

ALL SECURE STANDARD



OBJECTIVE OF THE PROPOSAL

Our industry is going above and beyond to ensure we protect our colleagues, exhibitors, visitors and delegates. We believe when organised industry gatherings take place again, our program of enhanced measures will provide all with the assurance and confidence that our industries shows and events have health and safety as our number one priority.

We have worked across our industry with all stakeholders groups to ensure the COVID-19 secure measures we have in place are practical, effective and considered best practice for the industry. This should be read in conjunction with advice from PHE/Local Director of Public Health/Local Authorities and the Visitor Economy Guidance www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy. Organisations should be including COVID-19 considerations in their risk assessments, and determining the necessary controls specific to their event.

Local tier restrictions are currently in place across England with a regionally-differentiated approach, where different tiers of restrictions apply in different parts of the country.

There are 3 tiers for local restrictions:

Tier 1: Medium alert

Tier 2: High alert

Tier 3: Very High alert

Please visit the Government's Tier restriction pages to find out what restrictions apply. You should always check the local tier level in your area to see which level applies to your event, and read further guidance about each tier level. Find out which tier your organisation will be in using the [postcode checker](#)

You can find more guidance that sets out the restrictions that certain businesses and venues in England are required to follow on www.gov.uk/guidance/local-covid-alert-levels-what-you-need-to-know and by visiting Government guidance: www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy, www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/hotels-and-other-guest-accommodation.

Communication between all stakeholders is a critical success factor in this program achieving its overall objective to provide assurance and build confidence for all people who participate in and visit our organised industry gatherings. As a single point of reference, the AEO, AEV and ESSA have achieved this single point of combined reference and cascading of information amongst the sector.

This proposal outlines what measures exhibition organisers, venues and the supply chain are taking to ensure the health and safety of all its visitors, exhibitors, and event personnel in response to COVID-19. How these measures are being implemented, and why it's an important component of the industry's All Secure Standard.

The objective of this document is to provide considerations and guidance as an input into your risk assessment.

Our thanks goes to members of the Cross Association Event Recovery Group, AEO UK Operations Working Group, AEO International Health Safety and Security Group, AEV Event Re-Opens Group, and ESSA Taskforce, along with numerous other contributors including Clarion Events, Informa Markets, and Reed Exhibitions who created the open source document – All Secure Standard, upon which these guidelines have been based.

CORNERSTONES

ALL SECURE STANDARD

Social
Distancing



Cleaning & Hygiene



Protect &
Detect



Communication





WHAT	HOW	WHY
<p>Crowd Density Standard (CDS)</p>	<p>Show organisers can allow for the Crowd Density Standard in accordance with government guidance. By controlling the density, appropriate social distancing can occur by consideration of both the number of people and potential pinch points to determine the number of people in that area.</p> <p>Business Meetings and Events are permitted as follows:</p> <p>Tier 1: Conferences, exhibitions, conventions, and consumer/trade shows are permitted at a cap of 50% of the venue's capacity or 4000 people outdoors / 1000 people indoors, whichever is lowest. This capacity refers to the total number of people per event and does not include venue staff. Multi-day events are not currently permitted.</p> <p>Tier 2: Conferences, exhibitions, conventions, and consumer/trade shows are permitted at a cap of 50% of the venue's capacity or 2000 people outdoors / 1000 people indoors, whichever is lowest. This capacity refers to the total number of people per event and does not include venue staff. Multi-day events are not currently permitted.</p> <p>Tier 3: Large business events such as conferences, exhibitions and trade shows are not permitted, with the exception of drive-in events.</p> <p>Smaller business meetings are advised against, but may take place with up to a total of 30 people if reasonably necessary - for example for the purposes of work that cannot be done at home - if social distancing can be maintained and the venue can demonstrate it has followed the COVID-19 guidance.</p> <p>Conference centres and exhibition halls should remain closed for conferences, exhibitions, trade shows, private dining or banqueting events.</p> <p>For further guidance see: https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy.</p>	<p>Organisers ability to follow the Crowd Density Standard illustrates our commitment to prioritising health and safety first while enabling successful interactions among our audiences.</p>
<p>Registration</p>	<p>Through an increased use of technology, our industry will provide means to minimise queuing and contact during the registration process. The use of mobile and digital technologies can facilitate seamless and contactless access upon entry and exit. Additionally, digital credentials can eliminate physical badges and lanyards where appropriate and enable contact tracing.</p>	<p>Encouraging advanced, online registration provides an achievable means to minimise onsite contact at a number of touch points. That effort combined with the reduction of queues, allows visitors to enjoy a safe and enhanced experience where their time onsite is maximised for effectiveness.</p>



