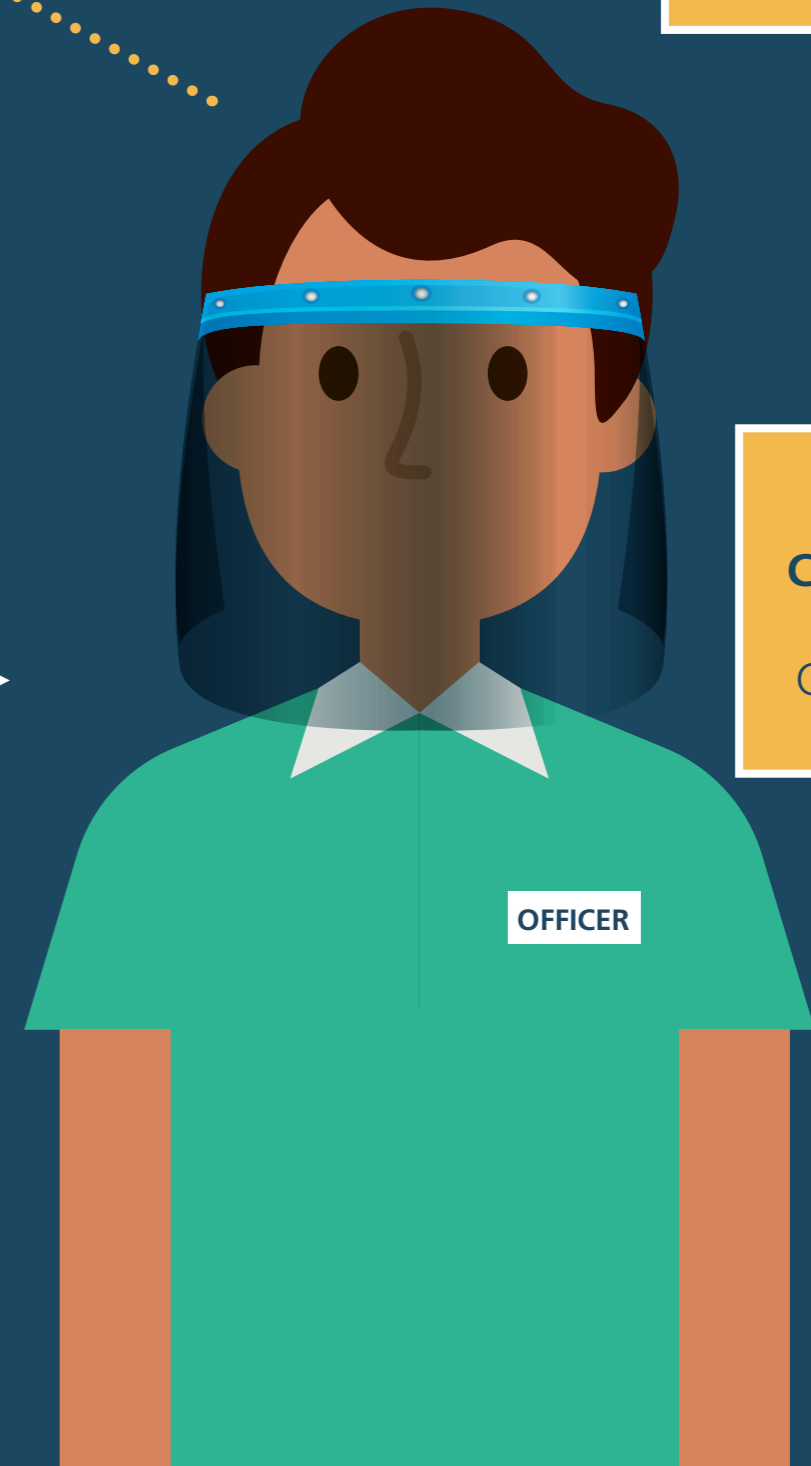
Health Check prior  
to arrival



Physical distancing during show



Dedicated  
Covid-19  
Compliance  
Officer &  
Compliance  
Stewards



All visitors will be  
asked to wear **face  
coverings**

Controlled numbers  
in the venue and  
staggered arrival times

# Communication & Training



**Strong communication is at the heart of a Safe Exhibition alongside a shared, collaborative approach between Venue Operators, Exhibition Organisers and Exhibitors.**

**Attendees** can expect to receive detailed information on the facilities that they will encounter including instructions on the physical distancing and hygiene measures being employed.

**Exhibitors** will need to review their stand layout and design to facilitate the good practice outlined in this handbook. They will receive detailed, venue and event specific information that may require them to liaise closely with organisers to arrange suitable times for build-up etc.

**Staff Training** will be provided to event staff and those who will implement pre-planned procedures if anybody becomes unwell during the event. Exhibitor staff should understand their responsibilities in relation to physical distancing as well as adhering to and promoting good hygiene practices.





