



**Smartershows™**  
*Safer shows*



# POST COVID-19 EXHIBITOR GUIDANCE

Planning your participation at Ceramics Expo 2021 post Covid-19 doesn't have to be overwhelming. We have come up with a concise summary of all the things you will need to think about, and a few tips and solutions to take away any pain. Whilst some of the changes will be big, there are other small changes which will make a difference.

**Pg2** - Design / Layout / Build & dismantle

**Pg3** - Booth Activity

**Pg4** - Booth Hygiene

**Pg5** - Health & Safety



# DESIGN / LAYOUT / BUILD & DISMANTLE

## **SIMPLE BOOTH DESIGN**

Venue access during Build & Dismantle will most likely be different, keep booth designs as simple as possible to reduce the time and number of people required.

## **TRANSFER OF ITEMS**

Reduce the amount of passing goods, products, tools or materials from hand to hand. Make sure everyone in the team has their own tools and know what part of the project they're working on.

## **BOOTH MATERIAL**

Consider which booth materials can be premade and assembled in advance to reduce on-site time.

## **STAFFING**

Consider the minimum number of people required on site to man your booth.



# BOOTH ACTIVITY

## TOUCHING OF PRODUCT

Consider placing coverings on items that may be touched by visitors. If you are conducting demos that require touching, consider one of your team being the only one that carries out the action.

## BOOTH COLLATERAL

Limit the quantity of giveaways, samples, promotional gifts and brochures. Consider offering a digital distribution option.

## PRE-ARRANGED APPOINTMENTS

Where possible, schedule any demos and meetings throughout the day and consider the amount of time the meetings are scheduled for to limit exposure to germs.

## CONTACTLESS

Ensure as many touchpoints as possible are contactless.

## DATA CAPTURE

Use the show's data capture techniques to capture any visitors who may not be able to get onto your booth.

## CATERING

Consider how catering is managed on your booth. Most caterers will be implementing screening solutions to enable you to continue offering hospitality.

## BOOTH CAPACITY

Consider how many visitors you can safely fit on your booth factoring in your own staff. Ensure you can identify ways of managing the flow of people around your booth.

Contact [Emily.hewitt@smartershows.com](mailto:Emily.hewitt@smartershows.com) if you have any questions regarding booth capacity.

## NETWORKING SPACES

Consider how you will manage spaces where people congregate. Do not rely on the gangway as the Organizer will have factored these into the arrangements for the general flow of visitors in the hall.

## SIGNAGE

Consider what signage you may need on your booth to remind staff and customers on your booth to follow social distancing guidelines. These could include floor stickers or tape to mark areas to help people keep a safe distance.

## SEATING

Ensure there is enough space between seats and meeting areas. Consider screen or physical dividers in spaces where you are likely to have prolonged conversations.



# BOOTH HYGIENE

Throughout the venue there will be hand washing facilities and the venue and organizer will ensure enough measures are in place for the common areas. Exhibitors, however, will be responsible for their own booth cleaning and hygiene measures.

## **HAND SANITIZER**

Please provide your own hand sanitizer on your booth.

## **TOUCHPOINT CLEANING**

Regular cleaning of touch points, products, doors, pens and equipment after each use.

## **BOOTH DEEP CLEAN**

Ensure a final deeper clean of all items, surfaces, products and spaces at the end of each day.

## **PERSONAL PROTECTIVE EQUIPMENT (PPE)**

Please provide your own masks and PPE where necessary. Check with the venue and Organizer regulations on what is required.



# HEALTH & SAFETY

## DOCUMENTATION

The documentation you submit with your booth design will need to include the control measures you will be putting in place to limit the transmission of COVID-19. The easiest way to achieve this is to have a COVID specific section within your existing risk assessment.

## TEAM BRIEFING

Ensure you have communicated to your team the arrangements in place and shared the control measures they are required to undertake.

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Please use this document in conjunction with the event specific guidance in the exhibitor portal.

If you have any further questions, please do not hesitate to get in touch with [Emily.hewitt@smartershows.com](mailto:Emily.hewitt@smartershows.com)