



american exposition services



MAKE YOUR EVENT

#SaferTogether

Precautions & Safety Guidelines for Tradeshows in a COVID-19 Environment

make your event



AES can help implement guidelines and precautions that must be considered when planning an event in the near future.

We believe in sustaining business opportunities for all in the industry and are here to assist with current health and safety concerns.

PLAN YOUR EVENT

HYGIENE PROTOCOLS

OUR SOLUTIONS

PLAN YOUR EVENT

We've gathered these considerations and guidelines to provide support when planning upcoming events. We are committed to enforce the health and hygiene practices recommended by the World Health Organization (WHO) and the Centers for Disease Control (CDC), to ensure our protocols are supported by scientific experts.

CLEANING & SANITIZATION

NEUTRALIZE ENVIRONMENTS

Creating and maintaining clean environments will be primary for the success of live events. To ensure you're staying focused on your planning, keep cleaning and sanitation at the center of your conversations and continuously ask if the solution being put in place supports safe and healthy environments.

- Compile cleaning and sanitation guidelines and procedures from your vendors, facilities, and local governments to include in pre-show and onsite communication plans
- Offer sanitizing services to exhibitors through general service contractor or facility
- Place sanitizing stations throughout the event space
- Facilitate a disinfection plan for common areas and surfaces, including:
 - Countertops
 - Seating Areas
 - Tablets and Keyboards
 - Door Handles
 - Booth Furnishings
- Confirm all cleaning responsibilities are performed with proper PPE equipment

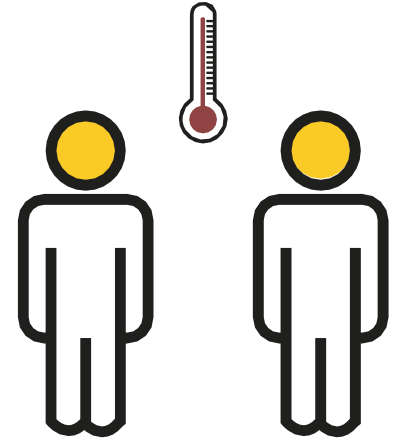


HEALTH MONITORING

SCREEN & SURVEY PARTICIPANTS

Implement health and screening checks for all event participants to support maintaining clean environments and create emotional comfort to those entering and interacting within the event. Implement temperature check procedures at event hotel(s) and facilities to include:

- Add required temperature and wellness survey/waiver stations at entry locations. Survey questions should follow CDC recommendations. Individuals with high temperatures or those that do not pass survey standards will not be permitted into the event
- Survey/waiver standards and the addition of temperature checks should be communicated to all participants prior to the event
- For individuals with any Flu-like symptoms, implement the following:
 - Designate an isolation room with medical staff on call
 - Create a transportation plan to safely transfer patients to a healthcare facility or hospital if recommended by the on-site medical staff
- Develop and communicate a safety plan so that if a participant feels ill while attending the event, they understand immediately where to go and who to alert
- Develop special accommodations for participants who may need immediate attention



AES will abide by all Local, State, Federal and CDC guidelines regarding health monitoring, with the most recent instructions taking precedence.

REGISTRATION & COMMUNICATION

CREATE ORDERLY FLOWS

Leverage registration to set the precedent for the duration of the event by implementing health and safety solutions into the entire process.

- Add directional signage at facility entry points with intentional traffic flows to registration
- Add queue lines with floor markers indicating appropriate spacing at registration counters and kiosks
- Mail registration badges in advance or provide participant-facing printers for direct retrieval of badges and other materials
- On-site registration to be self-check-in as primary options and secondary options to be behind protective plexiglass dividers
- Develop cleaning procedures that include designated staff for sanitizing and disinfecting equipment after participants use a device or physically interact within an area
- AES can arrange shipment of amenity bags that contain a mask, hand sanitizer and an event-specific COVID-19 prevention information card prior to event or create an on-site station
- Send email blast regarding what the organization is doing in advance to keep attendees safe at the event

