



29 - 30 September • Chicago

# **LABEL CONGRESS 2021**

[www.labelexpo.com/congress](http://www.labelexpo.com/congress)

## **POST COVID-19 EXHIBITOR GUIDANCE**

Planning your participation at Labelexpo Congress 2021 post Covid-19 doesn't have to be overwhelming. We 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.

### **DESIGN / LAYOUT / BUILD & DISMANTLE**

- **SIMPLE BOOTH DESIGN** - Keep booth designs as simple as possible reducing the number of people required to build and dismantle
- **TRANSFER OF ITEMS** - Reduce the amount of passing goods, products, tools or materials from hand to hand
- **BOOTH MATERIAL** - Consider which booth materials can be premade and assembled in advance to reduce on-site time
- **STAFFING** - Consider the minimum number of people required on site to man your booth

### **BOOTH ACTIVITY**

- **TOUCHING OF PRODUCT** - Consider placing coverings on items that may be touched by visitors. If you are conducting demos that require touching, consider one of your team being the only one that carries out the action
- **BOOTH COLLATERAL** - Limit the quantity of giveaways, samples, promotional gifts and brochures. Consider offering a digital distribution option
- **PRE-ARRANGED APPOINTMENTS** - Where possible, schedule any demos and meetings throughout the day and consider the amount of time the meetings are scheduled for to limit exposure to germs
- **CONTACTLESS** - Ensure as many touchpoints as possible are contactless
- **DATA CAPTURE** - Use the show's data capture techniques to capture any visitors who may not be able to get onto your booth
- **CATERING** - Consider how catering is managed on your booth. Most caterers will be implementing screening solutions to enable you to continue offering hospitality



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- **BOOTH CAPACITY** - Consider how many visitors you can safely fit on your booth factoring in your own staff. Ensure you can identify ways of managing the flow of people around your booth.  
Contact Claire Comery [ccomery@labelexpo.com](mailto:ccomery@labelexpo.com) if you have any questions regarding booth capacity
- **NETWORKING SPACES** - Consider how you will manage spaces where people congregate. Do not 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 on your booth to remind staff and customers on your BOOTH to follow social distancing guidelines. These could include floor stickers or tape to mark areas to help people keep a safe distance
- **SEATING** - Ensure there is enough space between seats and meeting areas. Consider screen or physical dividers in spaces where you are likely to have prolonged conversations

## BOOTH HYGIENE

Throughout the venue there will be hand washing facilities and the venue and Organiser will ensure enough measures are in place for the common areas. Exhibitors, however, will be responsible for their own booth cleaning and hygiene measures

- **HAND SANITISER** - Please provide your own hand sanitizer on your booth
- **TOUCHPOINT CLEANING** - Regular cleaning of touch points, products, doors, pens and equipment after each use
- **BOOTH DEEP CLEAN** - Ensure a final deeper clean of all items, surfaces, products and spaces and the end of each day
- **PERSONAL PROTECTIVE EQUIPMENT (PPE)** - Please provide your own PPE where necessary. Check with the venue and Organiser regulations on what is required

## HEALTH & SAFETY

- **DOCUMENTATION** - The documentation you submit with your booth design will need to include the control measures you will be putting in place to limit the transmission of COVID-19. The easiest way to achieve this is to have COVID specific section within your existing risk assessment



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- **TEAM BRIEFING** - Ensure you have communicated to your team the arrangements in place and shared the control measures they are required to undertake

Please use this document in conjunction with the event specific guidance in the exhibitor manual

If you have any further questions, please do not hesitate to get in touch with Claire Comery [ccomery@labelexpo.com](mailto:ccomery@labelexpo.com)