

# INDUSTRY ALL SECURE STANDARD SUMMARY

The implementation of enhanced measures will provide our audience with the assurance and confidence that our shows and events have health and safety as our number one priority.

Below, we have summarised the best practice guide for organising and delivering trade shows and exhibitions of all sizes, in all locations ensuring the health and safety of all attendees in response to COVID-19.

This document outlines the framework we are researching and working to - our specific plans and actions will be communicated in due course by the show team.



## PHYSICAL DISTANCING

### Crowd Density Standard (CDS)

By controlling the density, appropriate physical distancing can occur throughout the event.

### Eliminating Handshakes

Recommend the elimination of handshakes.

### Staggered Admission

Where needed, attendees will be allocated a designated time slot for arrival and stipulated visit duration and will be encouraged to set meetings in advance.

### Enhanced Quality of Visitors

Opportunities to vet attendees through a series of demographic criteria and exhibitor feedback.

### Floor Planning

Introduction of one-way visitor traffic that could create a logical flow through venues.

### Set Up & Break Down

Enhanced guidelines to assist contractors in the set up and break down of events.

### Conference Rooms

Rooms with recommended density and seating arrangements will follow local distancing guidance.

### Food & Beverage

Replace open or self-service buffets with food served pre-packaged or in closed containers.

### Registration

An increased use of technology can facilitate seamless and contactless access upon entry and exit.

### Monitoring & Control

Appoint and train a hygiene subject matter expert who will be responsible for ensuring these guidelines are followed at each event.



## CLEANING & HYGIENE COUNTERMEASURES

### Venue Deep-Cleaning

Requirement of venues to provide a deep cleaning prior to move in and again before the event opens.

### Venue Ambient Environmental Controls

Recommend ensuring the proper ventilation, temperature, humidity, UV air purification controls, etc. are in place.

### Waste Management

Collection and removal of waste receptacles will be increased during events in order to minimise risk.

### Stand Cleaning

Exhibitors will be required to disinfect their respective booths and exhibits regularly throughout the event.

### Hand Sanitisers

Stations will be positioned at key locations throughout the event.

### Conference & Seminar Rooms

All equipment, including AV, will be disinfected between each use, and conference rooms will have an increased cleaning schedule throughout the day.





## PROTECT & DETECT

### Contact Tracing

Offering assistance to the proper authorities in contact tracing efforts where country laws allow.

### Infrared & Thermal Imaging Temperature Screening

Equipment will be available at the entrances to venues at organised industry gatherings.

### Enhanced First Aid & Medical Support

Offering an increased number of First Aid stations located throughout the event with enhanced medical support available.

### Quarantine Area

Offering a dedicated quarantine area for people displaying the symptoms of COVID-19.

### Emergency Response Plans

Implementation of processes for possible COVID-19 incidents, both confirmed and suspected.

### Personal Protective Equipment (PPE)

Key personnel, including cleaning, medical, food and beverage workers, etc., will be offered PPE.

### Facemasks

Requirement of every attendee at every event in line with local authority requirements.

### Employee Screening

Potentially look at encouraging all Clarion employees to undergo COVID-19 symptomatic screening in advance of each work day.



## COMMUNICATION

### Show Website, Apps, & SMS

Guidelines can be communicated for each event through all marketing channels.

### Exhibitor Manuals

Will be updated to include specific details of what exhibitors need to do to execute the enhanced safety and hygiene measures.

### Public Addresses During Show

Repeat messages to be broadcast about the importance of best practices shared from medical and government authorities.

### Event Signage

Will include common signs and symptoms of COVID-19 as communicated by the appropriate medical and health authorities.

### Pre-Show Messaging

Communication of key pieces of information, including updates from global and local health organisations, show admission policies, hygiene briefings and health protection measures.



## NEXT STEPS

**This document is a summary of Clarion's ALL SECURE STANDARD DOCUMENT which is available if you would like to see it, please ask your show team for a copy.**

Both this summary and the full document cover the framework we are researching and a list of actions will be produced that will be adhered to in the run up to and during the event, taking into account local and national government guidelines. These

actions are still being formalised and once confirmed, they will be communicated to all attendee groups.

These actions will be communicated in a series of follow up documents outlining what we, as the organisers, are doing to ensure the safety of all of our attendees and this will include input and collaboration with the venue and our suppliers/contractors. Separate documents will also outline what we need all

of our audience groups to commit to and these will be distilled into a simple series of steps that need to be implemented by our exhibitors, sponsors, speakers, delegates and exhibition visitors.

Our primary goal is to ensure the safety of our audience and by producing these documents and working together, we look to ensure that our events run as smoothly, successfully and of course, safely as you have come to expect from a Clarion event.

If you have any specific enquiries for complex space only stands or your participation at ERTC 2021 please contact a member of our show team:

### Operations/Stand Enquiries

Magdalena Musial, Operations Manager  
magda.musial@clarionevents.com  
+44 (0) 207 384 7967

