

IBTM World 2021 Temporary Changes to Stand Build Regulations during COVID-19

Visitors will have got comfortable being in spaces like offices, shops and public transport before coming to exhibitions. They will have developed new behaviours and expectations of the **design** and **cleanliness** of any new space they enter and that includes exhibitors' stands. All of us need to make sensible adjustments to the space we are responsible for managing at exhibitions to ensure we maintain a safe environment.

The measures below are temporary and we expect to remove them as soon as the current situation has passed. We also do not want to impose additional cost on exhibitors by asking them to make substantial changes to their usual stand design. Therefore the aim of these changes is to:

- Simplify your design and create more open space for people to physically distance. Simply leave elements out for this year rather than completely redesign.
- Remove features of your stand that undermine COVID-19 countermeasures and are not critical at this time.
- Add cleaning and sanitisation measures for staff and customer use.

Sub Section	Previous Regulation	2021 regulation change (to be reviewed 2022)	Rationale
NEW - Stand Capacity & Physical Distancing*	NEW	Exhibitors must demonstrate that a density calculation has been carried out and how this will be monitored/controlled onsite to ensure physical distancing can be maintained.	<p>Due to physical distancing you will be responsible for calculating the maximum capacity of your stand. To calculate this you need to divide your usable stand space by 2.5 square meters per person. Ensure you consider how many of these individuals will be your exhibiting staff and how many customer spaces you have. Within your COVID-19 Exhibitor Responsibilities Form and H&S Documentation you must also detail how the capacity will be monitored and controlled onsite.</p> <p>Guidance recommends that a minimum of 80% of your stand design should be usable space. If there is a requirement that will impact this (such as the examples below) then the number of people allowed on the stand need to be adjusted.</p> <p>'Usable stand space' includes areas that people can easily flow through and not parts that restrict access e.g. large walls for branding, square towers, a vehicle, a large counter, or back areas such as storage rooms. The space taken up by these areas should be deducted from your overall stand space and your capacity re-calculated based on this.</p> <p>The maximum number of people allowed at the stand at any time should be displayed clearly on the front of the stand via a signage board or a sticker. The size of this sign or sticker needs to be a minimum of 50cms x 30cms.</p> <p>Your stand capacity is the very maximum number of people allowed on your stand at one time and maintaining a physical distance of 1.5m between people should be a priority when designing your stand. In areas of your stand where it may be difficult to achieve or maintain appropriate physical distancing, mitigating measures to physically separate people must be put in place e.g. the installation of a clear screens on a reception counter or on meeting tables to separate the exhibitor from visitors. This will allow exhibitors to bring people closer together however this does not increase the maximum capacity of the stand.</p> <p>You should consider ensuring that reception counters, furniture, product displays and models are set back by a minimum of 1m from the edge of your stand to discourage queueing in aisles and to ensure physical distancing at all times.</p> <p>Please note that for 2021 exhibitor badges will be allocated 1 badge per 5 square meters of stand space contracted. This is to support physical distancing and crowd density measures at the event, allowing a 1:1 ratio of exhibiting staff and visitors on your stand.</p>
Complex structures	Permitted - Over 4m and suspended structures	Permitted (conditional)	Complex structures often, but not always, mean more elements to build. These can restrict space on the stand for visitors and exhibiting personnel. In addition complex structures require more staff to build them and often in close proximity. Complex structures are therefore permitted but only once the exhibitor has demonstrated what additional COVID-19 measures they have implemented for build, the open period and breakdown.
Double Decks	Permitted	Not permitted	Double deck stands are not permitted at IBTM World 2021.
Meeting Rooms	Permitted	Not permitted	Limited ventilation and current physical distancing requirements mean that small enclosed meeting rooms are not practical at this time. Exhibitors are permitted to have open meeting space that is partially screened to give some level of privacy. The exhibitor's COVID-19 H&S Documentation should demonstrate sanitisation between uses.

Demonstrations - to groups E.g. Live cooking displays, special treatments/ massages/tattooists, seminars / presentations, performing acts such as magicians, dance displays, singers, bands and/or musical performance, acrobats, live animal displays.	Permitted	Not permitted	Demonstrations of this nature create crowds on the stand and often overflowing into the aisle space. These are difficult to manage and therefore, due to physical distancing requirements at this time, they are temporarily not permitted.
Demonstrations - to an individual E.g. Demonstrations of physical product to a customer	Permitted	Permitted (conditional)	Demonstrations of an exhibitor’s physical product to an individual customer may be permitted subject to approval of the exhibitors plan which demonstrates how they will control and overcome COVID-19 risks. Key factors that an exhibitor must demonstrate in their plan are: <ul style="list-style-type: none"> • How product demonstration will be discreet i.e. to avoid an unintended crowd gathering to watch. • Physical distancing (by gap or barrier) between exhibitor and customer. • Reducing or ideally eliminating physical touch points and shared equipment. • Sanitising between individuals touching the same equipment.
Enclosed stands / Perimeter Walling	Permitted based on show open-side ruling	Permitted (conditional)	Long runs of walling along open perimeters of stands are not permitted. Just 50% of any open side is permitted to be a solid wall. Where long runs of walling are present along open sides they must be relieved by display items and not left plain. Any walling exceeding 50% of any open side should be set back 500mm from the open perimeter of the site. This is an industry wide regulation to ensure all of our exhibitors are given equal opportunity for footfall and visibility. <p>Should exhibitors want to enclose larger areas of their stand in compliance with the above regulation they must have COVID-19 H&S Documentation in place to demonstrate that physical distancing can be maintained at all times within these enclosed areas. Controlled entry/exit points in to these areas must be clearly visible and manned so that capacity is managed.</p> <ul style="list-style-type: none"> • If there is a chance that queuing might be required before entering an enclosed stand the exhibitor should leave a 1m perimeter around the edge of the stand to allow for a physical distanced queue, clearly marked. • No ceilings are permitted on enclosed stands.
Kitchens	Permitted	Not permitted	At this time exhibitors should only provide packaged food or a simple drinks service, at most. This is available from the official catering provider and can be delivered to stands. As a result cooking on stands and food preparation is not required and therefore kitchens are not permitted. <p>See section on ‘Catering- Stand Hospitality’ below for further information.</p>
Catering - Stand Hospitality	Permitted	Permitted (conditional)	At this time exhibitors should only provide packaged food or a simple drinks service to exhibitors and attendees who are having meetings on their stand and only if space allows. Food and drink cannot be offered as a giveaway to passers by or used as an attraction on the stand. <p>Food can only be supplied by the official caterer. We recommend drinks are also supplied by the official caterer however we will permit external caterers to provide this with prior permission from the organiser. Further information can be found in the exhibitor manual, and for any stand hospitality a ‘Catering Declaration and Management Plan’ will need to be submitted and approved in advance.</p> <p>Please note that stand functions will not be permitted.</p>
NEW - Cleaning & Hygiene	NEW	Exhibitors must demonstrate how they have enhanced cleaning and hygiene measures on their stand	Exhibitors must provide hand sanitiser and/or hand washing facilities within the stand design. All high touch points should be regularly cleaned with appropriate cleaning materials during build, show open and breakdown. Every stand must have hand sanitiser available for visitors and staff. Details should be demonstrated in their COVID-19 H&S Documentation.

NEW – Promotional material	NEW	Stands are discouraged from handing out leaflets/giveaways. Please consider electronic solutions	In order to reduce touchpoints, exhibitors should reduce any promotional material (e.g. product brochure, giveaways and business cards etc) that will have been handled by more than 1 person. Exhibitors should look to provide alternatives e.g. send product brochure electronically. Where handouts cannot be avoided consideration should be given to how these can be distributed safely.
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*Capacity calculations and physical distancing recommendations are based on current guidelines and legislation set out by Government, and are subject to change. Once published the Exhibitor and Contractor manual will be updated regularly so please check for any changes and updates.



Amber – Permitted as long as conditional measures are met



Red – Not permitted for 2021. To be reviewed for 2022

SmartSpace

SmartSpace are the Official Stand Design & Build service provided at IBTM World, brought to you by RX to help our exhibitors maximise their presence at the event. SmartSpace provides a full turnkey service, which means that everything you need for the stand is taken care of, so when you arrive on the stand, all you need to do is put out your products.

As Official Contractors of the event, you can have confidence that SmartSpace will design you a stands that fully meets required regulations, taking the uncertainty around exhibiting whilst temporary measures are in place.

To discuss options and to get a quote from SmartSpace contact your account manager for further information.