EDUCATE & INFORM

Create and implement clear and concise pre-event and on-site communication strategies to educate event participants of all measures being taken to address safety and health. Strategies to consider:

- Replace printed content pieces with digital strategies, like QR Codes to reduce sharing of materials
- Place signage throughout the airport, hotels, and event facility reminding people to keep physical distance, wash hands, and use PPE
- Provide clear directional signage and traffic flows through the event space so attendees understand how to safely interact within the environment
- Verbal announcements via intercom systems at the convention center, tradeshow floor and hotels
- Utilize social media, text, and email to deliver messaging
- Include safety and cleaning solutions in the Exhibitor Manual with ordering information

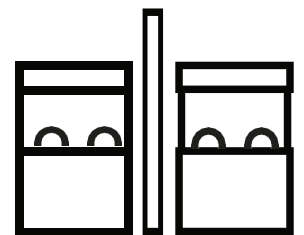
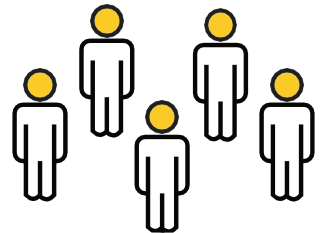


EXHIBITION

CROWD CONTROL & ORDER

Understanding crowd density will be key in effectively activating safe and orderly exhibitors. Use the below considerations and crowd density guidelines to develop your floorplan and procedures.

- Set up ONE-WAY aisles so that attendees are moving in the same direction
- Place floor markers indicating appropriate spacing at key locations around the tradeshow floor where lines could generate (management booths, check-in areas, food and beverage centers, etc.)
- Set up signage indicating what steps your organization has provided to ensure the safety of the attendee and exhibitors
- Set up signage reminders of key CDC guidelines
- Make regular announcements reminding attendees about the social distance recommendations and hand washing
- Offer elevated cleaning services for each exhibitor as part of their exhibit package
- Set up stations where attendees and exhibitors can pick up face masks and/or gloves
- Place hand sanitizer stations throughout the exhibit hall and lobbies
- Adjust tradeshow hours and access to allow for sanitization and hygiene breaks
 - Split tradeshow hours to allow for two cleanings per day
 - Have specified hours/assigned appointments for attendees to be on the show floor to reduce density of exhibit hall
- Consider 8' tall side rail between inline booths
- For Exhibitors that sell product from their booth, encourage touchless payment processing or provide recommended cleaning procedures after each transaction
- Distribution of kits to Exhibitors that include masks, gloves, sanitizer, etc.



CALCULATE FLOOR TRAFFIC DENSITY

*Foot Traffic/Flow and Density Crowd Density Standard (CDS) IAVM has created a framework for floor density as follows:

- Current physical distancing requirements in the United States are based on a 6-foot radius (approximately 2 meters) space separating individuals. With each person having a radius of 3 feet of space (6 feet between each other), the physical distancing space per person is approximately 28 sq. ft. (2.6 sq. meters) per circle.
- If physical distancing requirements are practiced during an event, then total available space for the event might have to be divided by the physical distancing space requirements per individual to determine the maximum number of space occupants.

FORMULA TO CALCULATE FLOOR CAPACITY DURING COVID-19

Total Space Use of Exhibits X – 10% (Furniture & Equipment) = Total Space allowed for Covid19 / 28 Sq Ft allowed per person = Total Occupancy Capacity

TOTAL SPACE USE OF EXHIBITS		- 10%		TOTAL SPACE ALLOWED FOR COVID-19		28 Sq Ft		TOTAL OCCUPANCY CAPACITY
[]	X	(FURNITURE & EQUIPMENT)	=	[]	/	allowed per person	=	[]

**This content was copied direct from the IAEE "Essential Considerations for Safely Reopening Exhibitions and Events" published on June 6, 2020.*

MEETING ROOMS

FORMATS FOR PHYSICAL DISTANCE

Creating functional learning environments that mitigate the spreading of germs includes a combination of grid layouts, the right furnishings, and proper health add-ons and procedures.

