



India Trade Promotion Organisation (ITPO)
(A Government of India Enterprise)
Department of Commerce



India Convention Promotion Bureau
Sponsored by Ministry of Tourism, Government of India



Indian Exhibition Industry Association
THE GATEWAY TO INDIAN TRADE SHOWS



INDIA MICE ALLIANCE
A Unifying Campaign For The Revival Of Indian Exhibition & Convention Industry



STANDARD OPERATING PROCEDURES FOR RE-OPENING OF TRADE EXHIBITIONS IN THE WAKE OF COVID-19



**Draft Standard Operating Procedure/ Preventive measures
to be taken while holding of Trade Exhibitions
in the wake of the Covid-19**

Note: This draft document is prepared based on the Government of India guidelines. This will be a dynamic document which will keep changing as per the guidelines from the Government.

- ✓ The exhibition industry enables business opportunities across all industries by directly connecting the buyers with the sellers.
- ✓ These business events are the life-line for MSMEs as they offer best return on investments.
- ✓ Exhibitions are important to enable an 'Atma Nirbhar Bharat' and our nation's 'Make in India' initiatives.
- ✓ Exhibitions are categorised as focused business activity that brings together the stakeholders on a unified platform as organised gatherings in a controlled environment, which are different to the normal mass gatherings.
- ✓ They can be held safely in compliance with strict protocols.
- ✓ At present, the world is facing an unprecedented situation which has made it difficult for the exhibition industry to function, thereby badly affecting businesses and livelihoods.
- ✓ Therefore, ITPO along with the Indian exhibition industry is ready to become a responsible partner to the government for promoting domestic and international trade.

Safety Guidelines

This document provides a framework for organizing such business events (Exhibitions) under due safety guidelines in the wake of Covid-19. The objective of these guidelines is to conduct exhibitions in a controlled and conducive environment to ensure the safety and good health of all concerned participants. These guidelines are in line with the objective to make sure that the Exhibitions remain the preferred business medium to conduct business transactions.



The measures to be put in place are divided under the following categories viz:



- i. Measures to be adopted by Venue Provider(s)
- ii. Measures to be adhered to by Fair Organisers
- iii. Measures to be adhered to by Service Providers
- iv. Measures to be followed by Exhibitors
- v. Measures to be followed by Business Visitors / Delegates

Generic Preventive Measures

- i. Persons above 65 years of age, persons with co-morbidities, pregnant women and children below the age of 10 years are advised to stay at home, except for essential and health purposes. Trade Fair Organizers have to advise accordingly.
- ii. The other generic measures include simple public health measures that are to be followed to reduce the risk of COVID-19. These measures need to be observed by all (staff and guests) in these places at all times. These include:
 - Physical distancing of at least 6 feet to be followed as far as feasible.
 - Use of face masks to be mandatory.
 - Practice frequent hand washing with soap (for at least 40-60 seconds) even when hands are not visibly dirty. Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.
 - Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose



while coughing/sneezing with a tissue/handkerchief/flexed elbow and disposing off used tissues properly.

- Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.
- Spitting shall be strictly prohibited.
- Installation and use of 'Aarogya Setu' app shall be mandatory for all with smart-phones.

A. Measures to be adopted by Venue Provider(s)



- i. The self-assessment through Aarogya Setu Mobile App is recommended for all the entrants and is mandatory for ones with a smart-phone. All the entrants should be instructed not to have a close contact with anyone if they are experiencing any of the symptoms in respect of the virus.



- ii. Venue Provider should setup health/first-aid kiosks manned by optimal staff with adequate equipment like thermal guns and hand sanitizers at all entry/ exit gates of the venue for mandatory thermal scanning and hand sanitization of all the entrants. All Security and cleaning staff should use Face Mask, Face Shield and Gloves.



- iii. The Exhibition halls need to be disinfected before giving possession. A well-planned garbage disposal policy needs to be implemented. The air handling unit requires to be cleaned and maintained regularly to maintain adequate in-hall temperature/ air movement as recommended by health authorities.



- iv. Adequate number of CCTV should be installed in the venue/ campus, including inside the halls and the F&B locations, to closely monitor visitor movement to ensure social distancing and control overcrowding at any point. Also, there should be adequate AV unit for announcement to manage the crowd movement.



- v. A dedicated lane for vehicles movement with single entry and single exit of the vehicles needs to be created. The round robin arrangements should also follow this dedicated lane. The drop-off points and parking points should be identified. The spaces for parking of vehicles should be clearly defined so as to maintain social distancing in the parking areas.



- vi. The F&B service providers to be advised that proper hygiene be maintained and the infrastructure be disinfected regularly. They may be advised to offer pre-packed food to the extent possible and to avoid a buffet-style set-up to avoid queue-ups. Digital payments must be encouraged. The F&B outlets / counters shall mandatorily install glass partitions as a physical distancing measure. The serving personnel should wear masks and gloves. The F&B services providers will be required to follow the guidelines issued by the relevant government agencies. The visitors to be encouraged to bring their own water bottles.