WHAT	HOW	WHY
<p>Staggered Admission</p>	<p>Some event formats could be divided into time slots across the days of their occurrence. Show organisers provide the ability to facilitate visitors' attendance during a designated time slot in order to evenly spread the attendance to allow adherence to social distancing guidelines and minimise contacts. Controls over the maximum number of visitors can also be set.</p>	<p>By staggering admission each audience can enjoy a safer and more seamless experience. Our exhibitors can enjoy full, productive days throughout the event. Our visitors can plan their time in advance and have the option to reduce their costs and travel if desired. Predictable and traceable audience patterns also gives us better insights into attendee flow, a key piece of feedback often expressed.</p>
<p>Enhanced Quality of Visitors</p>	<p>Show organisers can work to ensure the highest quality of visitors are present at organised industry gatherings. With opportunities to vet visitors through matchmaking, registration and exhibitor feedback, we hope to maximise all interactions with the highest quality of visitor while maintaining social distancing guidelines.</p>	<p>Combined with staggered admission, the enhanced quality of visitors can maximise everyone's time at the event. With the opportunity to vet through a series of measures, exhibitors will be assured visitors present are there to conduct business and make purchasing decisions.</p>
<p>Floor Planning</p>	<p>Looking at solutions such as one-way visitor traffic could create a logical flow through venues. This can prevent bottlenecks in addition to cross walking, keeping social distancing guidelines at all times. Event floors can be demarcated to communicate the monitored flow. Aisle widths could also be increased to achieve above the CDS standard.</p>	<p>A prescribed flow through event venues helps visitors and exhibitors to safely maintain social distancing requirements. Entrances and exits can follow the same one way traffic to follow the logical flow. These traffic flows allow for proper spacing to be maintained and easily monitored, all of which contributes to our enhanced healthy and safety standards.</p>
<p>Visitor Transportation</p>	<p>All travel to and from the show can follow the CDS where required. Organisers can work with venues and suppliers to provide options for visitor shuttles between venue, hotels, and transportation hubs to reconfigure to ensure social distancing is maintained.</p>	<p>In coordination with staggered admission, visitor transportation on-site can follow a predictable pattern which allows us to properly plan for transportation needs. By working with venues to follow the CDS, visitors safely maintain CDS guidelines while shuttling between the venue, hotels, and transportation hubs.</p>



