



Informa AllSecure

Enhanced Health & Safety
Standards at Informa's Events
in a post-COVID-19 world

About Informa AllSecure

Informa AllSecure is Informa's approach to enhanced health and safety standards at our events following COVID-19.

Whether they are exhibitors, attendees, visitors, speakers or sponsors, our customers come to events to connect, learn, know more and do more business, effectively, safely and with confidence.

That's why we have collaborated and co-ordinated with our **industry association partners** including **UFI, AEO** and **SISO, industry peers** including **Reed Exhibitions** and **Clarion, venue partners, suppliers** and **contractors**; as well as with a range of **health, government** and **local authorities**, to develop the **All Secure** best practice guidelines that raise the bar on delivering safe, hygienic, productive and high-quality organised event experiences.



The **All Secure** guidelines are being adopted by key stakeholders in the events industry worldwide and will continue to be updated as new ideas emerge.

This booklet details **Informa AllSecure**, the adoption of the industry-wide guidelines for our business, including **a commitment to ten key priorities across all Informa's events**, as well as the fuller range of standards and recommendations that will be followed at our events wherever applicable and possible.

In a post-COVID-19 environment, **all Informa events will continue to prioritise the health and safety of Colleagues and Customers and, in the first instance, will be run in accordance with official government and local authority guidance, as well as any venue or location-specific regulations.**

Informa AllSecure adds a further layer of best practice standards and guidelines.

This comprehensive set of enhanced measures has been designed to provide Colleagues and Customers with confidence that at any Informa event around the world, from an international exhibition to a local conference, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality.

Informa AllSecure 10 Key Commitments

Cleaning & Hygiene:

1. **Enhanced cleaning:** All Informa events will undertake enhanced, deep cleaning before, during and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitisation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.
2. **Personal hygiene:** All Informa events will provide additional hand washing facilities and hand sanitising stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

Physical Distancing:

3. **Non-contact registration:** All Informa events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.
4. **Physical contact:** All Informa events will request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.
5. **Physical distancing:** All Informa events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance. This will be managed through one or more control measures such as pre-show communications to participants, a one-way traffic system around show floors, staggered and expanded entry times, on-site signage and floor markings and on-site physical distance ambassadors.
6. **Food and beverage stations:** All Informa event teams will work closely with venue partners to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options or serviced buffets. If any queuing is anticipated, physical distancing will be maintained through the use of floor markings and relevant signage.

Protect & Detect:

7. **Personal Protective Equipment (PPE):** Participants and staff at all Informa events will be asked to use items of PPE in line with local government and health authority advice. This may include wearing a face covering and the use of gloves or face screens in certain roles.
8. **First aid:** All Informa events will have access to a qualified first aider and a separate isolation area if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.
9. **Screening:** All Informa events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.
10. **Trace and contact:** Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.



Four Cornerstones of Informa AllSecure

The full range of **AllSecure** best practice guidelines and recommendations are organised and detailed in four key areas. These four cornerstones cover measures that can be applied during pre-event preparation, as part of the onsite activities and in post-event break-down.

Physical
Distancing

Cleaning
& Hygiene



Protect
& Detect

Communications

Physical Distancing

Under the **Informa AllSecure** standard, all Informa events will facilitate physical distancing through non-contact registration processes, discouraging the exchange of printed materials, encouraging alternative greetings, managing event density and flow and procedures at food and beverage stations.

