



**YAPI**  
TURKEYBUILD  
İSTANBUL

# COVID-19 EXHIBITOR GUIDE



## **HYVE BUILD FUARCILIK YAPI FUARI-TURKEYBUILD İSTANBUL COVID-19 MEASURES**

### **Dear Exhibitor,**

Following the COVID-19 outbreak, it is important for everyone to plan the exhibition which we will reorganize as HYVE BUILD FUARCILIK in a safe and structured way.

It is the responsibility of the organizer company to see the risks of COVID-19, to take measures and to work with necessary encouragements in the venue during the exhibitions which will be re-organized.

However, we would like to inform you that the works to be done within the stand area of the exhibitors are under exhibitors' own responsibility.

As HYVE BUILD FUARCILIK, we thank you in advance for your understanding for the measures that we have taken, and also for the sensitivity you will show about our expectations from you.

In this context, it is recommended to manage the COVID-19 risks with the following 5 headlines:

1. Social Distance Measures
2. Stand Design, Build -Up and Breakdown
3. Staff Health and Staff Training
4. Encouragement, Implementation and Measure
5. Preparing risk analysis and work program

### **SOCIAL DISTANCE MEASURES**

Commonly, Covid-19 is transmitted by air and in this context, it is very important to take social distance measures.

- Before completing your design, it is recommended to determine the maximum number of people (staff and customers) in your stand at any time, while maintaining the social distance rules.
- In order to take all necessary measures in your stand area and in the venue, it is recommended that the stand depth should be 3 meters minimum.
- It is also recommended to take measures for the staff and visitors to comply with the social distance rules within the stand area, visitor hosting area and in the warehouse area. Furthermore, it is important to make sure all your staff, who will take part in the exhibition, are well trained about the rules.
- If you are concerned about the high visitor flow in your stand area, it is recommended to make necessary works to regulate the visitor access and movements.
- In order to organize of the visitor crowd in your stand area, it is recommended to make the most of your stand design, stand visuals and usable areas. For example, having a smart branding on your stand walls facing the visitor aisles will attract the right visitors to your stand and reduce irrelevant crowd.
- It will be of great importance to do a smart work on an "information desk" to comply with all hygiene and social distance rules in the stand area.
- It is recommended to employ a stand design which can separate the visitor flow (entry and exit directions, if possible) in the stand area. However, if it seems not possible considering the size and /or physical conditions of the stand area, it is recommended to form special signages in the stand.
- Due to the size of your stand area or lack of physical conditions, reviewing your display products will help reduce unnecessary crowd. It is additionally recommended to use digital promotion methods.
- It is also recommended to create a special system (e.g. appointment system) and to prepare the infrastructure accordingly in order to prevent the crowd that may occur in front of the stand due to high visitor flow in hosting areas.
- It is recommended to make sure that the visitor hosting areas are designed in accordance with the social distance rules during the designing phase of your stand project.

## **PROMOTION OF THE PRODUCTS AND COMPLIMENTARY FOODS**

- Promotion of the products can attract crowds and it is recommended that such activities be strictly limited to important promotions only. If a display of your product is very important for you, you should make sure that your staff is informed about how to manage the crowd to maintain social distancing. Therefore, it is recommended to keep the corridors open and minimize the interactions.
- As per the Covid-19 measures, it is forbidden to leave complimentary foods or beverages unpacked or open.
- For any planned show, you must provide the organizer with information about your plan on how you are going to manage the crowd in order to maintain social distancing. Information accompanied by “Risk Analysis Assessment” will be demanded before the exhibition.

## **STAND DESIGN, BUILDUP AND BREAKDOWN**

### **STAND DESIGN**

- It is important to design the stand by taking all the health measures into consideration, along with structural durability of the stand.
- It is important to consider your stand layout and design, during the build-up and exhibition time to make a safe and controlled interactions with the visitors. For example; it is suggested to minimize the number of staff in the stand, to decrease the number of stand materials, to reduce the range of display products, etc.

### **BUILD-UP DETAILS**

- While designing your stand, the number of staff that will be available in the venue, works to be done in the stand and the time necessary to complete a stand must be considered during the stand build-up and breakdown process.
- It is recommended to make sure you brief your staff on all measures which you will take and implement in the venue.

### **MEETING AREAS IN THE STAND**

- All meeting areas in your stand should be evaluated and necessary measures must be taken. (For example, consider using screens, physical separators, and/or booths in areas where you are planning to have face-to-face meetings with your clients or colleagues).
- In such applications, it is recommended to use materials such as plexiglass, as the use of glass is prohibited within the scope of Occupational Health and Safety.
- We recommend you to organize B2B meetings over the HYVE CONNECT app in order to avoid the density that may occur in your stand meeting areas.
- After each meeting in your stand, the stand should be cleaned.

