

ALL SECURE STANDARD

OBJECTIVE OF THE PROPOSAL

In this taxing and uncertain time, show organisers are going above and beyond to ensure we protect our colleagues, exhibitors, visitors and delegates. We believe when we next meet in **organised industry gatherings**, our program of enhanced measures will provide all with the assurance and confidence our shows and events have health and safety as our number one priority.

The objective of this document is to provide a best-practice guide to industry colleagues who are responsible for organising and delivering organised industry events, trade shows and exhibitions of all sizes, in all locations.

We believe in order to do this we must work collaboratively with our stakeholders to ensure the biosafety measures we have in place are practical, effective and considered best practice for the industry.

It may not be required nor possible to execute every action, and so these principles are designed to encourage focus on biosafety measures. In some jurisdictions, biosafety measures will be mandated or prescriptive and, in such cases, will be followed as a minimum standard.

Communication between all stakeholders is a critical success factor in this program achieving its overall objective to provide assurance and build confidence for all people who participate in and visit our organized industry gatherings.

This proposal outlines **What** measures show organisers are taking to ensure the health and safety of all visitors, exhibitors, contractors and staff particularly in response to COVID-19, **How** these measures are being implemented, and **Why** it's an important component of the industry's All Secure Standard.

ALL SECURE STANDARD

CORNERSTONES

Physical
Distancing



Cleaning & Hygiene
Countermeasures

Protect &
Detect

Communication



WHAT	HOW	WHY
Crowd Density Standard (CDS)	Show organisers can allow for the Crowd Density Standard (CDS) in accordance with local, regulatory guidance . By controlling the density, appropriate physical distancing can occur.	Organisers ability to follow the Crowd Density Standard illustrates our commitment to prioritizing health and safety first while enabling successful interactions among our audiences.
Registration	Through an increased use of technology , show organisers provide means to minimise queuing and contact during the registration process. The use of QR codes or similar technologies can facilitate seamless and contactless access upon entry and exit. Additionally, digital credentials can eliminate physical badges and lanyards where appropriate and enable contact tracing.	Encouraging advanced, online registration provides an achievable means to minimise onsite contact at a number of touchpoints. That effort combined with the reduction of queues, allows visitors to enjoy a safe and enhanced experience where their time onsite is maximised for effectiveness.
Staggered Admission	Event formats can be divided into time slots across the days of their occurrence. Show organisers provide the ability to facilitate visitors' attendance during a designated time slot in order to evenly spread the attendance in combination with encouraging meetings set in advance . Controls over the maximum number of visitors can also be set.	By staggering admission each audience can enjoy a safer and more seamless experience. Our exhibitors can enjoy full, productive days throughout the event. Our visitors can plan their time in advance and have the option to reduce their costs and travel if desired. Predictable and traceable audience patterns also gives us better insights into attendee flow, a key piece of feedback often expressed.
Enhanced Quality of Visitors	Show organisers can work to ensure the highest quality of visitors are present at organised industry gatherings. With opportunities to vet visitors through matchmaking, registration and exhibitor feedback, we hope to will maximise all interactions with the highest quality of visitor while maintaining CDS guidelines.	Combined with staggered admission, the enhanced quality of visitors can maximise everyone's time at the event. With the opportunity to vet through a series of measures, exhibitors will be assured visitors present are there to conduct business and make purchasing decisions.
Floor Planning	The introduction of one-way visitor traffic could create a logical flow through venues. This can prevent bottlenecks in addition to cross walking, keeping CDS guidelines at all times. Event floors can be demarcated to communicate the monitored flow. Aisle widths can also be increased to achieve above the CDS standard.	A prescribed flow through event venues helps visitors and exhibitors to safely maintain CDS requirements. Entrances and exits can follow the same one way traffic to follow the logical flow. These traffic flows allow for proper spacing to be maintained and easily monitored, all of which contributes to our enhanced healthy and safety standards.
Visitor Transportation	All travel to and from the show can follow the CDS where required. Show organisers can work with vendors to provide options for visitor shuttles between venue, hotels, and transportation hubs to sit every other seat of every other row to maintain physical distancing.	In coordination with staggered admission, visitor transportation on-site can follow a predictable pattern which allows us to properly plan for transportation needs. By working with vendors to follow the CDS, visitors safely maintain CDS guidelines while shuttling between the venue, hotels, and transportation hubs.



