



the **Baby** Supported By **pura.**
& Toddler
show

SANDOWN PARK
9-11 OCTOBER

EXHIBITOR GUIDANCE

Planning your participation at an event, post Covid-19 doesn't have to be overwhelming. The Baby & Toddler Show Team have come up with a concise summary of all the things you will need to think about, and a few tips and solutions to take away any pain.

Whilst some of the changes will be big, there are other small changes which will make a big difference.

STAND DESIGN - LAYOUT, BUILD & DISMANTLE

Simple Design - Design a stand which requires few people to build it and dismantle, to reduce the amount of people on site. Think Modular!

Transfer of items - Reduce the amount of passing goods, products, tools or materials from hand to hand.

Stand Material - What stand material can be prefabricated and assembled in advance to reduce time onsite.

Staffing - What is the minimum number of people you need onsite to set-up, man and breakdown your stand?

Social Distancing - Please consider the Government guidelines on social distancing when considering how many staff you have on your stand. Please also consider into this the amount of visitors you can accommodate on your stand. The show team can assist you with this.

One Way System - Can your stand incorporate a one-way system? If not, can you identify ways of managing the flow of people around your stand.

Queuing / Waiting Areas - How will you manage spaces where people congregate. Can you create space on your stand. Unfortunately you are unable to rely on the gangway as the Organiser will have factored these into the arrangements for the general flow of visitors in the hall.

Signage - Consider what signage you may need to remind staff and customers on your stand to follow social distancing guidelines e.g. floor stickers, tape, or paint to mark areas to help people keep to a safe distance. These don't have to be glaring or restrictive when factored into your design.

Seating - If you have seating on your stand, ensure there is sufficient space between seats and meeting areas. Where you are likely to have prolonged conversations, it might be wise to consider how you could use screens or physical dividers.



STAND ACTIVITY - PRODUCTS, DEMOS & PRESENTATIONS

Touching of Product - Consider placing protective coverings on large items that may require customer testing or use which can easily be cleaned regularly. If you are doing demos that require touching, consider one of your team being the only one that carries out the action.

Stand Collateral - Limit the quantity of samples, promotional gifts and brochures. Consider instead what you can distribute digitally.

Pre-arranged Appointments - Where possible, schedule any demos and meetings throughout the day and consider the amount of time those meetings are scheduled for to limit exposure to germs.

Contactless - Ensure as many touchpoints as possible are contactless.

Visitor Queues - Visitors will be encouraged to move along the aisles, therefore if you have a queue of visitors waiting to speak to you, you may want to suggest they come back to you or consider a way of capturing the visitor details quickly for a follow up. There are lots of QR code simple technology we can assist you with.

Physical Distancing - Remind customers who are accompanied by children that they are responsible for supervising them at all times and should follow social distancing guidelines.

STAND HYGIENE

Throughout the venue, there will hand washing facilities and the venue and organiser will ensure sufficient measures are in place for the common areas. However, exhibitors will be responsible for their own stand cleaning and hygiene measures.

Hand sanitiser - Consider providing your own hand sanitiser on your stand and additional products.

Touchpoint Cleaning - Regular cleaning of touchpoints, products, doors, pens and equipment after every use.

Stand Deep Clean - Ensure a final deeper clean of all items, surfaces, products and spaces at the end of each day.

Personal Protective Equipment (PPE) - Please provide your own where necessary. Check with the venue and organiser regulations on what is required. Think about what activity is on your stand and if anything additional is required.

HEALTH & SAFETY

Documentation - Your documentation will need to include the control measures you will be putting in place to limit the transmission of COVID-19.

Brief your team - Ensure you have communicated to your team the arrangements in place and shared the control measures that they are required to undertake.