- When possible, create separate entry and exit points
- Place hand sanitizer stations at entry and exit points
- Format spaces so there is appropriate spacing between each chair
- Add dividers to the space to create protective boundaries
- Provide disposable face masks throughout the meeting space
- Use A/V to broadcast general sessions and meeting room sessions that are available to attendees to watch from their media devices
- Place signage reminders of key CDC guidelines for large gatherings, including physical distancing and hygiene best practices

STANDARD TABLES IDEAL FOR DISTANCE

- Rectangular communal tables
 - 6': 4 per table (1 on each side, including short ends)
 - 8': 6 per table (2 on each side, 1 at each short end)
- Rounds
 - 72": 6 per table
 - 66": 5 per table
 - 60": 4 per table
- Classroom seating
 - 6'x18": 1 per table
 - 8'x18": 2 per table

HOTEL & CATERING

HOTEL

Hotel and accommodations are all part of the ecosystem of your event experience. Work closely with hotel and travel partners to ensure the safe arrival, departure, and stay of all event participants.

- Collaborate with hotels to create a dual registration process for hotel check-in and event registration into one transaction to reduce additional interactions
- Obtain safety and health procedures from all event hotels to ensure proper protocols are being followed in conjunction with CDC and city guidelines
- Integrate hotel safety and health procedures into pre-show and on-site communication strategy
- If buses are included in the event transportation plan, develop a strategy that allows for limited riders and cleaning

FOOD & BEVERAGE

Cleanliness in preparation and serving has always been a priority in food service at events. We can anticipate elevated expectations in food prep communication, cleanliness of meal areas, and how food is being delivered and disposed.

- Exchange food stations/buffets with boxed meals
- When possible, create separate entry and exit points to meal areas
- Add cleaning personnel to continuously clean and disinfect meal areas
- Set up environments where attendees can eat while still social distancing
- Stagger mealtimes and implement an assignment-based meal schedule
- Include sanitizing stations and dividers in meal areas
- Use sustainable plastic and disposable utensils and packaging
- Develop and publish food safety plan



HYBRID MEETINGS

INTEGRATE VIRTUAL STRATEGIES

Creating hybrid events – live events that incorporate virtual strategies – enable participants who are unable to attend live events an alternative way to engage and interact with your content. Hybrid events extend the reach of events far beyond the boundaries of the facility walls, increasing the audience and value of your event.

- Extend the reach of your program and content to remote attendees
- Create satellite (viewing) rooms to promote physical separation by using the streaming feed from the virtual broadcast
- Bring remote (non-attending) Exhibitors back to the show, along with their revenue, by creating a remote booth broadcast from their facility. Virtual booths allow for two-way communications and private meeting rooms. Applies to both domestic and international Exhibitors
- Presenters and session leaders can be brought in (live) to any general or breakout session with two-way communications

HYGIENE PROTOCOLS

At AES, our highest priority is to serve our industry with *Biosecurity* and hygiene. Team AES is now certified in GBAC (Global Biorisk Advisory Council) with an emphasis on SARS-CoV-2 / COVID 19.



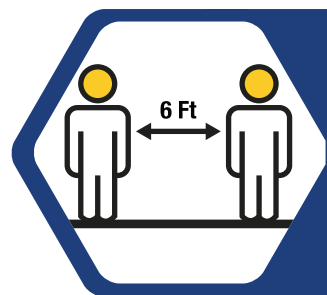
We can prevent the spread.
Let's do it together!



