

INTRODUCTION

Since 1970, the Exhibition Services & Contractors Association (ESCA) and its member organizations have advocated for the value and advancement of face-to-face events. There has yet to emerge a more effective and efficient platform to bring together buyers and sellers, foster innovation, share and communicate new ideas, and create meaningful connections with a diverse audience. Through face-to-face meetings, new ideas, innovation, and entrepreneurship gain traction and flourish. Over the past 50 years, there have been periods of economic turmoil, civil conflicts, international wars, terrorist attacks, and pandemics. In each case, ESCA has been there to support our members to build a healthy future. By believing in the resilience of our industry and the significance of face-to-face experiences, we can overcome whatever challenges come our way.

SARS-CoV-2, Coronavirus, is a significant threat that requires our industry to innovate to keep the health and safety of the face-to-face events community our number one priority. We need to do this, while continuing to do what we do best, connect audiences to brand marketers through immersive and meaningful events.

The Health & Safety Guidance for the Exhibitions Industry is one part of our broader strategic plan to help communicate assistance to member organizations, their clients, and event audiences. Through this and countless others' efforts, we are confident our industry will overcome this dark time and emerge better equipped to handle future threats.

I wish to express my sincere appreciation to the members of ESCA's Health and Safety Committee and all the work they have put into creating this document. Their dedication reminds me of why this industry is so great. The people!



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GUIDANCE FOR HEALTH & SAFETY

Physical Distancing

To prevent the spread of COVID-19, ESCA is recommending individuals maintain physical distances of 6 feet from others when possible. This is equal to 36-square-foot square or 28.3-square-foot circle per person. The formula to use to calculate persons per sq foot is total sq footage/36 sq feet = Occupancy. (If you have a large portion of unusable space or space with large displays, subtract that from the total available sq footage.)

Place floor markers, indicating 6' intervals, in any areas where a line may form, including critical locations around the trade show floor (i.e., check-in areas, service centers, labor desks).

Encourage one-way traffic flow with marked entrances and exits. Install transparent dividers in areas where persons need to be in close contact with staff members (i.e. registration counters, service desks).

Review existing processes to find ways to eliminate contact points between staff and customers—self- service stations, proactive communication, advance ordering, etc. Use technology solutions to reduce person-to-person interactions.

Enact a no-contact policy whereby people are discouraged from shaking hands, exchanging monies, business cards, order forms, etc.

Tip: Practice
keeping your
hands to
yourself.
Minimize
touching when
not completely
necessary.

Where a task cannot be accomplished working alone; exposure can be limited by forming "work teams" in which people routinely work together, but keep their distance from everyone else.

Signage should be posted, informing all third parties and suppliers that you have implemented a physical distancing policy.

There are times when maintaining this distancing will be difficult. When this occurs, we urge everyone to take steps to mitigate exposure, such as barriers or face shields.

A little distance goes a long way!

GUIDELINES FOR HEALTH & SAFETY

Personal Protective Equipment (PPE)

Personal Protective Equipment (PPE) reduces the transmission of Covid-19. ESCA suggests the following protocols regarding the use of PPE.

- Adhere to all Local, State, Federal, and CDC guidelines.
- Employers should supply their staff and workers with all recommended PPE. If challenges with the supply chain do not allow the employer to provide equipment, provide information about what forms of PPE are acceptable to use. Order necessary PPE as soon as possible as some items are in short supply.
- Whenever people are within 6 feet of each other, face-coverings should be worn to reduce the spread of Covid-19. It is important to note that not all persons show outward symptoms of the illness.
 - All face-coverings should also fit well without gaps on the sides, top, or bottom.
 - Instruction and visible signage should cover the requirements of proper face-covering usage.
 - c. All hands should be washed or sanitized before putting on a face covering.
 - Place the same side of the mask against your face every time, creating contaminated and clean sides of the mask.
 - e. Remove face coverings using the straps to avoid touching the part that protects the face.
 - f. Wash all cloth face coverings after each use.

be strictly followed.