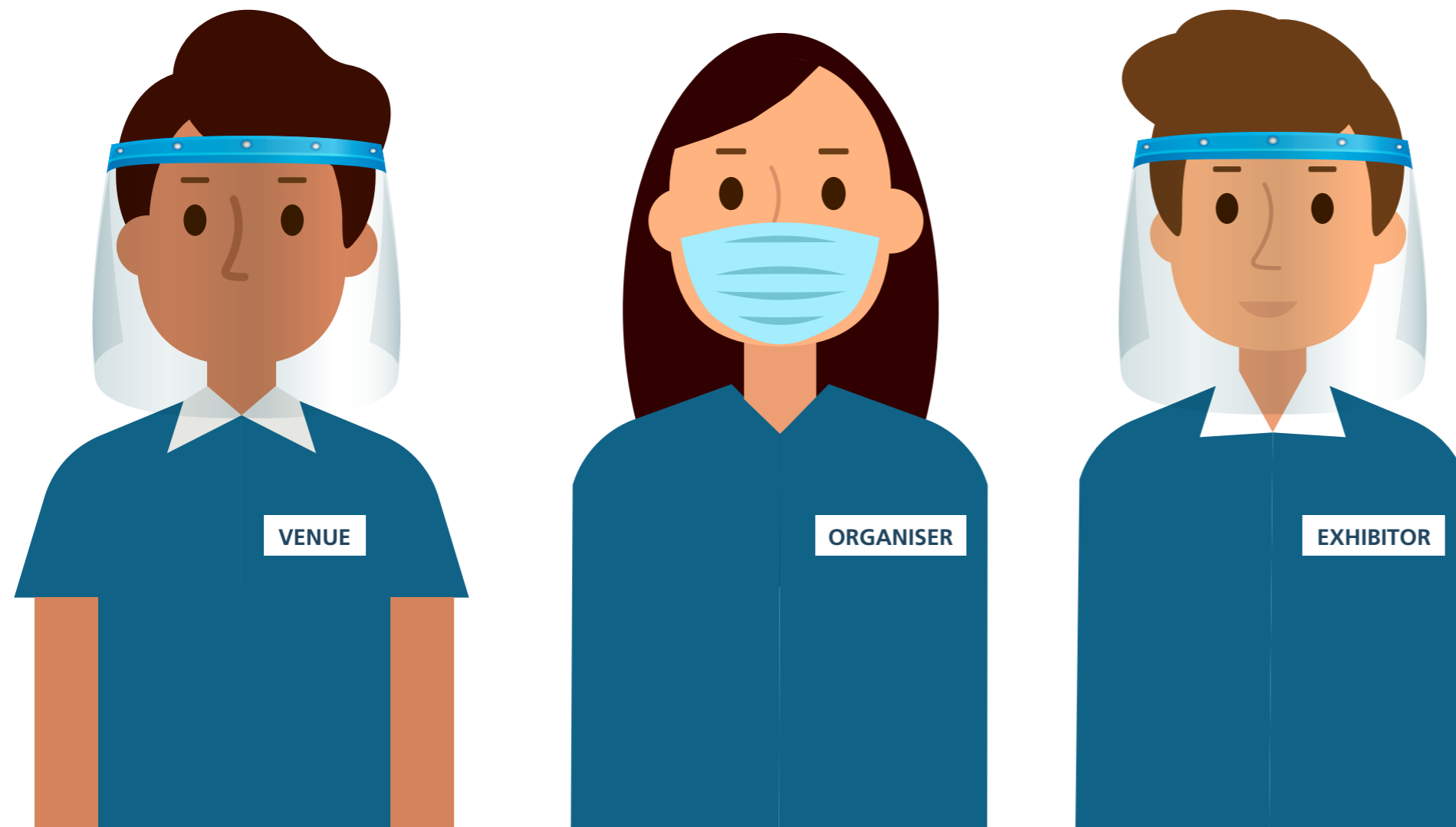
# Employee Welfare



The welfare of all workers is a priority and employers have a primary duty to protect employees from harm. Both Venue Operators, Exhibition Organisers and Exhibitors have to undertake an appropriate assessment of the risk from COVID-19 for each type of role that is carried out and appropriate measures put in place in line with current Public Health guidelines.

## There are three types of workers at exhibitions:

1. **Those employed by the Venue** – Venue Operator has prime responsibility
2. **Those employed by the Organiser** – Exhibition Organiser has prime responsibility
3. **Exhibition stand staff** – The exhibiting company has prime responsibility



## Employer Responsibilities

- Risk Assess each role or function within the exhibition
- Plan the work to minimise or eliminate any instances of physical interaction
- Communicate the protocols and measures that are being implemented
- Provide any necessary training such as hygiene etc
- Provide hygiene facilities and correct PPE where needed
- Install physical barriers and clear markings to ensure that contact between workers and attendees is kept to a minimum
- Implement a cleaning regime to ensure contact points are kept clean at all times
- Display advice on the COVID-19 measures in visible locations to ensure that attendees are also adhering to what is required

## Employee Responsibilities

- Adhere to all site rules and guidelines
- Practise good Hand and Respiratory Hygiene
- Wear face coverings (mask or face shield)
- Maintain physical distancing with all attendees and other employees
- Wear any additional PPE issued when required
- Participate in any training provided by the employer
- Complete any health check as implemented by the employer and in line with Public Health advice