WHAT	HOW	WHY
Set Up & Break Down	In cooperation with our venue partners, show organisers can provide enhanced guidelines to assist contractors in the set up and break down of events to follow social distancing, hygiene and cleaning guidance. Covering items such as exhibitor freight, personnel, shared equipment, appropriate protective clothing and high touch point areas, these measures can be provided in detail to minimise risk where it would be beneficial.	From the first to last moment of organised gatherings, organisers can partner with all stakeholders, especially venue partners, to provide enhanced guidelines to contractors to prioritise health and safety. The set up and break down processes can be detailed for each control in place to provide a best practice guide.
Conference Rooms	With recommended density and seating arrangements for a variety of room sets, all conference and break room seating can follow distancing guidance . Show organisers will provide hands-free technology where possible in addition to streaming sessions to virtual attendees to aid in the facilitation of sharing information. Rooms can be cleaned between sessions.	A key element of events and conference, material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact. Connections can be made on and off site to facilitate continuous learning and interaction.
Eliminating Handshakes	Show organisers will recommend the elimination of handshakes at organised gatherings in accordance with government guidance. This recommendation will be reinforced with on-site signage and announcements in addition to proposed, alternative methods of greetings. Signage and announcements to also cover social distancing and hygiene.	By recommending the elimination of handshakes on-site, show organisers follow the government guidance. With alternative means of greetings offered, we hope to minimise the spread of infections as much as possible. On-site signage and announcements will reinforce the recommendation in effort to prioritise everyone's health and safety.
Food & Beverage	Venues and catering partners will look to provide food served pre-packaged or in closed containers. Where possible, food and beverage should be ordered in advance. Seating areas may be eliminated or can be arranged to follow the CDS. Minimise contacts around transactions, for example, considering using contactless payments. UK Guidance for takeaways can be found here (www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/restaurants-offering-takeaway-or-delivery). Whether outdoors or in indoor venues: In tier 1 any businesses selling food or drink including alcohol must ensure that customers only consume food or drink while seated and the rule of 6 applies unless there is a qualifying exemption. Alcohol, food and drink must be ordered by, and served to, customers who are seated. This means that a business that sells alcohol must introduce systems to take orders from seated customers, instead of at a bar or counter. This applies where there is a seating in an adjacent area to an outdoor stall or outlet that is serving food and drink, and customers will be using it. Where the sale of alcohol is not offered, customers will need to be seated when eating but can order food from the counter. Continued on page 6	Our sectors commitment to health and safety expands to food and beverage where every effort is being made to minimise risk. By eliminating buffets and open service options, a stricter control for food safety can be provided. Combined with seating arrangements following the CDS, food and beverage can be enjoyed at a higher level of service for our audiences.



WHAT	HOW	WHY
<p>Food & Beverage</p>	<p>In tier 2 businesses selling food and drink must close unless they operate as if they were a restaurant. This means serving substantial meals, like a main lunchtime or evening meal. They may only serve alcohol as part of such a meal. Orders must be taken and served at the table where alcohol is served.</p> <p>In tiers 1 and 2 where there is no seating available, the stall or outlet will be providing a take away service. The customer can order their food and drink including alcohol to eat and drink anywhere in the outdoor setting.</p> <p>In tier 3 any businesses selling food and drink (including alcohol) must close, but can sell food and non-alcoholic drinks through takeaway, click-and-collect, drive through or delivery. Businesses can only sell alcohol through click-and-collect, drive through and delivery to customers who order it in advance via phone, internet, mobile app or post. Businesses may serve food and non-alcoholic drinks to customers to takeaway in the premises between 5am and 10pm.</p> <p>Further guidance on these restrictions can be found in Government Hospitality guidance All food and drink operations on the event site must not take orders after 10pm and be closed between 11pm and 5am.</p>	
<p>Social Functions</p>	<p>The government is permitting the measured reopening of business events such as conferences, exhibitions, conventions, and consumer/trade shows in tiers 1 and 2. Event organisers and venues must complete COVID-19 risk assessments, and take into account all of the Covid-Secure guidance outlined in this guidance including capacity caps on page 3.</p> <p>When organising and running business events, the wider rules apply in the following ways:</p> <ul style="list-style-type: none"> - People who are working at the meeting/event or are attending the meeting/event for the purposes of their work are not bound by the rules on social contact i.e. the rule of 6 in tier 1 or the single household/bubble rule in tier 2. However, people should attend larger events either alone or in groups as small as possible, should avoid mixing and switching between groups wherever possible, and should adhere to all risk mitigations identified for that event. <p>Continued on page 7.</p>	<p>Organisers offer the capability to follow a more conservative approach than the guidance of global and country governments and organisations with our Crowd Density Standard. All social functions included at events can follow the CDS standard while delivering as many components virtually as possible, further illustrating our commitment to prioritise health and safety first.</p>



