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caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

Canadian Exhibition Industry Alberta Safe Reopening Guidelines

Updated October 4, 2020

CAEM is a Proud Member of:



With Professional Oversight From:



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Health and Safety Commitment – At a Glance

SAFE REOPENING COMMITMENT

The Canadian Exhibition Sector commits to work in collaboration with Public Health, Government and all Stakeholders to establish and follow guidelines for a safe, responsible and effective reopening.



PHYSICAL DISTANCING & CROWD CONTROL



Exhibitions will follow provincial public health regulations and Health Canada protocol to ensure a safe and controlled environment throughout all stages of the exhibition. This will be achieved by managing entry and exit points, number of exhibitors, workers or participants on the exhibition site, restricting capacity in the venue to adhere to physical distancing guidelines, and designing floor plans to direct traffic flow throughout the exhibition.

INCREASED HEALTH & HYGIENE

Enhanced Health, Hygiene and Safety Measures will include Health and Safety point persons, hand sanitizing and/or hand washing stations, health screening of workers, favouring contactless payments, increased cleaning protocols, the recommended use and training of PPE and encouraging a no contact policies between stakeholders.



COMMUNICATION TO ALL STAKEHOLDERS



Policies will be communicated to all stakeholders in advance of the exhibition and will be reinforced with on-site messaging through personnel, signage, websites, social media, and push notifications (when appropriate).

A SAFE REOPENING PLAN FOR EXHIBITIONS TO HELP RESTART THE ECONOMY

By implementing these safe reopening guidelines and adhering to provincial public health regulations and Health Canada guidelines, exhibitions – with clear physical distancing measures and enhanced health, hygiene and safety protocols – can play a key role in safely restarting the economy and getting people back to work.



Definitions



Venue/Facility: Convention centre, exhibition centre, conference centre or any other facility where an exhibition might take place.



Exhibition: An event in which products, services or information are displayed and disseminated. An exhibition can be business to business (B2B) or business to consumer (B2C).



Event Operator/Organizer: A company who is renting space and/or services in a venue for the purpose of holding an exhibition.



Vendor/Exhibitor: A representative from an organization that is presenting their products and services at an exhibition for commercial purposes.



Attendee: An individual attending an exhibition as a registered or ticketed visitor of the event.



Worker: An individual employed by the venue or the venue's service providers, or an individual employed by the organizer or by an exhibitor.



Participant: Any individual involved in the production of the exhibition (workers, exhibitors, attendees).



Hand Sanitizer: A hand sanitization product that contains at least 60% alcohol that has been approved by Health Canada. Click [HERE](#) for a list of hand sanitizers authorized by Health Canada.



Disinfectant solution: A product that inactivates or kills microorganisms that has been approved by Health Canada. Some products function as both cleaners and disinfectants. If a product does not function as both, separate cleaning and disinfection steps are required since surfaces must first be cleaned of dust, dirt and organic matter that can interfere with the effectiveness of disinfectants. Click [HERE](#) for a list of disinfectants authorized by Health Canada.

Overview

The Canadian Association of Exposition Management (CAEM) is the voice of the exhibition industry in Canada. It is the national not-for-profit association for Canadian professionals involved in the production, management, and planning of business to business (B2B) and business to consumer (B2C) exhibitions.

CAEM works on behalf of the exhibition industry in Canada to provide targeted education and networking, health and safety guidelines, best practices, and positions on regulatory issues. Our members include hundreds of organizations from across the country, including producers of exhibitions, facilities and suppliers of products and services to the industry.

In response to the COVID-19 pandemic, National and Provincial Exhibition Recovery Taskforces were created by CAEM, to establish a set of proposed guidelines for the responsible, safe and effective reopening of exhibitions in Canada. **Consult Appendix B for a list of Taskforce member contributors.**

The measures in this guide include the Province's official guidance: Alberta Guidance for Trade Shows and Exhibiting Events found on alberta.ca/biz-connect, as well as additional recommended measures that CAEM suggests all organizers / operators of trade and consumer exhibitions implement in order to ensure the highest level of safety and compliance. These measures and protocols must be applied in conjunction with current municipal COVID-19 legislation in addition to venue regulations and may evolve overtime to accommodate changes in relaunch / reopening plans.

These guidelines cover the entire process of the exhibition, from set up, to the exhibition days themselves, through to the dismantling of exhibits and the moving out period. The coordinated objective is, to allow all stakeholders to operate exhibitions in a safe, responsible and effective manner.

It is also important to note that CAEM will periodically update this document, as new information is published or as health and safety measures are lifted, based on guidance from the Government of Alberta and Chief Medical Officer.

