

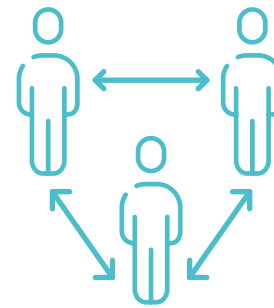
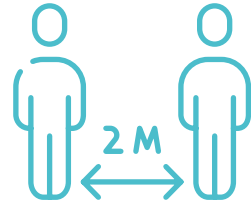
Ready to Open

Clarion Enthusiast

Exhibitor All Secure Standard Document

We are looking forward to the forthcoming Baby Show Birmingham and as show organisers are committed to creating safe environments to protect exhibitors, visitors, contractors and our staff to ensure we can run enjoyable and successful events for all in 2020. In line with government and local authority guidance, as well as the UK exhibition industry All Secure Standard document we are implementing extensive measures in response to COVID-19. Some of these are outlined below and will constantly be reviewed in line with current guidelines.





Build Up and Breakdown

- **Anyone working** on the build-up or breakdown of an event will be asked to pre-register before arriving onsite to declare they are fit and healthy to work.
- **Face coverings** are mandatory in line with government guidelines and will need to be supplied by the individual.
- **Temperature check** will be a condition of entry. Any person displaying a high temperature will not be granted access to the venue.
- **Exhibitor and contractor scheduling** will be strict to minimise the amount of people in the halls at any one time to create a safe working environment.
- **Exhibitor passes** will be issued in advance to minimise queuing and contact. All standholders will need to provide names in advance for personalised badges.
- **Safety notices** will be highly visible throughout the venue.

Physical Distancing

- **Social distancing** will be managed in line with the latest government advice during build-up, the open period and breakdown. This will be based upon Government social distancing guidance:

Potential social distancing required by Government	Sqm per person
2m*	4.9 sqm
1.5m	2.25 sqm
1m	1.5 sqm

*Currently implementation of 2m social distancing

- **A new crowd management protocol** will be put in place to ensure all areas of the venue are safe, in line with the latest government guidance.

Floor Plan

- **Manage exhibitor numbers** to optimise exhibitor to visitor ratio.
- **Clear signage and controlled visitor traffic** will help everyone keep a safe distance.
- **Wider aisles** increased to a minimum of 4m where possible to enable social distance and to enhance visitor experience.
- **Specialist social distance marshals** will assist with the management of visitor flow.

Visitor Arrival

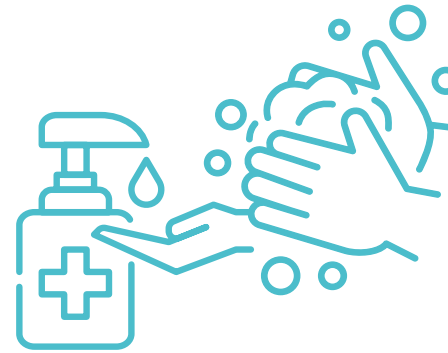
- **Temperature check** will be a condition of visitor entry. Any person displaying a high temperature (and potentially the party they are with) will not be granted access to the venue.
- **Advance ticket purchase** will be encouraged and all complimentary ticket holders will need to validate their ticket in advance, enabling us to minimise queuing and contact on arrival through the use of enhanced technology scanners which will facilitate seamless and contactless access upon entry and exit.
- **Staggered visitor admission time slots** will enable evenly spread attendance, minimising queuing to provide a safer and more seamless experience. Extended open hours on Saturday 28th November from 9am – 7pm, to help maintain social distancing.





Cleaning and Hygiene

- **Deep clean** by the venue prior to commencing build up.
- **Enhanced overnight cleaning** will take place. The venue will be fully cleaned regularly and electrostatic equipment (fogging) will be used to enhance the overnight cleaning regime of enclosed spaces.
- **An enhanced cleaning** regime during show open periods, with extra attention given to high frequency touch points such as toilets, door handles, hand rails and the Lidl Lupilu Changing Area.
- **Food and beverage** retail services will be provided in line with latest government guidance.
- **Seating treatments** in communal area seating and event seating will be carried out regularly with anti-bacterial spray.
- **The ventilation system** at The NEC draws in fresh air which is filtered around the hall – therefore air is not recirculated.



Personal Hygiene

- **Hand sanitisers** will be provided throughout the show.
- **Hygiene reminders** to regularly wash hands, not exchange business cards and refrain from personal greetings (a handshake or a hug) will be in place throughout the venue.
- **Face coverings** are mandatory in line with government guidelines and will need to be supplied by the individual.
- **Protective screens** will be installed on permanent box office desks in the foyer.
- **Safer payments** will be encouraged throughout with contactless payments via card or phone, with an email receipt wherever possible.



Communication

- **Show website, social media and emails** will supply exhibitors and visitors with the most up to date information regarding guidelines in place at the shows.
- **Exhibitor manuals** will include specific details of what our exhibitors need to execute for the enhanced safety and hygiene measures.
- **Event signage** will be displayed prominently regarding recommended guidelines eg. Social distancing and personal hygiene.
- **Public address** during the show regarding physical distance and the importance of hand washing and sanitising hands.