Gloves are not a substitute for regular hand washing. ESCA agrees with IAPPA's recommendation that "Gloves provide a false sense of security and are therefore not recommended as a part of general protocols. If someone wears gloves, touches an unclean surface, then touches their face or another surface, they will spread germs". The Tip: Consider guidance that applies to protocols that require gloves (i.e., food handling, cleaning functions with chemicals, First Aid operations) should

PPE as a branding opportunity!



GUIDELINES FOR HEALTH & SAFETY Health Monitoring & Hygiene

- 1. All Local, State, Federal and CDC guidelines regarding health monitoring should be followed, with the most recent instructions taking precedence.
- 2. All persons who have experienced cold or flu-like symptoms (such as fever, cough, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, and a new loss of taste or smell) in the last 14 days or have had close contact with someone diagnosed with COVID-19 within the previous 14 days should be required to stay at home and not participate in any public events per CDC guidelines.
- 3. Health Screening Forms A electronic screening form could be utilized. Examples of Health Screening forms are available in the reference materials included with this document.
- 4. Emphasize frequent hand washing for at least 20 seconds with soap and water, especially after going to the bathroom, before and after eating, and after sneezing or coughing.
- 5. If soap and water are not readily available, use alcohol-based hand sanitizer with at least 70% alcohol.
- 6. Encourage everyone to avoid touching their eyes, nose, and mouth and to sneeze into their elbow.





GUIDELINES FOR HEALTH & SAFETY Trade Show Layout

Where possible physical distancing should be a key focus of a safe show floor, evaluate every area on the show floor to minimize crowds, and ensure the ability to physically distance. Coordinate with the Show Organizer to have a plan for the show floor that encourages physical distancing. Suggestions for increased space include:

- 1. Spread in-line booths apart where space allows.
- 2. Increase side-rail to 8 feet.
- 3. Eliminate roadblocks, booth properties, or furnishings, that result in attendees closely gathering.
- 4. Encourage exhibits with one-way traffic flow, open spaces, and multiple entry/exit points.
- 5. Mark the show floor with traffic flow patterns, this will help to ensure all groups are moving in the same direction and avoiding contact.
- 6. Consider limiting staff to crucial personnel only, and staggering labor calls to limit congestion at ingress and egress points.
- 7. Adequately staff each event to encompass monitoring clustering and proactively address any issues as they happen. Consider assigning this monitoring as a job function. See the section regarding staff and labor for additional suggestions to limit the number of persons in one area.
- 8. Work with all parties to review the full show schedule to allow for adequate staffing levels, physically distanced. Use the previous physical distancing guidelines combined with the labor hours

GUIDELINES FOR HEALTH & SAFETY Cleaning and Disinfecting

- Each event should have a cleaning and disinfecting plan that involves the venue, show organizer, and all applicable contractors. This plan should meet the appropriate regulatory guidelines and certifications.
 Assign a dedicated staff member or team to enforce the sanitation plan.
- 2. Remind everyone to frequently wash their hands with soap and water for 20 seconds.
- 3. Ensure strategically placed sanitizing stations throughout the work areas during set up, event run, and tear down.
- 4. Review the show dates and times with show management and the facility to ensure proper time for cleaning and sanitizing of the show space.
- Clean and disinfect all high touch surfaces regularly with EPA-approved disinfectants and methods that meet CDC requirements for use and effectiveness against viruses, bacteria, and other pathogens.
- 6. Utilize antimicrobial disinfectants, UV lamps, electrostatic sprayers, and other available technology for broad-based sanitation. Emphasize hard, non-porous surfaces such as counters, tables, and desks.



THE PHYSICAL VENUE

ESCA recommends ensuring that each facility has strict cleaning and disinfecting guidelines that comply with the CDC regulations. ESCA is endorsing the GBAC STAR™ ACCREDITATION, a program with the protocols and best practices for bio-hazard response. The Global Biorisk Advisory Council® (GBAC), is a division of ISSA; they offer education, training, and business resources to help manage the COVID-19 outbreak. This organization is working with venues to ensure they are following the proper protocols for disease transmission prevention. Each facility may have specific protocols. ESCA recommends engaging with the site in advance to ensure all parties understand what processes are in place, and who is responsible for each operation.



