

REED EXPOSITIONS FRANCE

Exhibitor health guide

Working together to fight the
epidemic!

MAY 2021

Health guide

COVID-19 measures

At Reed Expositions France, the health and safety of our staff, clients and partners is our priority. We are therefore implementing measures to increase the safety of our events and reduce the spread of COVID-19.

This guide aims to help you prepare and organise your participation in the trade show. Our actions are guided by the health measures for limiting the spread of COVID-19 recommended by the French Government and the World Health Organization (WHO).

This guide contains:

- **Information on the measures implemented by Reed Expositions France**
- **Our recommendations for exhibiting safely**

The following measures and recommendations are subject to change in line with government decisions and the advice of medical authorities.

Our teams are available to offer assistance and answer any questions you may have.

We're looking forward to seeing you very soon!

Measures taken by the organisers

Reed Expositions France will implement measures to ensure the health and safety of exhibitors and visitors

We are operating a series of measures presented under 5 headings:

1. Physical distancing
2. Personal protection
3. Cleaning and disinfection
4. Communication and training
5. Health measures management and control

Measures taken by the organisers

1. Physical distancing

Measures	Build-up / Breakdown	Opening
Display of health rules , particularly in terms of physical distancing	✓	✓
Physical barriers or floor markings for queues	✓	✓
Reconfiguration of common areas: adjusted maximum numbers, adapted furniture, redesigned spaces (reception, VIP club/press, conference rooms, food service areas, rest areas, etc.)		✓
Crowd management (flow directions, physical distancing, etc.)		✓
Specific protective measures for areas where visitors and exhibitors come into contact (glass or plexiglass walls, etc.)	✓	✓

Measures taken by the organisers

2. Personal protection

Measures	Build-up / Breakdown	Opening
Mandatory face masks for anyone entering or moving around the trade show	✓	✓
Distribution of hand sanitiser at entrances, in food service areas, toilet facilities and various trade show event areas	✓	✓
Sale of stand cleaning/disinfection kits (if you run out of supplies)	✓	✓
Opening of as many toilet facilities as possible with regular maintenance and cleaning	✓	✓
Dedicated signage reminding people of protective measures		✓
Medical station to handle potential COVID-19 cases	✓	✓

Measures taken by the organisers

3. Cleaning and disinfection

Measures	Build-up / Breakdown	Opening
<p>Increased daily disinfection of:</p> <ul style="list-style-type: none">• high-contact areas• toilet facilities• areas managed by the organiser• building infrastructure		
<p>Staff making rounds throughout the day to disinfect high-contact areas</p>		
<p>Special trash bins for used face masks, disinfectant wipes, etc.</p>		

Measures taken by the organisers

4. Communication and training

Measures

Regular communication with exhibitors and visitors prior to the trade show (via newsletter, exhibitor space on the website, technical guide, website, etc.)	
Regular on-site communication with exhibitors and visitors through dedicated signage and audio announcements if possible	
Training for Reed Expositions France staff about procedures and actions	
Training trade show partners and service providers on procedures to follow and how best to keep trade show participants informed	
Checking the health protocols of our service providers (general facilities, cleaning, hostesses and hosts, security and food service staff, etc.)	

Measures taken by the organisers

5. Management and control of health measures

Measures

Appointment of a health officer responsible for producing a health protocol and supervising its implementation	
Presence of a COVID-19 officer to handle potential COVID-19 cases	
Regular health officer rounds to ensure that guidelines are being followed, point out any problems, and answer any questions	
Close communication with government services and health authorities so that measures can be updated if necessary	

Our recommendations for exhibiting safely

The site manager and organiser will implement preventive measures across the event site (infrastructure, ventilation, general facility, toilet facilities, etc.) Exhibitors are responsible for the measures implemented on their stand. This memo covers the main points to take into account.

Our recommendations for exhibiting safely

Stand design

Please design your stand in line with the following recommendations:

- **Simplify design** in order to:
 - Limit the number of people working at the same time / Reduce the number of people required to build the stand
 - Facilitate stand cleaning
 - Encourage open spaces, and avoid closed offices
- **Install a protective screen** on reception counters
- **Apply floor markings** to help people keep their distance
- **Consider a one-way system** to reduce contact at your stand
- For larger stands, **separate the entrance and exit** in order to encourage physical distancing
- **Position your reception desk back from the aisle** so that visitors don't stop in the aisle
- **Use screens** to communicate about your products and services
- Promote products **without touching them whenever possible**

Our recommendations for exhibiting safely

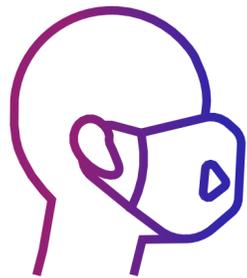
Preparing for the event

Prepare for the trade show stress free by following these recommendations:

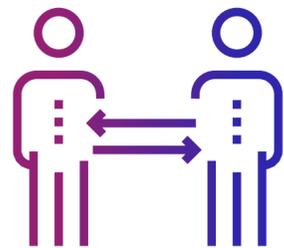
- **Appoint a stand health officer.**
He/she will need to be present for each stage of the trade show (build-up/opening/breakdown).
His/her duties:
 - Responsible for implementation of the health protocol on the stand
 - Organiser's and Health and Safety Coordinator's main contact for health issues
 - In the event of a problem, he/she will be the contact for the healthcare authorities
- **Plan your orders ahead** of time to avoid having to make changes or place orders on site
- **Limit the number of employees** on the stand
- **Organise appointments with clients and prospects** in order to better manage traffic through the stand
- **Supply masks, wipes, tissues, hand sanitiser,** etc. on the stand
- **Cleaning/disinfection kits** will be on sale at the trade show if required
- **Provide trash bins fitted with a hands-free lid,** especially for collecting used masks, paper tissues, disinfectant wipes, etc.
- **Do not provide goodies and leaflets for visitors to pick up themselves.** If you do decide to distribute such materials, have them distributed by a host/hostess
- **Communicate with your employees:**
 - About the protective measures to be followed and the health rules in force at the trade show
 - Anyone with symptoms (fever, cough, loss of smell or taste, etc.) should stay at home and contact their doctor

Our recommendations for exhibiting safely

Instructions for build-up / breakdown



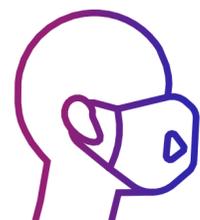
Please follow the instructions below



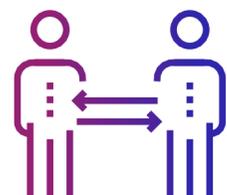
- **Face masks must be worn**
- **Pre-register anyone working** on build-up and/or breakdown of the show. **Only people who have registered will be permitted to access the site.**
- **Limit the number of people working at the same time**
- If possible, **keep the same teams** and limit changeover or adopt shifts outside typical working hours, depending on staff numbers
- **Limit equipment sharing** (lifting and handling equipment, tools, gloves and hard hats, etc.) and provide cleaning supplies between each use
- **Maintain physical distancing**
- Encourage work side by side rather than face to face
- In holding areas, stay in your vehicle, and follow protective measures and health instructions during deliveries
- **Require teams to regularly disinfect their hands**

Our recommendations for exhibiting safely

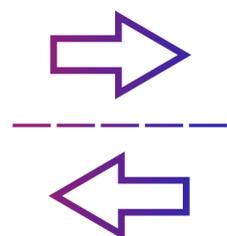
Receiving visitors at stands



Some recommendations for keeping visitors safe at your stand



- **Face masks must be worn**
- **Limit the number of people at the stand** and regulate traffic. Enforce physical distancing by ensuring that people stay at least 1 metre apart
- **Use electronic documents** rather than paper documents
- **Avoid distributing goodies and leaflets.** If you do decide to distribute such materials, have them distributed by a host/hostess
- **Avoid exchanging business cards and use a badge reader or** other solution offered at the trade show



- **Regularly disinfect high-contact areas** (reception desks, computers, test products, etc.), especially every time they have been touched by visitors
- **Implement clear signage*** displaying protective measures, and in particular the following points:
 - No handshakes
 - Face masks must be worn
 - Use hand sanitiser as you enter and leave the stand

*try to use pictograms to avoid language problems

- **Provide staff and clients with hand sanitiser**

Our recommendations for exhibiting safely

Food, tasting events and cocktail receptions at your stand

Cocktail receptions at your stand are not recommended



Some food guidelines to protect health and safety at your events

- **Seated catering only** (no wandering without a mask)
- **Do not offer buffets and self-service food.** Provide staff to distribute individual portions
- **Use disposable cutlery.** Do not use shared items such as salt shakers or water jugs, etc.
- **Separate the entrance and exit, with a good distance between them,** if possible
- **Regulate visitor traffic** at the entrance to the stand
- **Check the protective measures** implemented by catering service providers
- **Regularly disinfect** high-contact areas
- **Protect staff** with protective screens
- **Supply enough hands-free trash bins**
- For cooking presentations: **implement floor markings to help the audience** keep their distance and provide individual service
- **Provide reminders of the rules and protective measures**
- **Provide disinfectant products** (hand sanitiser)
- **Brief staff** on the protective measures to be followed
- **Limit the number of people at the stand** and regulate traffic. Enforce physical distancing by ensuring that people stay at least 1 metre apart

**We look forward
to seeing you
at our trade shows**

Working together to fight the epidemic!