The proposed guidelines have been prepared in consultation and with the support of leaders across all areas of the exhibition industry. This guidance is informed by currently available scientific evidence and expert opinion, and is subject to change as new information becomes available. The guidelines also include professional oversight from infection prevention experts at [Infection, Prevention and Control Canada](https://www.infection.ca).

Trade and consumer exhibition operators /organizers in Alberta must follow the official Government of Alberta [general](#) and [sector-specific](#) guidance documents, and implement measures to comply with public health requirements.

The guidance requires all people who are not from the same household to maintain 2 metres' distance, including when arriving to, and leaving from, the event.

While there is no set capacity limit, operators /organisers must make sure this distance can be maintained at all times. For example, booths or stalls should be arranged to allow for physical distancing at all times.

In addition, if a trade show or exhibition includes demonstrations or lectures, operators /organizers must adhere to the restrictions for seated/audience settings. See [gatherings and cohorts guidance](#) for more information.

Guidelines

Government of Alberta - Guidance for Trade Shows and Exhibiting Events

Under current Chief Medical Officer of Health Orders, businesses and entities are required to:

- implement practices to minimize the risk of transmission of infection among attendees;
- provide procedures for rapid response if an attendee develops symptoms of illness;
- ensure that attendees maintain high levels of sanitation and personal hygiene;
- comply to the extent possible, with the [COVID-19 General Relaunch Guidance](#), this guidance, and any other applicable Alberta Health guidance found at: <https://www.alberta.ca/biz-connect.aspx>.

This document has been developed to support organizers of trade shows and exhibiting events in reducing the risk of transmission of COVID-19 among attendees (including workers, volunteers, patrons and the general public). Trade show and exhibiting events facilitate connections between businesses (business-to-business) and consumers (business-to-consumer). The guidance provided outlines public health and infection prevention and control measures specific to these activities.

This document and the guidance within it are subject to change and will be updated as needed.

Current information related to COVID-19 can be found at: <https://www.alberta.ca/covid-19-information.aspx>

COVID-19 Risk Mitigation

GENERAL GUIDANCE	<ul style="list-style-type: none">• As long as 2 metres physical distancing is maintained between members of different households or cohort families, there is no maximum limit on the number of attendees at trade shows and exhibiting events.• Encourage and facilitate attendees staying up to date with developments related to COVID-19, including advance communications through email, social media, etc.• Notify attendees of the steps being taken to prevent the risk of transmission, and the importance of their roles in these measures.<ul style="list-style-type: none">○ COVID-19 signage should be posted in highly visible locations:<ul style="list-style-type: none">○ Help prevent the spread” posters are available.○ When possible, provide necessary information in languages that are preferred by attendees.○ Consider making announcements during the event about safety measures and protocols.• Encourage attendees to download the ABTraceTogether app to help let them know if they have been exposed to COVID-19.• All Albertans must follow CMOH Orders 05-2020 and 28-2020, which establish legal requirements for quarantine and isolation.<ul style="list-style-type: none">○ Anyone with symptoms of COVID-19; with a history of international travel in the last 14 days; or with close contact with a confirmed case of COVID-19 in the past 14 days must remain at home.• All international travellers must quarantine for 14 days upon entering Canada. International travellers must plan ahead to ensure they can complete their quarantine prior to attending an event.• Consider options for virtual attendance for individuals who are at increased risk for more serious illness if contracting COVID-19, such as the elderly or people who have pre-existing
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	health conditions such as diabetes, hypertension, COPD, cancer, dementia, stroke, liver cirrhosis, cardiovascular diseases, chronic kidney disease, and immunodeficiencies.
PHYSICAL DISTANCING	<ul style="list-style-type: none"> • Individuals should be reminded to maintain physical distancing of 2 metres during the event, including when arriving to, and leaving from, the event. • Encourage vendors, exhibitors and attendees to greet each other in ways that do not include touching; discourage shaking hands and other types of physical contact. • Barriers, signs, floor markings and verbal announcements can be used to support physical distancing.
SCREENING & RESPONSE PLAN	<p>Operators / organizers should:</p> <ul style="list-style-type: none"> • Post signs that instruct those who may have been exposed to COVID-19 not to enter. • Consider screening of attendees and vendors / exhibitors for symptoms of fever, sore throat, cough, runny nose or difficulty breathing. <ul style="list-style-type: none"> ○ Event operators /organizers may choose to use the Alberta Health Daily Checklist. ○ The Alberta Health Services COVID-19 Self-Assessment tool can be used by attendees. • Develop a rapid response plan that sets out steps for event staff to take when an attendee shows symptoms or tests positive for COVID-19. • Be familiar with and follow the rapid response plan if an attendee or vendor / exhibitor starts feeling symptoms. This should include: <ul style="list-style-type: none"> ○ Immediate isolation of the attendee or vendor /exhibitor from others. ○ Cleaning and disinfecting of surfaces that may have come into contact with the symptomatic attendee or vendor / exhibitor. ○ Requiring hand hygiene and masking of the attendee or vendor /exhibitor.
ENTRY & WAITING AREAS	<ul style="list-style-type: none"> • Consider options to facilitate physical distancing, such as: <ul style="list-style-type: none"> ○ Directing traffic flow using signs, ropes, floor decals, greeters, etc. ○ Designate preferred entry and exit points to the trade show or exhibiting area. ○ Consider staggering entry and exit times for attendees to minimize bottlenecks. • Avoid self-service in registration and check-in areas. <ul style="list-style-type: none"> ○ Have staff or volunteers check in attendees, provide lanyards and name tags, etc. ○ Do not share pens in check-in areas. • Consider suspending coat check services and avoid staff and volunteers handling attendees' personal items. • Provide hand sanitizer with at least 60% alcohol content for patrons and workers to use as they enter and exit.
TRADE SHOW & EXHIBITING FLOOR	<ul style="list-style-type: none"> • Booths or stalls should be arranged to ensure that vendors / exhibitors and attendees can maintain physical distancing at all times. • Encourage vendors / exhibitors to clean and disinfect booths regularly. Refer to cleaning and disinfecting guidance in the COVID-19 General Relaunch Guidance. • Booths, stalls, or areas where people gather for product demonstrations or presentations should be assigned additional space to ensure audience members can maintain 2 metres' distance. • Vendors / exhibitors should discourage attendees from handling products and selftesting items. If attendees must touch an item (e.g. to assess suitability for purchase), the item should be washed and sanitized between users, or attendees should wash or sanitize their hands before and after touching the item. <ul style="list-style-type: none"> ○ Electronics and interactive displays that cannot be cleaned and sanitized between users should be operated exclusively by the vendor / exhibitor. • Food and drink samples should be individually packaged in disposable containers, and handed directly to the attendee by the vendor / exhibitor.

