

The background of the entire page is a photograph of a large, modern exhibition hall with a high, vaulted glass and steel ceiling. In the foreground, several people are walking through the aisles. To the left, there is a booth with a blue tablecloth and a large display. To the right, there is a booth with a white counter and a person sitting at a table. The overall atmosphere is professional and busy.

ESCA

EXHIBITION SERVICES
& Contractors Association

Health & Safety Guidance for the Exhibitions Industry

Updated 10/22

INTRODUCTION

Since 1970, the Exhibition Services & Contractors Association (ESCA) and its member organizations have advocated for the value and advancement of face-to-face events. There has yet to emerge a more effective and efficient platform to bring together buyers and sellers, foster innovation, share and communicate new ideas, and create meaningful connections with a diverse audience. Through face-to-face meetings, new ideas, innovation, and entrepreneurship gain traction and flourish. Over the past 50 years, there have been periods of economic turmoil, civil conflicts, international wars, terrorist attacks, and pandemics. In each case, ESCA has been there to support our members to build a healthy future. By believing in the resilience of our industry and the significance of face-to-face experiences, we can overcome whatever challenges come our way.

Pandemics can pose a significant threat that requires our industry to innovate to keep the health and safety of the face-to-face events community our number one priority. We need to do this, while continuing to do what we do best, connect audiences to brand marketers through immersive and meaningful events.

The Health & Safety Guidance for the Exhibitions Industry is one part of our broader strategic plan to help communicate assistance to member organizations, their clients, and event audiences. Through this and countless others' efforts, we are confident our industry will overcome this dark time and emerge better equipped to handle future threats.

We wish to express my sincere appreciation to the members of ESCA's Health and Safety Committee and all the work they have put into creating this document. Their dedication reminds me of why this industry is so great...The people!

The ESCA Board of Directors



OUR TEAMS
FOLLOW OUR
LEAD. IT IS UP
TO US TO
ENSURE A SAFE
PATH.

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PANDEMIC GUIDANCE QUICK REFERENCE GUIDE

As an industry leader, we feel it is essential to encourage and support measures that keep our industry safe and our events running as smoothly as possible during any crisis. Therefore, we offer our safety recommendations to help provide consistency and ensure events' safe and healthy continuous operation.

We strongly support adherence to all local, government, and facility requirements. It is also crucial to stay abreast of the latest guidance as the situation evolves.

Based on the current guidance from the CDC and other health experts, during a pandemic we encourage wearing masks while indoors, at worksites, or during prolonged interactions with others..

To make processes consistent and easily adaptable, we suggest all interested parties working together to create and comply with show specific safety and health protocols.

We understand that there are many factors to be considered. ESCA Members and industry stakeholders are strongly encouraged to use their discretion to adopt these or similar policies, which will provide the safest environment for their organization, employees, and customers.

GUIDANCE FOR HEALTH & SAFETY

Human Interaction

To prevent the spread of viruses, ESCA recommends limiting human interaction in the following ways:

Place floor markers, indicating 6' intervals, in any areas where a line may form, including critical locations around the trade show floor (i.e., check-in areas, service centers, labor desks).

Review existing processes to find ways to eliminate contact points between staff and customers—self- service stations, proactive communication, advance ordering, etc. Use technology solutions to reduce person-to-person interactions.

Enact a no-contact policy whereby people are discouraged from shaking hands, exchanging monies, business cards, order forms, etc.

Where a task cannot be accomplished working alone; exposure can be limited by forming "work teams" in which people routinely work together, but keep their distance from everyone else.

We urge everyone to take steps to mitigate exposure, such as barriers or face masks.

A little distance goes a long way!

The guidelines outlined here should be used in all public situations where possible.

GUIDELINES FOR HEALTH & SAFETY

Personal Protective Equipment (PPE)

Personal Protective Equipment (PPE) reduces the transmission of viruses. ESCA suggests the following protocols regarding the use of PPE.

1. Adhere to all Local, State, Federal, and CDC guidelines.
2. Employers should supply their staff and workers with all recommended PPE. If challenges with the supply chain do not allow the employer to provide equipment, provide information about what forms of PPE are acceptable to use. Order necessary PPE as soon as possible as some items are in short supply.
3. Whenever people are within 6 feet of each other, face masks should be worn to reduce the spread of Covid-19. It is important to note that not all persons show outward symptoms of the illness.
 - a. All face masks should also fit well without gaps on the sides, top, or bottom.
 - b. Instruction and visible signage should cover the requirements of proper face mask usage.
 - c. All hands should be washed or sanitized before putting on a face mask.
 - d. Place the same side of the mask against your face every time, creating contaminated and clean sides of the mask.
 - e. Remove face masks using the straps to avoid touching the part that protects the face.
 - f. Wash all cloth face coverings after each use.
4. Gloves are not a substitute for regular hand washing. ESCA agrees with IAPPA's recommendation that "Gloves provide a false sense of security and are therefore not recommended as a part of general protocols. If someone wears gloves, touches an unclean surface, then touches their face or another surface, they will spread germs". The guidance that applies to protocols that require gloves (i.e., food handling, cleaning functions with chemicals, First Aid operations) should be strictly followed.