WHAT	HOW	WHY
<p>Social Functions</p>	<ul style="list-style-type: none"> - People who are neither working at the event nor attending the event for the purposes of their work must adhere to social contact rules (i.e. the rule of 6 in tier 1 or the single household/bubble rule in tier 2). This may be the case if, for example, you are attending a trade show or exhibition as an individual consumer. - Social distancing must be maintained between people who don't live together, and all attendees should limit contact with others wherever possible, including with those working at the event where possible and appropriate. - Events must not contain social networking elements such as receptions, and private dining and banqueting events remain prohibited. Event organisers should consider limiting the sale of alcohol at events; where alcohol is sold, all restrictions for hospitality venues must be followed. <p>For further guidance see: https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy.</p>	
<p>Monitoring & Control</p>	<p>Show organisers can appoint & train personnel, who will be responsible for ensuring the Social Distancing Cornerstone is followed at each event and the latest information and updates are shared with the appropriate teams and stakeholders.</p>	<p>With a specific resource identified and trained, for adherence to the Social Distancing Cornerstone, we can establish accountability. By sharing information, updates, and best practices within the industry, we can build teams with subject matter expertise in order to assure the continued health and safety of our audiences.</p>



WHAT	HOW	WHY
Venue Enhanced Cleaning	Venues hosting organised events can provide an enhanced clean prior to moving in and again before the event opens.	Venues will provide enhanced cleaning both before build up and the opening of show floor to ensure a safer environment for visitors.
Cleaning Regime	Every venue can offer a visible, enhanced cleaning regime. Cleaners are offered protective clothing on a risk assessed basis. There can be an increased focus on key touch points, including restrooms, food and beverage areas and help points. This should reflect current UK government advice which is to use normal household disinfectant (www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings/covid-19-decontamination-in-non-healthcare-settings). More detailed information on cleaning is also available in the Visitor Economy guidance www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy .	Enhanced and visible cleaning regimes throughout the event and particularly in key areas can provide a visible representation of the industry's dedication to health and safety.
Stand Cleaning	Exhibitors can clean their respective stands and exhibits regularly throughout the event. At the events' discretion, the use of sampling and distributing physical, promotional materials may be prohibited in favour of all materials being shared digitally .	With instructions and guidelines of how to regularly disinfect their exhibition stands, exhibitors can contribute to our full plan of micro and macro cleaning efforts. The elimination of physical materials in favour of sharing promotional items physically can also contribute to sustainability efforts in addition to minimising risk and contact between people.
Hand Washing Sanitiser	UK Government advice is to wash your hands regularly via the provision of hand washing facilities. To supplement this, hand sanitiser stations can be positioned at key locations throughout the event, including restrooms, food and beverage locations, and conference rooms, with regular use encouraged to all visitors and exhibitors.	UK Government advice is a preference to provide hand washing facilities and wash your hands regularly, with accompanying signage. In addition, show organisers & venues are committed to make hand sanitiser stations readily available throughout our event spaces, particularly at key locations.
Waste Management	The collection and removal of waste receptacles can be increased during events in order to minimise risk. Specific waste bins for mask disposal can also be provided and clearly identified, with a proposed schedule to regularly disinfect the waste receptacles themselves.	Organisers can designate specific waste bins for mask disposal in addition to increasing the frequency of the collection and removal of waste. The waste receptacles themselves can also be regularly disinfected. These efforts follow recommendations and advice of the UK Government.
Conference & Seminar Rooms	Shared equipment within conference rooms can be removed, including stationary and hand held microphones. All equipment, including audio and visual, can be cleaned between each use , and conference rooms should have an increased cleaning schedule throughout the day.	A key element of our events, conference material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact.