SHARED ITEMS	<ul style="list-style-type: none"> • Where appropriate, eliminate or reduce the number of items at the event that will be handled by multiple people. <ul style="list-style-type: none"> ○ Reduce or eliminate programs, flyers, handouts, promotional items (such as writing pads, clipboards and pens) and prizes. ○ Consider using emails and online information. ○ Ask vendors /exhibitors to avoid handling samples, promotional items or brochures to attendees. • Use contactless payment/ticketing and avoid cash payments where possible. Practice hand hygiene between tasks if required to handle cash. • Use alcohol-based hand sanitizer with a minimum of 60% alcohol before and after handling a shared item.
DEMONSTRATIONS, PRESENTATIONS OR LECTURES	<ul style="list-style-type: none"> • Discourage shaking hands and physical contact between attendees. <ul style="list-style-type: none"> ○ Cancel or modify networking activities that typically require face-to-face interaction. • Adhere to the restrictions for seated/audience settings (e.g., 100 individuals at a seated indoor lecture, 50 individuals for informal demonstrations where people are gathered). • Encourage the use of assigned seating to minimize multiple persons using the same chairs and place settings. • For in-person product or merchandise demonstrations: <ul style="list-style-type: none"> ○ Have the demonstrator frequently remind those watching to maintain distancing. ○ Set chairs 2 metres apart. ○ Seat up to a maximum of 6 individuals at tables, if applicable.
DINNING AREAS	<ul style="list-style-type: none"> • No more than 6 individuals should be seated at a table. <ul style="list-style-type: none"> ○ Table size should facilitate physical distancing to the extent possible. • Arrange tables and chairs so that a 2-metre distance is maintained between each dining party. <ul style="list-style-type: none"> ○ Remove excess chairs from the room. • Aisles should be wide enough to allow room for people to maintain physical distancing. Consider using one-way traffic flow to help maintain distancing. • Do not supply shared table serving containers and/or condiments (e.g. water jugs, table wine, salt and pepper shakers, ketchup, and hot sauce). Use single serve items or have servers provide upon request. • Enhance cleaning of dining areas during events. Thoroughly clean and disinfect each table and chair (backs and armrests) and other handled items between events. • Consider placing hand sanitizer at each table.
FOOD SERVICE	<ul style="list-style-type: none"> • Food service providers are required to follow the Food Regulation and Food Retail and Foodservices Code and existing occupational health and safety requirements. <ul style="list-style-type: none"> ○ Operators should also follow the COVID-19 General Relaunch Guidance, the Guidance for Food Catering, and the Guidance for Restaurants, Cafes, Pubs and Bars.
FACILITIES & VENUES	<ul style="list-style-type: none"> • Provide hand sanitizer containing at least 60% alcohol at entrances, exists, elevators, escalators, throughout the exhibition floor and other areas with commonly touched surfaces. • Washroom capacity should allow for distancing between guests. For example, consider closing alternate sinks or urinals. • Thoroughly sanitize each table after attendees leave. • Washroom sanitation and supervision should be enhanced. • Enhance cleaning and disinfection of high-touch surfaces such as elevator buttons, railings, door handles, public seating, payment devices, microphones, podiums etc.