The guidelines outlined here should be used in all public situations where possible.

GUIDELINES FOR HEALTH & SAFETY

Health Monitoring & Hygiene

1. All Local, State, Federal and CDC guidelines regarding health monitoring should be followed, with the most recent instructions taking precedence.
2. All persons who have experienced cold or flu-like symptoms (such as fever, cough, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, and a new loss of taste or smell) in the last 14 days or have had close contact with someone diagnosed with a virus within the previous 14 days should be required to stay at home and not participate in any public events per CDC guidelines.
3. Emphasize frequent hand washing for at least 20 seconds with soap and water, especially after going to the bathroom, before and after eating, and after sneezing or coughing.
4. If soap and water are not readily available, use alcohol-based hand sanitizer with at least 70% alcohol.
5. Encourage everyone to avoid touching their eyes, nose, and mouth and to sneeze into their elbow.

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The guidelines outlined here should be used in all public situations where possible.



**KEEP
CALM
AND
WASH YOUR
HANDS**

GUIDELINES FOR HEALTH & SAFETY

Cleaning and Disinfecting

1. Each event should have a cleaning and disinfecting plan that involves the venue, show organizer, and all applicable contractors. This plan should meet the appropriate regulatory guidelines and certifications. Assign a dedicated staff member or team to enforce the sanitation plan.
2. Remind everyone to frequently wash their hands with soap and water for 20 seconds.
3. Ensure strategically placed sanitizing stations throughout the work areas during set up, event run, and tear down.
4. Review the show dates and times with show management and the facility to ensure proper time for cleaning and sanitizing of the show space.
5. Clean and disinfect all high touch surfaces regularly with EPA-approved disinfectants and methods that meet CDC requirements for use and effectiveness against viruses, bacteria, and other pathogens.



The guidelines outlined here should be used in all public situations where possible.

OPERATIONAL PROCESSES

CDC guidelines detail touch surfaces are not thought to be a "main way the virus spreads" our most important consideration is that all staff wear face masks and do not touch their face or eyes during a pandemic. This will have the most significant effect on reducing the transmission of a virus. As these guidelines are subject to change with new information and innovations, ESCA recommends consulting the latest CDC guidelines.

In order to allow for the safest, most controlled practices the below recommendations are to be considered:

1. Encourage shipping to the Advance Warehouse. Where possible, implement electronic procedures for areas such as ordering, payment processing, reporting items missing, labor orders and material handling processes.
2. Minimal crew sizes should be utilized for the delivery and pick up of items. Crews should use the appropriate PPE as recommended by the CDC, Federal, State, and Local authorities and at all times follow the appropriate guidelines.
3. The sanitation of materials can assist in preventing the spread of a virus. Before delivery to show site, or upon return to the warehouse with proper tagging. Sanitize touchpoints on equipment and materials.
4. Consider a "virtual" service desk kiosk. Customer Service Rep is secluded but connected to a tablet or computer to assist exhibitors.
5. Reconfigure Service Center locations to maintain safe distances



STAFF & LABOR

All contractor staff (managers, direct employees, and labor) should follow all current CDC guidelines regarding masks, hand sanitizing, temperature checks, and hand-washing, as well as the below guidelines.

1. All staff and labor are encouraged to say home if they don't feel 100%, without penalty of no callback.
2. Employers will provide all required PPE as denoted by the CDC, federal, state, and local governments. If possible, give each staff and laborer a small hand sanitizer for regular use.
3. Provide all staff the most current, proper education on the use of masks, gloves, disinfecting, physical distancing, recognizing hazards, and infection control measures.
4. Limit the number of employees allowed simultaneously on break or lunch and consider staggering these events.
5. Designate break areas to limit contact in the venue with previously disinfected areas. .
6. Enacting a "signing for" policy will reduce the sharing of devices. For example, UPS drivers currently request if they may "sign" for you. Thus, eliminating physical contact of their handheld device and pen.
7. If available, have touch-less check procedures and time-carding.
8. Have visible signage at all check-in locations detailing proper health and safety measures.
9. Daily, small-group, safety talks should be provided to all staff, covering all of the above.
10. One consistent policy across all contractors and shows will ensure the highest level of success.

COMMUNICATION & EDUCATION

1. Post signage in all high traffic areas explaining the guidelines of physical distancing, how the virus spreads, and proper ways to wear, handle, and dispose of PPE.
2. Provide signage stating what is being done to keep employees and labor safe at the event.
3. **ESCA recommends unified industry signage; examples of the text are included at this [link](#).**
4. Before each shift, communicate safety concerns to all staff.
5. With more extensive staff calls, utilize communication boards, electronic messages, or digital messaging to transfer information.
6. Share the most current pandemic resources, tools, and processes with your teams.
7. What if something goes wrong? Have a plan in place in compliance with CDC guidelines if someone becomes ill on-site, or there is a risk of exposure to the virus, this should include internal codes to ensure all staff understands the situation. Ensure the plan is clear, simple, and easy to implement quickly.