WHAT	HOW	WHY
Set Up & Break Down	In cooperation with our venue partners, show organisers can provide enhanced guidelines to assist contractors in the set up and break down of events. Covering items such as exhibitor freight, personnel, shared equipment, and high touch point areas, these measures can be provided in detail to minimise risk where it would be beneficial.	From the first to last moment of our organised industry gatherings, organisers can partner with all stakeholders, especially our venue partners, to provide enhanced guidelines to contractors to prioritise health and safety. The set up and break down processes can be detailed for each control in place to provide a best practice guide.
Conference Rooms	With recommended density and seating arrangements for a variety of room sets, all conference and break room seating can follow local distancing guidance . Show organisers will provide hands-free technology where possible in addition to streaming sessions to virtual attendees to aid in the facilitation of sharing information.	A key element of our events, conference material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact. Connections can be made on and off site to facilitate continuous learning and interaction.
Eliminating Handshakes	Show organisers will recommend the elimination of handshakes at organised industry gatherings in accordance with global and local organisation and government guidance. This recommendation will be reinforced with on-site signage and announcements in addition to proposed, alternative methods of greetings.	By recommending the elimination of handshakes on-site, show organisers follow the guidance of global and local authorities. With alternative means of greetings offered, we hope to minimise the spread of germs as much as possible. On-site signage and announcements will reinforce the recommendation in effort to prioritise everyone's health and safety.
Food & Beverage	Show organisers can prohibit open or self-service buffets in favor of food served pre-packaged or in closed containers . Where possible, food and beverage should be ordered in advance. Food preparation areas can also be inspected. Seating areas can be arranged to follow the CDS, and cash does not need to be accepted as a form of payment.	Organisers' commitment to health and safety expands to food and beverage where every effort is being made to minimise risk. By eliminating buffets and open service options, a stricter control for food safety can be provided. Combined with seating arrangements following the CDS, food and beverage can be enjoyed at a higher level of service for our audiences.
Social Functions	All functions within organised industry gatherings can follow the CDS , including social functions like meals, awards, and gatherings. Where possible, public addresses and speeches will be delivered virtually.	Organisers offer the capability to follow a more conservative approach than the guidance of global and country governments and organisations with our Crowd Density Standard. All social functions included at our events can follow the CDS standard while delivering as many components virtually as possible, further illustrating our commitment to prioritise health and safety first.
Monitoring & Control	Show organisers can appoint and train, a hygiene subject matter expert from within the Operations function. Where applicable, this resource will be responsible for ensuring the Physical Distancing Cornerstone is followed at each event and the latest information and updates are shared with the appropriate teams and stakeholders.	With a specific resource identified and trained, for adherence to the Physical Distancing Cornerstone, we can establish accountability. By sharing information, updates, and best practices within the industry, we can build teams with subject matter expertise in order to assure the continued health and safety of our audiences.



WHAT	HOW	WHY
Venue Deep-Cleaning	We can require venues hosting organised industry events to provide a deep cleaning prior to move in and again before the event opens.	Working with our venue partners to provide deep cleaning both before move-in and the opening of the show floor can ensure a safer environment for our colleagues and visitors.
Cleaning Regime	Every partnering venue can offer a visible, enhanced cleaning regime . Cleaners are offered PPE with an increased focus on key touchpoints, including restrooms, food and beverage areas, and help points. Electrostatic cleaning methods could also be deployed, as can other, locally available methods.	Enhanced and visible cleaning regimes throughout the event and particularly in key areas can provide a visible representation of the industry's dedication to health and safety. Electrostatic cleaning methods are best in class technology used across industries and recommended by leading scientists for our events.
Stand Cleaning	Exhibitors can disinfect their respective booths and exhibits regularly throughout the event. At our events' discretion, the use of sampling and distributing physical, promotional materials is prohibited in favor of all materials being shared digitally .	With instructions and guidelines of how to regularly disinfect their booths and exhibits, our exhibitors can contribute to our full plan of micro and macro cleaning efforts. The elimination of physical materials in favor of sharing promotional items physically can also contribute to sustainability efforts in addition to minimising risk and contact between people.
Hand Sanitisers	Hand sanitiser stations can be positioned at key locations throughout the event, including restrooms, food and beverage locations, and conference rooms, with regular use encouraged to all visitors and exhibitors.	In addition to washing your hands regularly, world and country health organisations recommend alcohol-based hand sanitisers to prevent the spread of infections and decrease the risk of getting sick. Independent show organisers are committed to make hand sanitiser stations readily available throughout our event spaces, particularly at key locations.
Waste Management	The collection and removal of waste receptacles can be increased during events in order to minimise risk. Specific waste bins for mask disposal can also be provided and clearly identified, with a proposed schedule to regularly disinfect the waste receptacles themselves.	Organisers can designate specific waste bins for mask disposal in addition to increasing the frequency of the collection and removal of waste. The waste receptacles themselves can also be regularly disinfected. These efforts follow recommendations and advice of world and country specific health organisations.
Conference & Seminar Rooms	Shared equipment within conference rooms can be removed, including stationary and hand held microphones. All equipment, including audio and visual, can be disinfected between each use , and conference rooms should have an increased cleaning schedule throughout the day.	A key element of our events, conference material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact.



