



Smartershows™
Safer shows

SMARTER SAFETY STANDARDS





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Safer shows

OPENING CERAMICS EXPO SAFELY

In order to re-open following COVID-19, we have reviewed how our shows will operate and what practices we will need to put in place.

We have developed the **Smarter Safety Standard** framework based on the operational guidelines produced by industry bodies, including SISO, IAEE, UFI and the AEO, that will be the basis for our Smarter Shows plan.

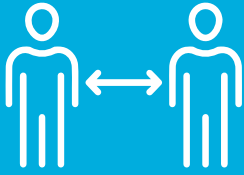
The health and safety of all of our event stakeholders will always be our highest priority and will guide every decision we make in the planning and scheduling of our events. We know that face-to-face events have been changed by COVID-19 and whilst we all continue to adapt, we want to reassure you that we will focus on:

- ▶ Working in partnership with City of Cleveland, event partners & Huntingdon Convention Center
- ▶ Carefully selecting event suppliers that can meet our health & safety criteria
- ▶ Creating alternative ways to participate for those unable to attend in person
- ▶ Supporting various industries as they rebuild their businesses; we will listen to and act on your feedback
- ▶ Delivering ROI to our customers; we will make sure the people you need to meet & do business with are at Ceramics Expo

These guidelines will remain fluid in order to keep up with new information and medical advice as and when it comes to light.

Our commitment is to run face-to-face events as safely as possible. When you participate you can expect:

REVISED EVENT FORMATS



PHYSICAL DISTANCING

We will follow physical distancing & crowd density guidelines as directed by the local American authorities.



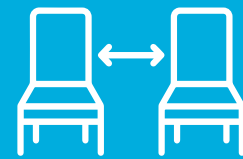
REGISTRATION

We will minimise waiting times and increase entry points at Ceramics Expo to facilitate quicker admittance to our events.



FLOOR PLANNING

We will increase aisle widths and use dedicated travel lanes to help manage traffic.



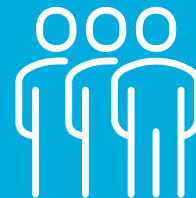
CONFERENCE AREAS

Conference and meeting room seating at the Huntingdon Convention Center will be set up to follow local distancing guidelines.



FOOD & BEVERAGE

Catering outlets will be designed to uphold health & safety precautions – such as individually packaged food, spaced seating and contactless payments.



ADDITIONAL STAFF

We will increase our show teams to ensure biosafety measures are adhered to and provide additional support where needed.

INCREASED CLEANING & HYGIENE



VENUE DEEP-CLEAN

Huntingdon Convention Center will be required to deep-clean their facility prior to build-up and show open along with regular cleaning throughout the event.



ENHANCED CLEAN SPACES

Exhibitors will be encouraged to regularly clean their exhibit area; and to replace promotional materials with digital ones.



HAND SANITISERS

Stations will be positioned at key locations throughout Huntingdon Convention Center; exhibitors will be encouraged to provide hand sanitising points at their booth.



WASTE MANAGEMENT

Waste collection and removal will be increased during Ceramics Expo.



PERSONAL CONTACT

All attendees will be encouraged to maintain distances while networking and abstain from handshaking or other forms of physical contact.



FACE MASKS

We will take the necessary measures with regards to face coverings based on medical guidance at the time of the show.

CLEAR, VISIBLE COMMUNICATIONS



PRE-EVENT COMMUNICATIONS

Health and safety measures specific to Ceramics Expo will be communicated and updated often on our event websites, email updates and social media channels.



DEDICATED CONTACTS

Ceramics Expo will have a dedicated representative to handle any health and safety queries; **Smarter Safety Standard** will provide additional assistance and guidance.



EVENT SIGNAGE

Specific health and safety signage will be displayed prominently around and within Ceramics Expo.



UPDATED EXHIBITOR PORTALS

Our exhibitor manuals will contain the latest American requirements.



CONTACT US

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