SIGNAGE

Signage, Signage, and more Signage. Over-communicate safe practices at every opportunity.

ESCA is encouraging industry-wide standard messaging. Again, one consistent policy across all contractors and shows will ensure the highest level of success. **Templates are available at this [link](#), as well as on the ESCA website.** These templates are available for anyone to use. Our goal is to make this process as safe and easy for everyone to use as possible. As this situation evolves we will be adding to this content. Please email julie@esca.org if you have any suggestions for additions.

- Information regarding detailing all persons not feeling 100% healthy not to any work site.
- 6 foot physical distancing.
- "Wait Here" floor stickers
- Proper hand washing instructions
- PPE Reminders
- Max Room Quantity Signage
- Safety Disinfecting
- Identify Labor Check-in areas with signage that displays the process for check-in.

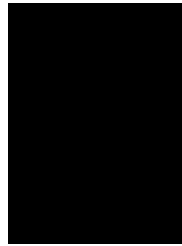
We encourage printing all signage on reusable, sustainable material.

Consider a single meter board for smaller events that encompass all safety recommendations.



Thank You!

This document would not have been possible without the contributions of our member organizations. We would like to especially thank the following member organizations for their significant donation of time, resources, and knowledge that helped shape this document and our industry.



INDUSTRY PARTNERS



International Association
of Venue Managers



RESOURCE LINKS

- **AIPC/UFI** - *"Good Practices Guide"*
- **AHLA** - *"Enhanced Industry-wide Hotel Cleaning and Safety Guidelines"*
- **CDC** - *"Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019"*
- **EIC APEX Business Recovery Task Force** - *Resources for B2B and B2C Exhibitions*
- **Event Safety Alliance** - *"Event Safety Alliance Reopening Guide"*
- **GBAC, A Division of ISSA** - *"Cleaning and Disinfecting for the Coronavirus"*
- **IACC** - *"Covid-19 Venue Reopening Resources"*
- **IAEE** - *"Essential Considerations for Safely Reopening Exhibitions and Events"*
- **OSHA** - *Guidance on Preparing Workplaces for COVID-19*
- **PRA** - *"Tactical Design Checklist"*
- **SISO** - *"All Secure Guidelines"*
- **UFI** - *"Novel Coronavirus Resource Page"*
- **WHO** - *Public Health for Mass Gatherings - Key Considerations*
- **Wynn Las Vegas** - *"Health & Disinfection Program"*

About ESCA

The Exhibition Services and Contractors Association (ESCA) is the association for firms engaged in providing services and materials for the meetings, exhibition, and hospitality industry: Trade Shows & Exhibitions, Conventions & Meetings, Corporate Meetings & Events. ESCA is dedicated to the advancement of the exhibition, meeting, and special events industries. Through education, information exchange, and professionalism shared by members and their customers, ESCA promotes cooperation among all areas of the exhibition industry.

The background of the slide is a photograph of a large, modern exhibition hall. In the foreground, several cars are on display, including a dark blue sedan. People are walking through the aisles, and the ceiling is high with complex lighting rigs and cranes. The overall atmosphere is one of a busy, professional event space.

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IMPORTANT NOTE

This document seeks to provide suggested measures that limit the spread of viruses and helps protect all participants in the live events ecosystem. These practices are practical, scalable, and supported by credible health organizations such as the Center for Disease Control (CDC) and other trustworthy sources. The document focuses on the areas of responsibility that typically fall under the stewardship of the general service contractor/provider, both at show site and in our facilities. Many of our partner associations have authored guidance documents focusing on other areas of the live event process. We understand that collaboration has always been at the heart of what we do, and this is no different. We support and encourage all also to consult the guidance published by the International Association of Exhibitions and Events (IAEE), the Society of Independent Show Organizers (SISO), the International Association of Venue Managers (IAVM), the Global Association of the Exhibition Industry (UFI), and the Events Industry Council (EIC). Indeed, there is some overlap between documents. Each document focuses on the work specific to their member organizations. When used collaboratively, stakeholders in the face-to-face community have the tools to demonstrate our ability to hold, host, and produce safe events.

Of particular note, there certainly is an expense associated with some of the measures outlined in this document. ESCA, nor the authors of this document, are suggesting that ALL measures are necessary to have a safe event. This document does NOT replace the vital step of completing a thorough risk assessment in conjunction with the event organizer and venue manager before any event planning. The results of the assessment should then drive the safety posture necessary to create a safe environment. The Health & Safety Guidance for the Exhibitions Industry offers guidance on the actual measures to help create that safety plan after the assessment. The necessary expense to implement these measures should not fall on any one component of the collaborative event community. Instead, this should be shared between all stakeholders. Early in the planning process, we encourage clear communication between the show organizer, the venue, and general service contractor/provider on how these expenses are shared.

Finally, there are still many unknowns related to this virus, its spread, and its impact on the human body. Every day, scientists and health professionals learn more. As we become more educated, we need to re-evaluate the content of this document and the processes we put in place. As such, we view this a living document subject to changes, editions, and edits as we listen to the experts on the frontlines of fighting this virus.



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EMBRACING CHANGE

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