	<ul style="list-style-type: none"> • Event staff and volunteers should perform hand hygiene frequently. • Provide a process for attendees to report sanitation and distancing concerns. Facility personnel or the organizer /operator should address concerns in a timely manner. <ul style="list-style-type: none"> ○ A main contact for health and safety should be appointed to handle any such concerns during the event. • Stagger loading schedules during setup and cleanup /teardown to enable distancing of staff, volunteers and vendors / exhibitors at loading docks and entryways. • Implement elevator use protocols, if applicable, to enable physical distancing. • Consider how emergency response plans may need to be modified to accommodate physical distancing.
ENTERTAINMENT & PERFORMANCES	<ul style="list-style-type: none"> • The purpose of trade shows and exhibiting events is to facilitate business to business and business to consumer interactions. Entertainment and performances are discouraged at these types of events at this time. • If background music is provided within a venue, the volume should be kept to a minimum in order to facilitate conversations between vendors / exhibitors and attendees. Loud music may increase the need for participants to lean in closer to each other and/or raise their voices.

IMPORTANT: Recognizing that each venue operates slightly differently, it is incumbent on the operator / organizer of the exhibition to review these guidelines with their venue and establish a clear assignment of responsibility between the venue and event operator / organizer for the implementation of the above listed measures and protocols.

CAEM - Additional Guidance for Trade Shows and Exhibiting Events

In addition to the official government of Alberta Guidance for Trade Shows and Exhibiting Events (pages 5 to 8), The Canadian Association of Exposition Management recommends the following additional best practice guidelines be considered and implemented by all event operators / organizers and venues to maintain the highest level of safety and compliance.

ADDITIONAL RECOMMENDED MEASURES	<ul style="list-style-type: none"> • Appoint a Health and Safety Contact Person for the duration of the exhibition, including planning, set up, the exhibition days and dismantling of the exhibition, to ensure all guidelines, measures and protocols are being followed. • Follow all municipal bylaws regarding personal protective equipment, including masks, in indoor public spaces. When no bylaw is in effect, strongly encourage participants to use personal protection equipment, including masks, when on-site at the venue. • Ensure that key workers (cleaning, medical, food and beverage workers) are provided with and trained on the safe use of personal protective equipment which may include masks, eye protection and gloves. Continuing masking of all workers should be enforced where physical distancing cannot be maintained between workers and between workers and vendors / exhibitors / attendees. • Ensure shared equipment, machinery and tools, including but not limited to forklifts, pump trucks and scissor lifts, are regularly cleaned and disinfected. • Ensure that any information booths, service counters, registration areas, box offices, restaurants / food service areas etc. are equipped with transparent partitions between workers and exhibitors / vendors / attendees. • Conduct a thorough cleaning of exhibition site, as outlined by public health regulations, prior to move-in, before the exhibition opens and at the end of each exhibition day. • Display / publish cleaning protocols and measures. • Increase the collection and removal of waste receptacles. • Ensure ventilation, temperature, humidity and air purification controls inside the venue meet the standards set out in public health regulations. • Consider eliminating badges, badge holders and lanyards in favour of a bar coded confirmation on the participant's mobile device. If badges, holders and lanyards must be used, they should be cleaned and disinfected before distribution. • Consider posting signage around the exhibition reminding participants to clean their hands regularly, avoid touching their face, practice respiratory etiquette and for vendors / exhibitors to clean and disinfect their booths regularly. • Ensure that during the set up and dismantling process, a dedicated worker (with PPE) is stationed at the entrance of the loading docks, to ensure move-in and move-out is managed according to a pre-set schedule and to control the number of individuals in the loading docks and on the exhibition site. • Remove or restrict seating in waiting areas and create a process to ensure attendees stay separate while waiting to enter the exhibitions site. • Some suggested strategies to manage the number of participants include: <ul style="list-style-type: none"> ○ Managing the number of people based on area in gross square feet ○ Implementing designated time slots for attendees ○ Implementing online advance registration and online advance ticketing ○ Using, when appropriate, directional arrows on the floor, to create one-way traffic, to reduce crossover between attendees
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	<ul style="list-style-type: none"> • Communicate in advance to vendors / exhibitors all guidelines and protocols that they are expected to follow and implement during the exhibition to prevent the risk of transmission. • Ensure each vendor / exhibitor signs an Exhibitor COVID-19 Health and Safety Acknowledgment Form outlining their obligation to respect and enforce certain guidelines, measures and protocols, with their own workers and within their own booth space. • Ensure each exhibition supplier (decorators, A/V companies, registration companies, staffing agencies etc ...) signs a Supplier COVID-19 Health and Safety Acknowledgment Form outlining their obligation to respect and enforce certain guidelines, measures and protocols, with their own workers while at the venue. • Communicate safe reopening guidelines in exhibitor manual, on exhibition website, on mobile apps and through push notifications (if applicable).
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CAEM members can contact the CAEM office for templates of the Exhibitor COVID-19 Health and Safety Acknowledgment Form and the Supplier COVID-19 Health and Safety Acknowledgment Form.

