



Planning your stand for a safe and secure return to events



Please note the following are suggestions and guidance only. 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.



FACE MASKS & PPE

Face coverings are currently compulsory and must be worn, ensuring your mouth and nose are covered unless eating or drinking. Individual pieces of PPE should not be used by multiple people and face visors should be adequately cleaned between uses where necessary.



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.



BUSINESS ETIQUETTE

Please remember to ensure that staff interactions with visitors are contactless and adhere to social distancing guidelines. A no handshake policy will be implemented across the event. Please avoid physical item exchanges including business cards and leaflets, instead consider our digital data capture solutions detailed in your Exhibitor Manual.



MEETINGS

There is a dedicated meeting area within the exhibition, please make use of this space if your exhibition stand is full. This area is on a first come first serve basis unless you wish to purchase and reserve a meeting table for the duration of the event. Please contact the sales team for more information.



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.



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. Any products should be cleaned thoroughly after any essential demonstrations.



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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.



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.



CONTACTING THE ORGANISERS

Representatives from the AOW team will be available at the information point to help with any questions or report any problems throughout the event.



CATERING

All catering needs to be ordered through the venue. The venue will be able to advise on the current restrictions and rules regarding serving on your stand.



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.

If you or anyone within your team develops COVID symptoms during the event, the actions you should take will follow the relevant Government Guidance at the time, and will be communicated to you in advance of the event.



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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 to allow staff to work further apart from each other wherever possible. 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. Before finalising your design, calculate the maximum number of people (staff and customers) that you can safely have on your stand. This number must be displayed clearly on your stand.



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.



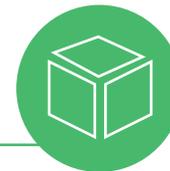
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PRODUCT DISPLAY

Carefully examine your available floorspace and plan your product displays accordingly; allowing enough space for the visitors to comfortably move around the stand at a safe distance from others.



Consider the visual appeal and customer experience, for example, building in a product display or branding opportunity rather than a functional but blank wall.