WORKPLACE & EVENT SITE

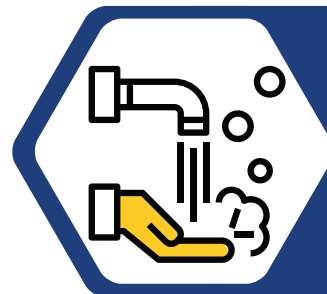
SOCIAL DISTANCING

- Protect yourself and others
- Put distance between yourself and people who are in close contact with one another (within about 6 feet)
- Avoid close contact with people who are sick
- Remember that some people without symptoms may be able to spread the virus
- We perform our job enforcing social distance on our workstations
- Materials will be sanitized before being sent to the host venue



ALWAYS WASH YOUR HANDS

- Employees are required to wash their hands often with soap and water for at least 40 seconds especially before the start of every shift, after being in a public place, or after blowing their nose, coughing, or sneezing. If soap and water are not available, employees must use hand sanitizer that contains at least 60% alcohol
- Cover all surfaces of your hands and run them together until they feel dry
- Avoid touching your eyes, nose, and mouth with unwashed hands
- There will be signs in common areas reminding you to wash your hands and correct use of hand sanitizer



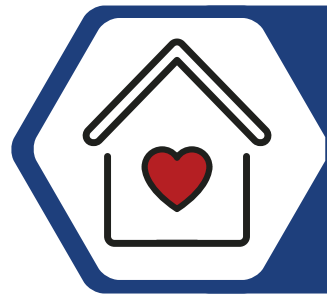
RESPIRATORY ETIQUETTE

- Stop the spread of the germs! Use a tissue to cover your mouth and nose when you cough or sneeze. Throw your tissue in the waste basket or cover your cough or sneeze with your inner elbow, not your hands
- If you are in a private setting and you do not have on your cloth face covering, **COVER YOUR COUGH!**
- **WASH YOUR HANDS** after coughing or sneezing, wash for 40 seconds with soap and warm water or clean with hand sanitizer



STAY HOME IF YOU ARE SICK

- Typical COVID-19 symptoms include coughing, fever, chills, fatigue and nausea
- Perform a Symptom Self-Check
- Employees with Flu-like symptoms are REQUIRED to stay home. Please DO NOT come to work!
- This is especially important for people who are at higher risk of getting very sick



WEAR APPROPRIATE PPE

- Personal Protective Equipment (face mask and gloves)
- Everyone MUST wear a cloth face cover inside the building at all times (office, warehouse, parking lot)
- The cloth face cover is meant to protect other people in case you are infected
- Wear gloves if available
- Frequently change gloves to avoid cross contamination
- REMEMBER you could spread COVID-19 to others even if you do not feel sick



DISINFECT AND MINIMIZE TOUCHPOINTS

- Clean AND disinfect frequently touched surfaces daily. This includes tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, and sinks
- If surfaces are dirty, clean them: Use detergent or soap and water prior to disinfection. Then, use EPA-registered disinfectant
- All our empty trailers will be sanitized before each trip to the host venue
- Once materials arrive to the host venue, the workers handling the materials are required to use PPE and must check their temperature every day prior to their shift
- All outside deliveries will be sprayed with a solution before entering the venue
- All booths and furniture will be sanitized prior to the Exhibitor's arrival and will be cleaned and disinfected every night during the event
- Booths are being built and furniture is being delivered with all the necessary precautions



CLEAN & DISINFECT

EVENT SITE CLEANING

We implemented the following solutions to neutralize environments and safeguard participants from unwanted germs. Following GBAC Star accreditation guidelines and utilizing cleaning products approved by government regulatory agencies, we are committed to the highest standard of cleaning and disinfecting for all live events we serve. If AES is designated as the official cleaning contractor, we commit to the following standards:

- Employees will be *GBAC STAR Certified
- Registration and common spaces will be cleaned and disinfected post set-up
- Carpet will be shampooed prior to delivery and installation

OFFERED ORGANIZER & EXHIBITOR SERVICES

Organizers and Exhibitors will be offered add-on services to support cleanliness for their dedicated spaces throughout the duration of the event, including:

- Electrostatic fog spraying services with GBAC approved disinfectant
- Hourly surface cleaning and disinfectant services
- Periodic trash removal service



GBAC - The Global Biorisk Advisory Council (GBAC) helps organizations and businesses prepare for, respond to, and recover from biological threats, and biohazard situations and real-time crises. We offer education, training, certification, response management, and crisis consulting for situations where environments require a much higher level of cleaning, disinfection, and restoration. This content was copied direct from the **Global Biorisk Advisory Council website.*

RESOURCES

Use this comprehensive list of resources to stay updated on protocols, guidelines, and compliance as the COVID crisis continues to unfold.