CAEM has also prepared a General Readiness Checklist Tool to help operators / organizers of exhibitions ensure they have taken the right steps to protect workers, exhibitors and attendees from COVID-19.

Access to this forms and checklists are available exclusively to CAEM members.

CAEM MEMBERS CAN CONTACT THE CAEM OFFICE FOR THESE FORMS AND TEMPLATES:

Tel: (866) 441-9377

Info: info@caem.ca

TO BECOME A CAEM MEMBER, YOU CAN CONTACT THE OFFICE AT:

Tel: (866) 441-9377

Info: info@caem.ca

Appendix A

ALBERTA COVID-19 RESOURCES

Alberta Biz Connect (Alberta Government COVID-19 information)

<https://www.alberta.ca/biz-connect.aspx>

Alberta Relaunch Guidance (Overview Document for all Alberta Industries relaunch)

<https://www.alberta.ca/guidance-documents.aspx>

Alberta Trade Show Relaunch Guidance (Document specific to Alberta Trade Show relaunch)**

<https://www.alberta.ca/assets/documents/covid-19-relaunch-guidance-trade-shows-exhibits.pdf>

Alberta General Relaunch Guidance

<https://www.alberta.ca/assets/documents/covid-19-general-relaunch-guidance.pdf>

COVID-19 Information for Albertans (used for pre-event communications for current COVID-19 information)

<https://www.alberta.ca/coronavirus-info-for-albertans.aspx>

Alberta OHS Regulation Code (Occupational Health & Safety Code)

<https://www.alberta.ca/ohs-act-regulation-code.aspx>

Alberta COVID-19 Tracing App (recommend all staff, exhibitors and attendees download prior to entry)

<https://www.alberta.ca/ab-trace-together.aspx>

Alberta COVID-19 Signage for Physical Distancing and PPE (recommended signage to be used at all entry points and high visible areas)

<https://www.alberta.ca/covid-19-information-posters.aspx>

Alberta Daily Checklist for Staff, Exhibitors, Volunteers (questionnaire for daily health checks)

<https://open.alberta.ca/dataset/covid-19-information-alberta-health-daily-checklist>

Alberta Self Assessment Tool for Attendees (recommend to attendees to self-assess prior to attending)

<https://myhealth.alberta.ca/Journey/COVID-19/Pages/Assessment.aspx>

Food Regulation

https://www.qp.alberta.ca/documents/Regs/2006_031.pdf

Guidance for Restaurants, Cafes, Pubs and Bars

<https://open.alberta.ca/dataset/covid-19-information-guidance-for-restaurants-cafes-pubs-and-bars>

Food Catering

<https://www.alberta.ca/assets/documents/covid-19-relaunch-guidance-food-catering.pdf>

Food Retail and Foodservices Code

<https://open.alberta.ca/dataset/0ea69179-2f90-4776-a64d-c903299b2ca6/resource/a9e60ef6-105b-4ec6-b8e2-8f5e43300097/download/health-food-retail-and-foodservices-code-amended-2019-12.pdf>

Appendix B

The Canadian Association of Exposition Management (CAEM) gratefully acknowledges the following taskforce members for lending their valuable time and knowledge in developing the Canadian Exposition Industry – Safe Reopening Guidelines:

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President, CAEM

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The Stronco Group of Companies

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