The wider range of Physical Distancing measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Managed Crowd Density



Crowd Density Guidelines

- Enabling physical distancing by maintaining a Crowd Density Guideline (CDG) that is in line with local authority regulations or guidance
- This may be conducted through managing visitor numbers per area and timeslot and by employing one or more of the distancing measures set out in this section, including the use of physical distance ambassadors

2. Effective Registration Processes



Non-Contact Registration

- Using effective non-contact or self-service registration processes to minimise queuing and physical contact and maximise participants' time and ease
- Employing onsite digital registration and/or advance online registration, which might include QR codes or digital credentials, and limiting the use of physical lanyards and badges where possible

3. Phased & Controlled Entrance



Staggered Admission

- Phasing the entrance of attendees to the event to avoid unnecessary queuing and distancing challenges
- This may be through extending opening hours or providing designated visitor time slots through the day and pre-scheduled meetings through matchmaking tools, creating a safer, more consistent and predictable flow of visitors for exhibitors, and allowing visitors to better plan their meetings in advance and maximise the use of time spent at the event

4. Enhanced Audience Targeting



Enhanced Quality of Visitors

- Introducing greater scrutiny, pre-registration qualification and matchmaking tools to improve the relevance of visitors to the event, based on exhibitor/delegate feedback
 - Combined with other measures, enhance targeting will lower the density of attendees but retain the overall quality of the event
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5. Heightened Flow & Floor Planning



Floor Planning

- Introducing greater visitor flow and traffic management to avoid unnecessary density and crowding challenges and avoid bottlenecks and cross walking, with regular monitoring during the event
 - This may include a one-way visitor flow or walking route according to the venue
 - Deploying clear signage and floor markings to indicate routes, distances, entrances and exits
 - Aisle widths and / or the distances between booths may be increased to maintain the ability to physically distance
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6. Managed Transportation



Visitor Transportation

- Working with transportation partners to enable physical distancing in shuttles between the venue, hotels and transportation hubs. This may include reducing capacity and alternate-row seating and masks
 - Recommending alternate walking or cycling routes, and hotels within walking distance where practical to reduce the use of shared transport
 - Making transportation available at the right times to support phased and controlled time slot attendance
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7. Enhanced Guidelines for Contractors



Set Up & Break Down

- Providing updated and enhanced guidelines for contractors, to support distancing and other recommended AllSecure measures as they apply to setting up and breaking down events
 - These may include distancing and hygiene around high touch areas, shared equipment, team construction and exhibitor freight handling
 - Supporting and encouraging the use of reusable, modular stand construction such as frame and fabric to reduce the density of people onsite during set-up and break down and help make the construction phase more efficient
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8. Alternative Greetings



Eliminating Handshakes

- Requesting that participants avoid handshakes and embraces as greetings and avoid sharing printed business cards
 - Promoting appropriate alternative ways of greeting that avoid physical contact
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9. Adapted Conference Rooms & Sessions



Conference Rooms

- Revising seating arrangements and set up in conference and meeting rooms, to enable greater space between seats
 - Using hands-free technology in the room where possible, and avoiding the sharing of equipment
 - Making sessions available digitally to ensure speakers reach a full audience and to enable all participants to take part
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10. Enhanced Food & Beverage Arrangements



Food & Beverage

- Working with venue partners to enhance food safety, manage queueing and enable distancing in serving and seating areas
 - Minimising self-service buffets and the use of any shared utensils or equipment to enhance food safety
 - Providing food and drink options in sustainable closed containers or pre-packaged using recyclable materials, and enabling pre-ordering where possible to minimize waste and maximise time and comfort
 - Encouraging cashless and card payments and avoiding cash payments where possible to reduce contact
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11. Managed Social Activities



Social Activities

- Applying distancing, density and physical contact measures to any in-person social and networking focused activities such as awards
 - Making public addresses and speeches available digitally or delivering elements digitally rather than live onsite if possible
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12. Informa Hygiene & Safety Expert



Monitoring & Control

- Establishing an **Informa Hygiene and Safety Ambassador/Officer** for each event: a colleague from Informa's operations team, trained in the subject matter and up to date on the latest official guidance, who is responsible for monitoring hygiene and cleaning, ensuring AllSecure standards are followed, and sharing and continuously improving practices
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Cleaning & Hygiene

Under the **Informa AllSecure** standard, all events will undertake enhanced deep cleaning before, during and after events, work with venue partners to ensure the highest standards of hygiene and cleanliness, and provide hand washing and sanitising facilities to encourage strong personal hygiene.