Center for Disease Control and Prevention (CDC)
<https://www.cdc.gov/>

World Health Organization (WHO)
<https://www.who.int/>

Global Biorisk Advisory Council (GBAC)
<https://gbac.issa.com/>

International Association of Venue Manager (IAVM)
<https://www.iavm.org/>

United States Department of Labor (DOL)
<https://www.dol.gov/>

Professional Convention Management Association (PCMA)
<https://www.pcma.org/>

International Association of Exhibitions and Events (IAEE)
<https://www.iaee.com/>

Society of Independent Show Organizers (SISO)
<https://www.siso.org/>

The Global Association of the Exhibitions Industry (UFI)
<https://www.ufi.org/>

Exhibition Services and Contractors Association (ESCA)
<https://www.esca.org/>

OUR SOLUTIONS

We have created multiple open space layouts and new protective equipment designs for organizers to enforce social distancing in upcoming tradeshows and events.

Let's create safe environments to allow businesses to meet again!



OPEN SPACE
LAYOUTS

EDUCATIONAL
SIGNAGE

PROTECTIVE
EQUIPMENT



Registration, entrances, conference rooms and common areas have increased in space in order to meet the requirements enforcing the social distancing guidelines.

REGISTRATION SOLUTION 1

- Clearly defined entrance and exit
- Floor markers for social distancing
- Partitions between counters to maintain distance
- Informational signage to guide traffic
- Cleanable substrates and surfaces
- Protective shields creating safe interactions
- Strategically placed hand sanitizer stations
- Safe physical distance



REGISTRATION SOLUTION 2

- Self scan and go
- Contactless option to limit touch points
- Separate entrance and exit
- Informational signage to guide traffic
- Cleanable substrates and surfaces
- Dividers between counters to maintain distance
- Strategically placed hand sanitizer stations
- Intentional traffic flow



ENTRANCE SOLUTION

- Entrance and exit with safety partition
- Enforce traffic flow
- Safe physical distance
 - Floor markers for social distance
 - Cleanable substrates and surfaces
 - Strategically placed hand sanitizer stations

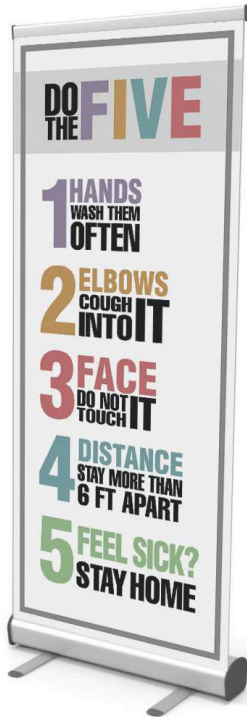


SOLUTION FOR LOUNGES AND COMMON AREAS

- Customizable furniture barriers
- Enforced traffic flow
- Safe physical distance
 - Informational signage
 - Floor markers for social distance
- Cleanable substrates & surfaces
- Strategically placed hand sanitizer stations



HEALTH AND SAFETY GUIDELINES



PULL UP BANNERS



FOAMBOARD INFOGRAPHIC

MODULAR GRAPHIC DIVIDER



CHROME SIGN STAND



DIRECTIONAL AND REGULATION SIGNAGE

- Direct traffic flow
- Enforce crowd control
- Cleanable surfaces
- Friendly colors
- Customizable sizes
- Design your own



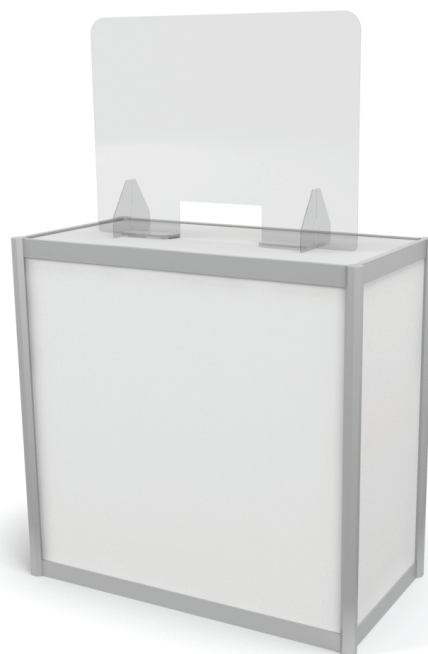
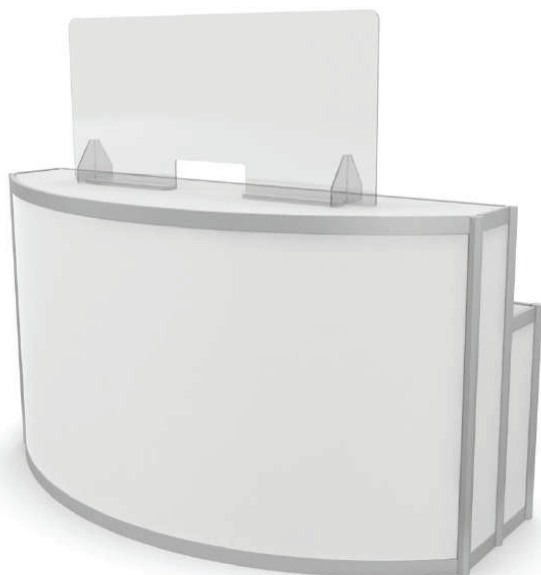
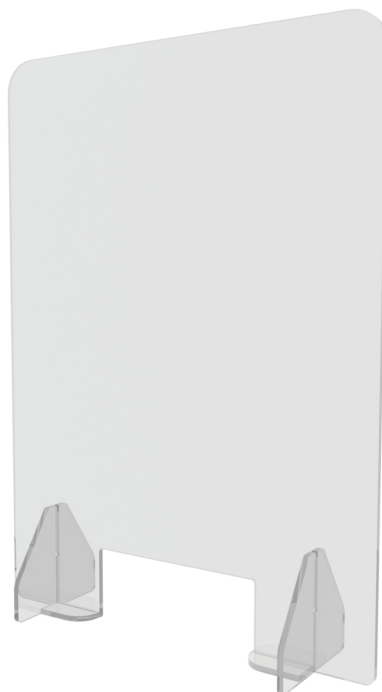
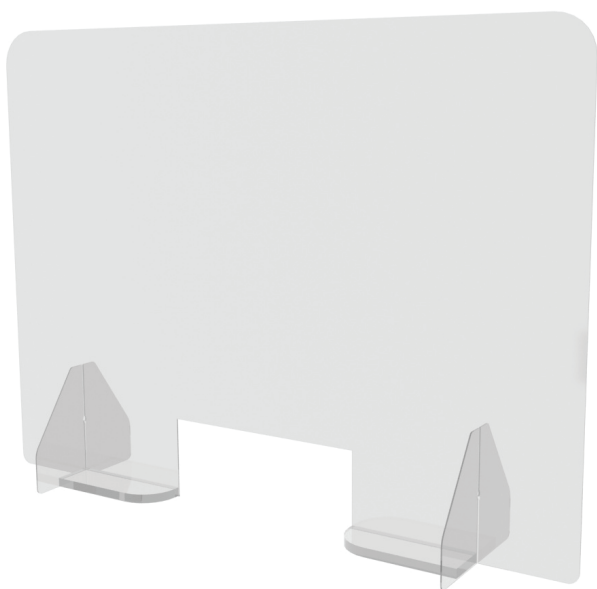
SANITIZING STATIONS



DIVIDER WALLS



ACRYLIC BARRIERS



LET'S START PLANNING!

Together we can reactivate live events and tradeshow.

Contact us now

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916-925-3976

TEAM AES - JANUARY 2020