OPERATIONAL PROCESSES

Warehousing / Marshaling / Freight Handling

In light of the recent CDC guidelines detailing touch surfaces saying that it is not thought to be a "main way the virus spreads" our most important consideration with all freight handling is that all staff wear face coverings and do not touch their face or eyes. This will have the most significant effect on reducing the transmission of the virus.

In order to allow for the safest, most controlled method of freight handling the below recommendations are to be considered:

- 1. Encourage shipping to the Advance Warehouse
- If shipped to the advance warehouse all stored freight could be sanitized per CDC guidelines while in storage. This could be an extra service offered to customers if they so choose.
- 3. Extreme adherence of guidelines should be followed in regards to handling Small Packages and POV's as "touch" levels are increased.
- Encourage Electronic check-ins to avoid person to person contact (i.e. text, emails, google docs). Drivers will then be staged.
- 5. Follow all physical distancing guidelines, specifically plexi-glass barriers and floor markers.
- 6. Minimal crew sizes should be utilized for the delivery and pick up of items. Crews should use the appropriate PPE as recommended by the CDC, Federal, State, and Local authorities and at all times follow the appropriate guidelines.
- 7. Limit the exchange of paper whenever possible. Use scanning and other electronic forms of communication as a primary form of information transmission.



OPERATIONAL PROCESSES Decorating

- The sanitation of materials is key to preventing the spread of the virus. Before delivery to show site, or upon return to the warehouse with proper tagging, all materials should be cleaned and disinfected according to CDC guidelines.
 - a. This process involves utilizing a peroxide multi-surface cleaner and disinfectant, or other CDC authorized cleaner.
 - b. Utilize foggers, electrostatic devices, UV lighting, and CDC approved products for the proper application of disinfectant products.
- 2. Decorating materials fall into four (4) categories: hard surfaces, fabric/textile surfaces, vinyl, and metal. Clean each surface type according to the most current CDC guidelines. As these guidelines are subject to change with new information and innovations, ESCA recommends consulting the latest CDC guidelines.
- 3. Minimal crew sizes should be utilized for delivery and pick up.

 Crews should use the appropriate PPE as previously outlined in



OPERATIONAL PROCESSES Floor Coverings

1. Pre-Show (per existing processes)

- a. New carpets and floor coverings supplied by General Contractors have been treated with an anti-microbial solution and sanitizing agent to assist in the cleaning of the carpets.
- b. Multi-use carpets and floor coverings have been inspected and cleaned prior to the next event. All visible stains have been removed and properly disposed of or re-purposed.
- c. Multi-use carpets and floor coverings have been stored in a clean and dry environment prior to the next event.
- d. Carpets and floor coverings are cut to size and staged for specific areas of the trade show floor to reduce unnecessary labor and to help with acceptable distancing recommendations during installation.

2. During Show

- a. Carpets should be vacuumed daily.
- b. HEPA vacuums are recommended.
- c. Hard Surface floor coverings should be cleaned with a Peroxide Multi Surface Cleaner and Disinfectant

3. Post-show

- a. Aisle Carpets should be rolled up prior to freight being returned to exhibit space.
- b. Aisle Carpets will be returned to the General Contractors carpet depot for sorting and cleaning for future events.
- c. Carpets and floor coverings should be treated with an antimicrobial cleaning solution and sanitizing agent prior to being rolled up and stored in a dry environment.