The wider range of Cleaning & Hygiene measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Venue Hygiene & Cleaning



Venue Deep Cleaning

- Working with venue partners to deep clean the event location before set-up and move-in, and again before the event opens

2. Visible & Enhanced Cleaning Regime



Cleaning Regime

- Working with venue partners to implement a visible, enhanced cleaning regime, with increased focus on high touchpoint areas including restrooms, food and beverage areas and help points
- Providing appropriate personal protective equipment to cleaners
- Where available, enhanced cleaning may include best-in-class electrostatic cleaning methods

3. Stand & Booth Hygiene



Stand Cleaning

- Working with exhibitors to ensure stands, booths and exhibits are regularly disinfected throughout the event and providing guidelines on how to do this
- For hygiene reasons, working with exhibitors to avoid product sampling where feasible, and to replace the distribution of physical promotional materials with digital alternatives where possible

4. Facilitating Good Personal Hygiene



Hand Sanitisers

- Making hand sanitiser stations readily available at key locations around the venue, including restrooms, food and beverage locations, entrances and exits and conference rooms
- Encouraging regular hand washing and/or the use of effective hand sanitiser through prominent onsite communications

5. Enhanced Waste Management



Waste Management

- Collecting and removing waste receptacles more frequently during events, and disinfecting them to a regular schedule
- Providing clearly identified waste receptacles for disposing of face masks and other protective equipment, as well as additional recycling points for food and beverage packaging if required

6. Managing Shared Equipment



Conference & Seminar Rooms

- Avoiding or replacing shared equipment in conference and meeting rooms, such as hand-held microphones, stationery and lecterns where possible
- Disinfecting necessary shared equipment in these rooms, such as microphones, between each use
- Increased cleaning schedule for conference rooms and all event equipment, including audio and visual materials

7. Reviewing Air Filtration Standards



Venue Ambient Environmental Controls

- With venue partners, reviewing the air filtration provided by current heating, ventilation and air conditioning (HVAC) systems, including the effectiveness of design, installation and maintenance, as part of reducing exposure to any harmful particles
- Where possible, introducing fresh air via ventilation or opening windows and/or doors

8. Pursuing External Accreditation



External Validation & Certification

- Where available, pursuing locally accredited external certification or validation of event cleanliness and biorisk standards such as the **GBAC STAR™ Accreditation**
- Informa event colleagues also can enrol in the **GBAC Fundamentals Online Course** for third-party training on infection and contamination control best practices for infectious disease outbreak situations



Global Biorisk Advisory Council (GBAC) STAR™ Accreditation

Working with Informa's partner **ISSA**, the worldwide cleaning industry association and its **GBAC** division, events teams can seek third-party validation of event venue cleanliness, hygiene and biorisk standards through the **GBAC STAR™ facility accreditation programme**.

This accreditation incorporates Informa and our facilities and services partners.



Created specifically to help facilities prepare, respond, and recover from pandemics



Helps venues establish a comprehensive system of cleaning, disinfection, and infectious disease prevention



The Gold Standard for prepared facilities with 20 programme elements



Fundamentals Online Course training for facility cleaning service providers

Protect & Detect

Under the **Informa AllSecure** standard, all events will follow relevant health authority guidance on screening and work with local authorities to trace and contact attendees, should it be necessary and subject to privacy regulations. Participants will be asked to follow relevant local government and health authority guidance on PPE, including on the use of face coverings, and provided with access to a qualified first aider and isolation area where possible, to protect everyone attending the event.