There should be a provision of tissue papers near water dispensers, Tea/Coffee makers etc. to avoid direct contact with hand.



- vii.** To maintain social distancing the number of individuals that can be permitted in any given hall, stall/ booth and toilet/ washroom at any particular time at any particular time may be moderated such that the latest MHA/ MoHFW guidelines on social distancing are complied-with, which currently translates into a 3.25 sq. m per person in the halls. (10,000 sq. m hall should have a maximum of 3076 persons; a 5,000 sq. m hall should have a maximum of 1538 persons) at any given point in time.



- viii.** Isolation centre should be created by the venue owner on a permanent basis.

B. Measures to be adhered to by Trade Fair Organisers



- i. The Trade Fair Organisers should assess the risk involved by doing a thorough pre-event review of the event prior to the planned dates. The organizer should also analyse the health and safety situation of the zones of the expected attendees, both national and International.



- ii. Based on health and safety analysis of visitor origin cities, the Organisers should avoid promoting their events to visitors from affected areas whose visit to the event may possibly impact the health and safety of other visitors at the show.



- iii. The organizer should ensure that the number of entries into the Venue, in respect of their event, is regulated as per the Govt. guidelines during that particular time.



- iv. The organizer should maintain record of all the entrants & participants who will enter the venue in respect of their event. They should be able to provide traceability support of suspects to local health authorities, if required. In line with the govt. guidelines, the entrants screened-out based on travel history/symptoms/ information based on the medical interview sheet may be refused entry. Availability of information of any overseas COVID-19 cases who were detected during or after the event should be passed on to their respective embassies.



- v. The Organisers must ensure that they, along-with the exhibitors, visitors, staff/labour belonging to all Stand Contractors, Food and Beverages (F&B), Security, Housekeeping etc. hired by the organizer and any other staff deployed by them, in connection with the exhibition/conference, are aware of and are following all the precautionary measures advised by the Govt. Authorities, in respect of Covid-19 virus, from time to time.



- vi. The organizer should regularly play recorded messages/announcements on the precautionary measures, good practices and relevant information in respect of the virus during the full tenancy period. They should promote 'Namaste' greetings as a replacement to handshakes. It should highlight availability of onsite doctors and ambulance. Signage/ boards, to be installed at all

prominent places, about preventive measures to be followed by entrants and also that spitting inside the premises will be prohibited.



- vii.** The organizer should advise all the entrants to practice hand washing etiquettes (even if the hands are visibly clean) with soap and water or alcohol-based hand rub/sanitizer with at least 60% alcohol content.



- viii.** The Organisers should encourage pre-registration of visitors to minimize queues at the registration area and seek health declarations from all attendees in a pre-exhibition entry safe zone. All attendees should be registered in order to ensure traceability, if needed at a later date. Contactless entry should be encouraged.



- ix.** The furniture and other surfaces (frequently touched or otherwise) present in each of the halls and going to be used in respect of their event need to be wiped with disinfectant regularly by the organizer & the exhibitors. Exhibitors will be responsible for disinfecting their booths.



- x.** The Organisers may encourage online registration with the option of printing of entry badges at home.



- xi.** The organisers should consider minimal social contact while setting up their Registration area. Queue masters could be used to manage movement flow. Registration counters set up by the organizer could have transparent glass or plexiglass partitions to act as a barrier to physical contact.



- xii.** The Organisers should encourage use of technology to minimize human interface. The organiser may ask its exhibitors to encourage the use of e-brochures to minimize contact and paper wastage.

- xiii.** The Organisers should be advised to monitor the number of visitors in a particular hall by technology-enabled/other means by tracking the inflow



as well as outflow of visitors in real-time. As soon as the hall reaches saturation as per the hall-wise occupancy load notified by Government agencies, inflow may be restricted. Number of people in the elevators shall be restricted, duly maintaining social distancing norms



- xiv.** During the event, the Organizer should ensure that there are sufficient hand sanitizers/soap/tissues in all the washrooms. Their housekeeping agency should be strictly instructed to regularly monitor the hygiene of all the halls including the washrooms. All the tissues should be in closed bins. The housekeeping agency should ensure that the used tissues are thrown into closed bins immediately after use.



- xv.** If organisers are providing transport shuttles, they should be cleaned regularly. Avoid transportation to/fro from any red zones, if identified by the Government.



- xvi.** The organizer should encourage use of pre-fabricated material while constructing stands to ensure minimum time spent by the stand fabricators, fitters etc. The organizer should also instruct the Stand Contractors to disinfect the booth construction material etc. Stand Contractors should use mechanised trolleys / pallets etc. to minimise human labour while bringing / taking out material out of the halls.