OPERATIONAL PROCESSES Staff & Labor

- 1. All contractor staff (managers, direct employees, and labor) should follow all current CDC guidelines regarding masks, hand sanitizing, temperature checks, and hand-washing, as well as the below guidelines.
- 2. All staff and labor are encouraged to say home if they don't feel 100%, without penalty of no callback.
- 3. Employers will provide all required PPE as denoted by the CDC, federal, state, and local governments. If possible, give each staff and laborer a small hand sanitizer for regular use.
- 4. Provide all staff the most current, proper education on the use of masks, gloves, disinfecting, physical distancing, recognizing hazards, and infection control measures.
- 5. Limit the number of employees allowed simultaneously on break or lunch and consider staggering these events.
- 6. Designate break areas to limit contact in the venue with previously disinfected areas.
- 7. Provide enough space at labor check and between work stations to maintain proper physical distancing. With more extensive labor calls, this may require multiple check-in locations or staggered start times.
- 8. Employers should consider entry and egress points to avoid crowding and pinch-points, and how tools and gear affect this process. Pay specific attention to elevators and check-in process efficiency.
- 9. Follow all safe distancing guidelines, including:
 - a. Single riding on forklifts, carts, and flatbeds.
 - b. Awareness of one's proximity to another.
 - c. Announce yourself as you enter another person's workspace.
- 10. Where six feet of separation is not possible, consider "work teams."
- 11. Reduce the number of touchpoints for workers. For example, leaving access doors open rather than requiring someone open and close doors.
- 12. Enacting a "signing for" policy will reduce the sharing of devices. For example, UPS drivers currently request if they may "sign" for you. Thus, eliminating physical contact of their handheld device and pen.
- 13.If available, have touch-less check procedures and time-carding.
- 14. Have visible signage at all check-in locations detailing proper health and safety measures.
- 15. Daily, small-group, safety talks should be provided to all staff, covering all of the above.
- 16.One consistent policy across all contractors and shows will ensure the highest level of success.

OPERATIONAL PROCESSES Equipment

- 1. Nightly sanitize all rolling stock and decorating equipment with disinfectant spray, consistent with what is used on the exhibit floor.
- 2. Wear masks when handling equipment and avoid contact with the mask or face while working.
- 3. If possible, allow only one person per ariel basket at a time, sanitized between use.
- 4. Disinfect communal equipment (pallet jacks, scales, freight door handles, dock lights, etc.) with alcohol-based wipes before use. Disinfect shared tools when returned, and shared tool bins throughout the day.
- Provide sanitizing stations or wipes for vehicle disinfection use (forklift, cart, flatbed, pallet jack, high lift, etc.)
- 6. All equipment should be wiped down by the operator before use while completing the pre-shift inspection, and at any time, the operator deems necessary. Areas to be wiped down include but are not limited to: steering wheel, ignition/key, levers, horn, headlights, scale touchpad, scale printer/box, handles, blade locks on the carriage, propane knob, propane rack, seat adjuster, engine cover lock, seat, armrest, and gas cap.
- 7. If possible, do not share equipment.
- 8. Ensure hand sanitizer and wipes are available in all areas where equipment or tools are exchanged.
- 9. To prevent cross-contamination, implement material & equipment inventory controls. Utilize log in/log out requirements and staging areas for equipment to be disinfected. On larger events, establish a "Tool Crib" position that would be responsible for sign out and sanitation of small equipment and tools when returned.
- 10. Whenever possible, and when multiple days of use of a particular piece of equipment is required, assign the same piece of equipment to the same individual.





OPERATIONAL PROCESSES Exhibitor Move In/Out

1. Identification

- a. When feasible, have identification supplied in advance.
- b. If utilizing wrist bands, there should be a designated station that follows all previously noted physical distancing guidelines.
- 2. Exhibitors & EAC's to go through the same process as employees for entrance screening process/temperature checks.
- 3. Evaluate all processes that bring people together. Automate as much as possible.
 - Encourage exhibitors to ship to the warehouse to avoid delays in receiving freight.
 - When possible, utilize a detailed targeted move-in and move-out. Ensure exhibitor adhere to those dates/times.
 - For exhibitors that have paid their invoice in advance, employ an electronic Bill of Lading that can be submitted electronically.
 - d. Post signage detailing when items such as furniture, carpet, hanging signs, or other materials are expected to be delivered or installed.
- 4. Utilize an electronic "cue line" where Exhibitors can go online and give notice that they have completed packing up. Two options can the be used:
 - a. Electronic notification can be made to the exhibitors when they are next in the cue.
 - b. A Customer Service Representative can then go to the exhibitor's booth.



OPERATIONAL PROCESSES Exhibitor Ordering

(Specific Focus on On-Site Ordering)

- 1. Utilize all physical distancing processes.
- Evaluate all processes that bring staff and customers together or create ques. REDUCE POINTS OF CONTACT WITH PROCESS CHANGES.
- Encourage exhibitors to order in advance. Where possible, implement electronic procedures for areas such as ordering, payment processing, reporting items missing, labor orders and material handling processes.
- 4. Consider a "virtual" service desk kiosk. Customer Service Rep is secluded but connected to a tablet or computer via web-cam to assist exhibitors.
- 5. Reconfigure Service Center locations to maintain safe distances.
- 6. All touch points should be cleaned between each use.
- 7. Follow all physical distancing guidelines previously outlined.



COMMUNICATION & EDUCATION

- 1. Post signage in all high traffic areas explaining the guidelines of physical distancing, how the virus spreads, and proper ways to wear, handle, and dispose of PPE.
- 2. Provide signage stating what is being done to keep employees and labor safe at the event.
- 3. ESCA recommends unified industry signage; examples of the text are included at this link.
- 4. Before each shift, communicate safety concerns regarding COVID-19 to all staff.
- 5. With more extensive staff calls, utilize communication boards, electronic messages, or digital messaging to transfer information.
- 6. Share the most current COVID-19 resources, tools, and processes with your teams.
- 7. Provide return to work training for all employees in the proper health and sanitation processes.
- 8. What if something goes wrong? Have a plan in place in compliance with CDC guidelines if someone becomes ill on-site, or there is a risk of exposure to the virus, this should include internal codes to ensure all staff understands the situation. Ensure the plan is clear, simple, and easy to implement quickly.



SIGNAGE

Signage, Signage, and more Signage. Over-communicate safe practices at every opportunity.

ESCA is encouraging industry-wide standard messaging. Again, one consistent policy across all contractors and shows will ensure the highest level of success. **Templates are available at this** link, as well as on the ESCA website. These templates are available for anyone to use. Our goal is to make this process as safe and easy for everyone to use as possible. As this situation evolves we will be adding to this content. Please email julie@esca.org if you have any suggestions for additions.

- Information regarding detailing all persons not feeling 100% healthy not to any work site.
 6 foot physical distancing.
- "Wait Here" floor stickers
- Proper hand washing instructions
- PPE Reminders
- Max Room Quantity Signage
- · One Way Aisle Sign or Floor Stickers
- Safety Disinfecting
- Identify Labor Check-in areas with signage that displays the process for check-in.

We encourage printing all signage on reusable, sustainable material.

Consider a single meter board for smaller events that encompass all safety recommendations.

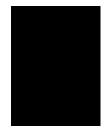


Thank You!

This document would not have been possible without the contributions of our member organizations. We would like to especially thank the following member organizations for their significant donation of time, resources, and knowledge that helped shape this document and our industry.







































INDUSTRY PARTNERS













RESOURCE LINKS

- American Hotel and Lodging Association "Enhanced Industrywide Hotel Cleaning Standards"
- The CDC, Centers for Disease Control and Transmission "Interim Guidance for Businesses and Employers to Plan and
 Respond to Coronavirus Disease 2019"
- CDC and The White House "Guidelines for Opening Up America Again"
- Event Safety Alliance "Event Reopening Guide"
- FDA -Food and Drug Administration "Food Safety and the Coronavirus Disease"
- **GBAC, A Division of ISSA -** "Cleaning and Disinfecting for the Cornonavirus"
- IAAPA, The Global Association for the Attractions Industry "Reopening Guidance, Considerations for the Attractions Industry"
- MGM Resorts "Seven Point Safety Plan"
- NRA, The National Restaurant Industry "Reopening Guidance,
 A guide for the Restaurant Industry"
- OSHA, The Occupational Safety and Health Administration Guidance on Preparing Workplaces for COVID-19
- World Health Organization (WHO) Public Health for Mass Gatherings - Key Considerations
- UFI, The Global Association of the Exhibition Industry "Novel Coronavirus Resource Page
- **US Travel Association** "Travel in the New Normal. Industry Guidance for Promoting the Health and Safety of All Travelers"
- Wynn Las Vegas "Health & Disinfection Program"



About ESCA

The Exhibition Services and Contractors Association (ESCA) is the association for firms engaged in providing services and materials for the meetings, exhibition, and hospitality industry: Trade Shows & Exhibitions, Conventions & Meetings, Corporate Meetings & Events. ESCA is dedicated to the advancement of the exhibition, meeting, and special events industries. Through education, information exchange, and professionalism shared by members and their customers, ESCA promotes cooperation among all areas of the exhibition industry.



IMPORTANT NOTE

This document seeks to provide suggested measures that limit the spread of SARS-CoV-2 and helps protect all participants in the live events ecosystem. These practices are practical, scalable, and supported by credible health organizations such as the Center for Disease Control (CDC), the Global Biorisk Advisory Council (GBAC), and other trustworthy sources. The document focuses on the areas of responsibility that typically fall under the stewardship of the general service contractor/provider, both at show site and in our facilities. Many of our partner associations have authored guidance documents focusing on other areas of the live event process. We understand that collaboration has always been at the heart of what we do, and this is no different. We support and encourage all also to consult the guidance published by the International Association of Exhibitions and Events (IAEE), the Society of Independent Show Organizers (SISO), the International Association of Venue Managers (IAVM), the Global Association of the Exhibition Industry (UFI), and the Events Industry Council (EIC). Indeed, there is some overlap between documents. Each document focuses on the work specific member organizations. When used collaboratively, their stakeholders in the face-to-face community have the tools to demonstrate our ability to hold, host, and produce safe events.

Of particular note, there certainly is an expense associated with some of the measures outlined in this document. ESCA, nor the authors of this document, are suggesting that ALL measures are necessary to have a safe event. This document does NOT replace the vital step of completing a thorough risk assessment in conjunction with the event organizer and venue manager before any event planning. The results of the assessment should then drive the safety posture necessary to create a safe environment. The Health & Safety Guidance for the Exhibitions Industry offers guidance on the actual measures to help create that safety plan after the assessment. The necessary expense to implement these measures should not fall on any one component of the collaborative event community. Instead, this should be shared between all stakeholders. Early in the planning process, we encourage clear communication between the show organizer, the venue, and general service contractor/provider on how these expenses are shared.

Finally, there are still many unknowns related to this virus, its spread, and its impact on the human body. Every day, scientists and health professionals learn more. As we become more educated, we need to re-evaluate the content of this document and the processes we put in place. As such, we view this a living document subject to changes, editions, and edits as we listen to the experts on the frontlines of fighting this virus.

HEALTH DECLARATION FORM

Date:		
Name:		
Company Name:		
Booth Number:		
Cell Phone Number:		
Self-Declaration	Yes	No
Have you had close contact with or cared for someone diagnosed with COVID-19 within the last 14 days?		
Have you experienced any cold or flu-like symptoms in the last 14 days (fever, cough, shortness of breath or other respiratory problem)?		
If the answer to either of the above questions is "Yes," you ar self-quarantine for 14 days and are not permitted to attend o For the safety of all involved, this is a mandatory policy.	-	
By signing below, I affirm that the above is accurate and correcestable show will not knowingly expose anyone to any portion of this event, the answer to either question above remove myself from the event, inform an event representative circumstance, and begin to self-quarantine of 14-days.	COVID-19. I a becomes a "	igree if, during Yes," I will
Signature:		

STAFF HEALTH SCREENING FORM

Date:			
Name:			
Company Name:			
Job Title:			
Supervisor's Name:			
Cell Phone Number:			
Self-Declaration	YES	N	10
Have you had close contact with or cared for someone diagnosed with COVID-19 within the last 14 days?			
Have you experienced any cold or flu-like symptoms in the last 14 days (fever, cough, shortness of breath or other respiratory problem)?			
By signing below, I affirm that the above is accurate and correct. expose anyone to COVID-19. I also agree if, at any point, the answabove becomes a "Yes," I will remove myself from work, inform matchange in my circumstance and begin to self-quarantine for 14-de	wer to eithe ny superviso	er que	stion
Signature:			
Physical Screening – If required, to be completed by a designated comp	any represer	 ntative	
What is the staff member's body temperature?			
Do you witness any respiratory symptoms?		Yes	No
If the body temperature is at or above 100.4 degrees Fahrenheit, t be sent home immediately.	he staff me	mber	must

Action Taken (Please Circle): Permitted to work Sent Home