The wider range of Protect & Detect measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Supporting Official Authorities



Trace and Contact

- Assisting the authorities in helping to trace and contact participants, should it be necessary and where country laws allow, subject to local privacy laws
- This may include encouraging participants to download and abide by any government-sponsored tracing apps and helping authorities get in contact with participants by maintaining accurate and appropriate contact details of attendees for as long as needed

2. Deploying Enhanced Screening



Infrared & Thermal Imaging Temperature Screening

- Deploying infrared and thermal imaging temperature screening at venue entrances and advising participants accordingly
- Directing any participant with defined and detected COVID-19 symptoms (particularly fever) to a separate isolation area and referring the case to onsite or nearby local medical authorities for proper protocols and support
- Advising participants they should not attend if they are unwell, and preventing any participants who are unwell from entering the event

3. Additional Protective Equipment



Personal Protective Equipment

- Providing personal protective equipment including masks and gloves to cleaning, medical, food and beverage and other key workers
- Installing separation screens in high-interaction areas to increase physical distance and separation, such as help desks, food or beverage stations, registration and security desks

4. Using Face Coverings



Face Coverings

- Asking all participants to follow the relevant local and health authority guidance on wearing face coverings
 - Making face coverings available to those who do not have them
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5. Using Separation Screens



Separation Screens

- Using separation screens in all areas of interaction, including Help Desks, food and beverage stations, security, registration etc. This may also help prevent the spread of germs
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6. Dedicated Isolation Area



Isolation Area

- Establishing a dedicated isolation area, in co-ordination with venue partners, for any participants reporting symptoms of COVID-19
 - Documenting isolation procedures and protocols, in collaboration with local hospitals and medical authorities
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7. Enhanced Medical Support



Enhanced First Aid & Medical Support

- Implementing enhanced onsite medical support in co-ordination with local authorities and local medical personnel.
 - This may include an increased number of first aid stations and clear signage on where and how to seek expert medical attention in the event of any illness
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8. Engaging with Local Health Authorities



Health Authority Engagement

- Regularly engaging with local health authorities, facilitating the issuing of a multi-agency dynamic risk assessment in advance of the event, using up to date epidemiological inputs
 - Sharing results with participants as part of risk awareness and personal confidence measures
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9. Incident Response Readiness



Emergency Response

- Updating Event Incident Response Plans to include specific processes for suspected and confirmed COVID-19 incidents
 - Training Informa event teams on awareness of symptoms and the protocols to follow
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10. Colleague Screening



Colleague COVID-19 Screening

- Encouraging onsite Informa colleagues to screen themselves for COVID-19 symptoms (e.g. fever, sore throat, chills, cough) every day.
- Symptomatic screening may be delivered through self-screening or via testing where available

11. Rapid Testing



Rapid Testing

- Where practical, available or required, introducing evidence of a recent negative COVID test result prior to entering the event

Communication

Under the **Informa AllSecure** standard, all **Cleaning & Hygiene, Physical Distancing** and **Protect & Track** measures will be supported by effective **Communications** to participants and all our event partners, onsite, and before and after the event, to ensure awareness and enable preparedness and confidence.

The wider range of Communication measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Advance Information & Guidance



Pre-Show Messaging & Exhibitor Manuals

- Providing information on **Informa AllSecure**, the **10 Informa AllSecure Commitments** and the specific additional standards being followed for the event before it starts, through channels including the event website, app and digital mailings
- Updating **Exhibitor Manuals**, websites and other relevant resources to include any **Informa AllSecure** standards the event is following and what it means for how exhibitors should plan, set up and operate, with guidance and details of where to go for questions

2. Mobile Messaging for Latest Updates



Website, Apps, & SMS

- Keeping event mobile apps and relevant websites up to date with the latest information, and ensuring effective channels are in place for delivering any urgent news (e.g. apps, email, SMS)

3. Enhanced Signage & Display



Event Signage

- Displaying prominent signage at the event to support relevant **AllSecure** measures and why they are being taken, such as hygiene and distancing reminders, reminders of COVID-19 symptoms and how to access onsite support

4. Regular Public Address Messaging



Public Addresses

- Sharing relevant information and reminders through regular public address messaging and moderator or speaker remarks, including guidance on hygiene and distancing, as well as how to access onsite support



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