WHAT	HOW	WHY
Venue Ambient Environmental Controls	In coordination with our venue partners, organisers recommend ensuring the proper ventilation, temperature, humidity, UV air purification controls, etc. are in place. Reduced exposure can be based on the ability of filters to remove particles that contain viruses.	By collaborating with venues for proper air filtration, we hope for reduced exposure to harmful particles. Filters should be properly installed and maintained in appropriate systems to treat recirculated air, and filters should be appropriately designed for the building in which they are used.
Certifications	Organisers are able to apply locally credited certification, such as the ISSA GBAC Star accreditation, for infectious disease and contamination control measures.	Through organisers' partnerships with third-party companies to externally validate the cleaning and hygiene countermeasures taken, our events can meet or exceed standards of biorisk. Certifications earned can provide a suite of tools to help guide our events through the competencies and procedures necessary to meet requirements. These efforts can provide confidence a facility has been disinfected to the highest standard and is safe for business.



WHAT	HOW	WHY
Contact Tracing	Through the use of organisers' mobile apps and other third party providers, we can offer assistance to the proper authorities in contact tracing efforts where country laws allow. Stakeholders' Bluetooth enabled devices regularly send out a beacon that could be recorded and stored in conjunction with beacons it receives. Should there be a positive diagnosis, the beacons can be matched and the corresponding user notified and advised on the proper next actions to take.	With the latest advances in technology, show organisers can offer assistance to the proper authorities in contact tracing through Bluetooth capabilities of its mobile apps and third party providers, including Google and Apple. Should a positive diagnosis occur, the infected individual can report the diagnosis within the app which will in turn alert those individuals they have come in contact with and offer the proper next actions to take.
Infrared & Thermal Imaging Temperature Screening	Infrared thermal imaging temperature screening equipment can be available at the entrances to venues at organized industry gatherings. If any defined symptoms of COVID-19 are detected, including fever, people could immediately proceed to the quarantine bay where local, medical authorities will be stationed and begin the proper protocol. Any visitors or exhibitors who are unwell can be prohibited from entering the event.	Following the guidance of world and country agencies, infrared thermal imaging screening can be available at the entrance of all events. Fever is a common symptom of COVID-19, typically appearing 2 - 14 days after exposure. Thermal imaging screenings are able to determine surface skin temperature which is then used to estimate the temperature at a reference body site. These additional measures offered continue to display the commitment and top prioritisation of health and safety while enabling successful interactions among our audiences.
Facemasks	Facemasks may be required of every person visiting organised industry gatherings.	In accordance with world and country health organisations' guidance, organisers can require a facemask to be worn by each person entering the event space. The mask is intended to prevent the spread of all germs.
Quarantine Area	Every venue could offer a dedicated quarantine area for people with symptoms of COVID-19. Organisers can work to liaise with local hospitals and medical authorities to create defined procedures and protocol to follow for people displaying symptoms.	Working with local hospitals and medical authorities, organisers can share procedures and protocols to follow in advance of an event occurring. Within those plans, a quarantine area could be set up on site to properly address any person displaying symptoms of COVID-19.
Enhanced First Aid & Medical Support	Organisers' events can also offer an increased number of First Aid stations located throughout the event with enhanced medical support available. These efforts would be in coordination with local authorities and medical personnel.	First Aid stations offer enhanced support by local medical authorities and personnel. While at an event, signage will indicate where to go for expert medical attention in the event of any illness.



WHAT	HOW	WHY
Glass Sneeze Guards	In areas of interaction, including Help Desks, food and beverage stations, security, etc., sneeze guards can be offered.	Events can also include sneeze guards in areas of interaction. This measure to physically separate and increase distance between people can contribute to the All Secure Standard and organisers' commitment to the health and safety of visitors and exhibitors.
Personal Protective Equipment (PPE)	Key personnel, including cleaning, medical, food and beverage workers, etc., can be offered personal protective equipment , PPE, including masks and gloves.	Key personnel on site at events can be offered personal protective equipment, PPE, to prevent exposure. An important element of event organisers' Protect & Detect Cornerstone, this effort can include a mask and pair of clean, non-sterile gloves.
Emergency Response Plans	Emergency Response Plans have been updated to include processes for possible COVID-19 incidents, both confirmed and suspected. In addition to a hygiene subject matter expert, Operations and event teams on-site will be specifically trained for an awareness of COVID-19 symptoms and the appropriate protocol to follow.	With a specific resource identified, trained, and measured for adherence to the All Secure Standard, accountability will be established. Emergency Response Plans have been updated to include processes and protocol for possible COVID-19 incidents, both confirmed and suspected, and will be followed as needed.
Employee Screening	Show organisers encourage all its employees to undergo COVID-19 symptomatic screening in advance of each work day. Testing for symptoms including fever, sore throat, chills and a cough will help to ensure the risk of exposure is reduced for all stakeholders.	Screening employees at events can reduce exposure for all stakeholders, help prevent the spread of any virus and help to verify protective equipment is used effectively. This encouraged method displays the industry's commitment of health and safety beginning with our own, internal teams.
Health Authority Engagement	With the local health authorities regularly engaged, organisers can issue a multi-agency dynamic risk assessment , including up to date epidemiological input, in advance of each event. This assessment can broadly communicate the assessed risk associated with organised industry gathering occurring.	Transparently communicating the results of the risk assessment helps us and or visitors feel confident with the event moving forward and shows our commitment to health and safety.



WHAT	HOW	WHY
Show Website, Apps, & SMS	Show organisers' All Secure Standard and four Cornerstones can be communicated for each event through all channels , with the specific details available on the show website and app and immediate or urgent messages sent via SMS.	Communication is a critical success factor in this programme achieving its objective to build confidence for all people who participate in and visit our shows. The All Secure Standard and four Cornerstones can be communicated for each event through all channels, with the specific details available on the show website and app and urgent news via SMS.
Exhibitor Manuals	Exhibitor Manuals can be updated to include the components of the All Secure Standard with specific details of what our exhibitors need to execute the enhanced safety and hygiene measures.	A key reference guide, Exhibitor Manuals can be updated to include all the appropriate All Secure Standard details for exhibitors. A single source of information, this manual could be the go-to for referencing frequently asked questions, standard operating procedures, and our new, enhanced measures to ensure our colleagues, exhibitors, visitors and delegates are protected.
Event Signage	Event signage can include common signs and symptoms of COVID-19 as communicated by the appropriate medical and health authorities as well as actions to take if necessary. The signage can be displayed prominently in all common areas of the event.	Organisers' programme of enhanced measures provides assurance and confidence our shows and events have health and safety as our number one priority, including opportunities to prominently display event signage with common signs and symptoms of COVID-19.
Public Addresses During Show	Throughout events, public addresses can repeat messages about the importance of maintaining physical distance and the importance of washing and sanitising hands in addition to other best practices shared from medical and government authorities.	Organisers can work collaboratively with our stakeholders to ensure the biosafety measures we have in place are practical, effective, and considered best practice. Part of this effort can include public addresses repeating messages about the importance of maintaining physical distance and washing hands.
Pre-Show Messaging	Messaging in advance of the industry organized gatherings can communicate key pieces of information, including updates from global and local health organizations, show admission policies, hygiene briefings and health protection measures, among other items.	By communicating to stakeholders in advance, organisers are helping to ensure proper expectations are in place, especially with regards to updated or new policies. Pre-show messaging can include global and local health organization updates, show admission policies, hygiene briefings and health protection measures.