### **VISITOR GREETING AND PRODUCT DISPLAY AREAS**

- In order to protect your staff who will contact visitors and work at the information desks, it is recommended to construct sheltered information desks (plexiglass designed information desks etc.).
- As a part of the general necessary measures; keeping newspapers, brochures, etc. in the stand for common use is not recommended.
- It is recommended that you take part in the venue with less printed materials. For example;  
it is recommended to create an infrastructure database where they can easily access all products and features before the exhibition and guide your visitors with the information that you will make during the exhibition.
- It is obligatory that you keep hand sanitizers with “Biocidal Product Certification” in your stand area, in respect of any promotional and / or display products that visitors will buy from your stand. It is also recommended that you consider your cleaning routines for all surfaces and products.
- It is recommended that you consider whether you can display your products in digital or virtual areas, rather than displaying your entire product range in your stand.
- It is recommended that all your furniture in your stand area should be easy-to-clean materials.

## STAND BUILD UP AND BREAKDOWN

- It is recommended that you consider minimizing the contact of your staff who will work in the build-up process.
- Modular and simple designs are recommended in order to prevent higher amount of risk.
- It is recommended that you inform all staff who will come and work in the venue for the build-up of your stand about the measures to be taken. (Especially the use of toilets, how to behave in eating areas, transportation of materials, corridors, etc.).
- It is recommended to minimize contact during the stand build-up, not to bring all the materials to the area at the same time, and to make the necessary adjustments for the transportation of the materials in order to use your existing area in maximum comfort.
- On the first day of the build-up in the venue, all staff who will be under health inspection within the scope of the measures to be taken (body temperature control) will be allowed to enter to the venue.
- There may be some delays for vehicle entrances due to Covid-19 measures.
- It is recommended that you should ensure that the hand tools which your staff will use are not handed to each other among the staff as much as possible and ensure that they are cleaned before bringing to the area.

## STAFF HEALTH AND STAFF EDUCATION

It is recommended that each exhibitor take health measures for the staff to be employed before, during and after the exhibition and provide training to ensure the correct implementation of health measures.

Exhibitors should support their staff in wearing the face shields, if they prefer to wear it. In this case, it is recommended that they comply the instructions below:

- Hands should be washed for 20 seconds before wearing a face shield. You can access the hand washing guide of the World Health Organization [here](#).
- You should avoid touching your face area while wearing the face shield, due to the risk of contamination of the germs.
- Regular washing of the hands must be continued.
- Face shields should be changed daily or disinfected before wearing.
- If the product is washable, it should be washed in accordance with the manufacturer's instructions. If it is not washable, it should be discarded carefully.
- Implement the social distance rules wherever you are.
- Inform your team about the controls and measures you have decided to implement before going to the venue. Share your plans in advance to help them feel comfortable about ways to reduce risks.
- Ensure that you inform your staff about all measures the organizer is putting into place before to the event arrival.
- Remember to explain the measures you will take regarding the venue rules to your staffs, subcontractors and suppliers who will be in your stand area during the stand build-up.
- It is recommended that you train your staff to take care differently with customers who may have special needs. (e.g. for disabled visitors).
- It is recommended that you appoint one of your staff as responsible for making sure your control measures are implemented.
- If your staff coming to the venue and will stay at the hotel, it is recommended that you make sure that the policy of measures to be published by the hotel will be implemented by the staff who will stay.

## **ENCOURAGEMENT, IMPLEMENTATION AND MEASURE**

The additional measures you need to take in order to make all your work more effective and create a safer environment are recommended below:

### **SIGNAGES**

- It should be planned what signages you may need to comply with the social distance rules and remind the staff and customers in your stand. For Example: (Floor signages, tape, paint, etc.) to help people stay at a suitable distance.
- You can create a stand in which visitors can be welcomed and walk around with the help of many kinds of organizations and signages you will employ in your stand area.
- You could include the safety measures you are going to take on site in your invitations and send it your clients before the exhibition.

### **PROMOTIONAL PRODUCTS**

- In this process, it is recommended not to distribute any “products” including promotions and gifts.
- In order to prevent the spread of the virus; keeping newspapers, brochures, etc. in the stand for common use is not recommended. It is suggested that you provide information to your visitors, as digital or virtual, instead of printed brochures and catalogues.

## **RISK ANALYSIS, MANAGEMENT AND WORK PROGRAM**

Risk analysis; it is a document that determines all risks that may occur during the build-up of exhibitor stands, on exhibition days and during the breakdown of the stands before arriving on site, and afterwards, the measures that can be taken to remove or minimize these risks are evaluated and referenced to be applied at the mentioned processes when arriving to the area. Thus, each Exhibitor will find the opportunity to organize the event safely with a “Risk Analysis” to be prepared before the exhibition. Considering all the processes mentioned; in addition to the Risk Analysis, which includes the measures to be taken in terms of Occupational Health and Safety, it is very important to prepare a separate “Covid-19 Risk Analysis” in order to keep the spread of the COVID-19 epidemic under control, to minimize the risk and to provide a healthy work environment. All headlines below should be taken into consideration for the risk analysis that should be prepared before, during and after the exhibition.

We kindly request you to make sure that the Risk Analysis you will prepare is applied and encouraged by you and your staff in the venue.

### **Important Notice**

These measurements may vary according to the instructions from the government and local authorities.

Best Regards,

**HYVE BUILD FUARCILIK**