- xvii.** The organisers will construct minimum of one Isolation Room of minimum 3m x 3m (four sides & ceiling covered, with lockable door), which would be manned by the Fair Organizer with the help of Professional Healthcare staff adept in handling a COVID-19 patient and would have adequate facilities like PPE kit, face masks and sanitizers. The Fair Organizer would also ensure to identify and safely transfer the identified suspected COVID-19 patient to the isolation room till arrival of medical team or transferring to a COVID Hospital.



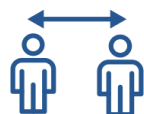
- xviii.** The Fair organizer should ensure that the paramedic ambulances that are inside the venue for their event are manned by full-time doctor/healthcare staff/nurses with adequate kits for Covid-19 virus.



- xix.** Set up and chair Core COVID-19 response team with involvement of senior officials of all service partners and venue. Identify and convey emergency contact numbers to all the stakeholders on repeat basis till the exhibition dates.



xx. Fair organisers should stagger the operational hours of exhibition so that there is organised gathering. The Fair organisers may also be requested to plan for staggered exit of exhibitors and visitors at the closing time of the show on each day.



xxi. Fair organisers should indicate Markings for Social Distancing at various places like, queues at entry and exit of halls, in front of registration desks, in front of booths/stalls in the passageways, places where gathering is required such as a stage show or event, etc.

C. Measures to be adhered to by Service Providers



- i. Self Declaration forms shall be sent to all Stand Contractors and all other Service Providers.



- ii. Service providers shall **park** their vehicles at designated places till they get clearance from Venue Owner to enter.
Vehicles shall be parked by maintaining social distancing.



- iii. All service providers shall wear facemasks before approaching the exhibition venue and undergo **thermal scanning** at entrance of the venues.



iv. While setting-up the Exhibition:

- Arrange maximum pre fabrication of the confirmed stand design at own premises.
- Ensure necessary social distancing among workers, supervisory staff etc.



v. While Transporting the prefabricated materials to exhibition venue:

- Sanitise the delivery vehicle and all materials before loading.
- Driver and other personnel involved in transportation of material must ensure social distancing and wear all necessary Face Masks.
- Ensure contactless transportation of materials to the exhibition venue. Complete **stand build up** maintaining social distancing at the site.



vi. **While Dismantling:**



- Sanitise the stall along with furniture, fixtures etc. before dismantling the stall.
- Dismantle and deliver all material back to the warehouse using sanitised vehicle and mandatory use of face masks by the driver and other personnel.



- Avoid any unnecessary stopover during transit.



vii. Self Declaration forms shall be sent to all **Logistic Providers**.



viii. **Sanitise** the logistics and warehouse facilities along with all equipment before use by the workers.

ix. **During Pickup and Transportation:**



- Exhibitor goods shall be sanitized before packaging.
- Pick up and ensure contactless transportation of the exhibitor goods to the exhibition venue.

x. **During Re-transportation:**



- Sanitise the exhibitor goods before pick up from the venue.
- Re-transport to the port of origin.

D. Measures to be followed by Exhibitors



- i. Aarogya Setu Mobile App is recommended for all the persons manning the stall and is mandatory for the ones with a smart-phone.



- ii. All the stalls should have hand sanitizers. They should ensure that a sufficient gap (of two yards) is maintained at all time between the people manning the stall. All the personnel at the stall should use Face Mask, till COVID-19 remains a health hazard.



- iii. Every stall should have a covered dustbin.



- iv. To maintain social distancing the number of individuals that can be permitted in any given stall / booth at any particular time may be moderated such that the latest MHA / MoHFW guidelines on social distancing are complied-with.



- v. Exhibitors should encourage Digital Payment Options at Food & Beverage (F&B) outlets.

E. Measures to be followed by Business Visitors / Delegates



- i. Aarogya Setu Mobile App is recommended for all the visitors and mandatory for the ones with a smart-phone.



- ii. The visitors should not enter the venue ground if their temperature is not normal.



- iii. They should wear face mask at all the time.



- iv. The visitors must ensure that they maintain a sufficient distance (of about two yards) from other persons at all the time.



- v. In case a person falls sick, he must report to the First Aid desk.



- vi. They should pre-register themselves.



- vii. They should adhere to all the guidelines prescribed by the Trade Fair organizer.

Additional SOPs for holding Conferences during Exhibitions



- i. Identify closed door conference areas for any conference sessions planned during the exhibition with seating and avoid any standing attendees.



- ii. Speaker / panellist chairs to be placed ensuring safe distancing.



- iii. Ensure social distancing for attendees and sanitization of conference area after regular intervals.

Incoming Check Protocol, as described below, has to be strictly adhered to:

