

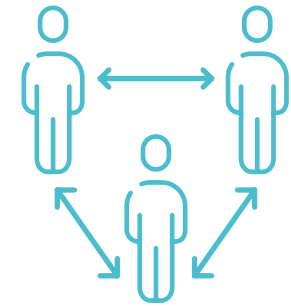
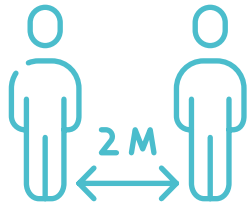
Ready to Open

The Baby Show

Visitor All Secure Standard Document

We are looking forward to the Baby Show at NEC 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.





Physical Distancing

- **Social distancing** will be managed in line with the latest government and local authority advice based upon guidance detailed below:

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.
- **Specialist social distance marshals** will assist with the management of visitor flow.

Visitor Arrival

- **Increased show open hours** on Friday from 9am - 5:30pm and Saturday from 9am - 7pm.
- **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** – all visitors will be encouraged to purchase their ticket in advance 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.
- **Track and Trace** – contact details will be kept securely for 21 days to support contact tracing in line with government and local authority guidance.

Floor Plan

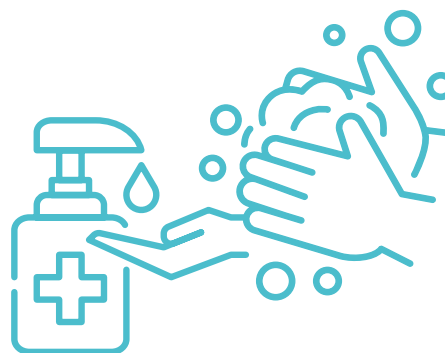
- **Clear signage** and controlled visitor traffic will help everyone keep a safe distance.
- **Wider aisles** to enable social distance and to enhance the visitor experience.
- **Increased show footprint** to maintain social distancing.





Cleaning and Hygiene

- **Deep clean** by the venue prior to commencing build up.
- **Enhanced overnight cleaning** - 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 feature areas including The Changing Area with Lidl, MadeForMums Buggy Testing Track and Feeding Area. Plus, high frequency touch points such as toilets, door handles and hand-rails.
- **Food and beverage** retail services will be provided in line with latest government guidance.
- **Seating treatments** in communal seating areas and in-event seating will be carried out regularly with antibacterial 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 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 guidance and should be supplied by the individual.
- **Safer payments** – contactless payments will be encouraged throughout via card or phone, with an email receipt wherever possible.



Communication

- **Show website, social media and emails** will supply visitors with the most up to date information regarding guidelines in place at the shows.
- **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.