WHAT

Venue Ambient Environmental Controls

HOW

In coordination with our venue partners, organisers could look to ensure that the proper ventilation, temperature, humidity, UV air purification controls, etc. are in place. Reduced exposure can be based on the ability of filters to remove particles that contain viruses. The aim is to ensure good ventilation which is a secondary infection control measure.

WHY

The aim is to reduce exposure to harmful particles. Where applicable filter should be properly installed and maintained in appropriate systems to treat recirculated air, and filters should be appropriately designed for the building in which they are used.



WHAT	HOW	WHY
<p>Contact Tracing</p>	<p>Through the use of organisers' data, including ticketing, registration, mobile apps and other third party providers, we can offer assistance to the proper authorities subject to compliance with data privacy agreements. The opening up of the economy following the COVID-19 outbreak is being supported by NHS Test and Trace. You should assist this service by keeping a temporary record of your customers and visitors for 21 days, in a way that is manageable for your business, and assist NHS Test and Trace with requests for that data if needed. This could help contain clusters or outbreaks. Government will work with industry and relevant bodies to design this system in line with data protection legislation, and set out details shortly.</p> <p>Organisations must: Ask at least one member of every party of customers or visitors (up to 6 people) to provide their name and contact details.</p> <p>Keep a record of all staff working on their premises and shift times on a given day and their contact details.</p> <p>Keep these records of customers, visitors and staff for 21 days and provide data to NHS Test and Trace if requested.</p> <p>Display an official NHS QR code poster from 24 September 2020, so that customers and visitors can 'check in' using this option as an alternative to providing their contact details.</p> <p>Adhere to General Data Protection Regulations. Further guidance can be found here: www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-support-nhs-test-and-trace.</p>	<p>With the latest advances in technology, show organisers can offer assistance to the proper authorities in contact tracing through use of mobile third party providers, including Google and Apple. Should a positive diagnosis occur, the infected individual can report the diagnosis within the app which will in turn alert those individuals they have come into contact with and offer the proper next actions to take.</p>
<p>Face Masks</p>	<p>Organisers may ask for face coverings to be worn by each person entering the event space. It is a recommendation that face coverings should be worn in indoor spaces, especially crowded areas. Note, the only current UK Government requirement is to wear face coverings on public transport. Social distancing and hygiene are primary measures.</p> <p>From the 24 September it will be law for staff and customers to wear face coverings in retail and hospitality venues, except when eating or drinking (or because they are exempt). Businesses must remind people to wear face coverings where mandated.</p>	<p>Social distancing and hygiene are the primary measures to be used to mitigate against the risks of COVID-19.</p>
<p>Enhanced First Aid & Medical Support</p>	<p>Organisers' events can also offer an increased number of First Aid stations located throughout the event with enhanced medical support available.</p>	<p>First Aid stations offer enhanced support by local medical authorities and personnel. While at an event, signage will indicate where to go for expert medical attention in the event of any illness.</p>



WHAT	HOW	WHY
Separation Screens	Where social distancing can't be maintained, further increasing the frequency of hand washing and surface cleaning, keeping the activity time involved as short as possible using screens or barriers to separate people from each other using back-to-back or side-to-side working (rather than face-to-face) whenever possible reducing the number of people each person has contact with by using 'fixed teams or partnering' (so each person works with only a few others).	Events can also include separation screens in areas of interaction. This measure to physically separate and increase distance between people can contribute to the All Secure Standard and organisers' commitment to the health and safety of visitors and exhibitors.
PPE	Unless you are in a situation where the risk of COVID-19 transmission is very high, your risk assessment should reflect the fact that the role of PPE in providing additional protection is extremely limited.	Workplaces should not encourage the precautionary use of extra PPE to protect against COVID-19 outside clinical settings or when responding to a suspected or confirmed case of COVID-19.
Emergency Response Plans	Emergency Response Plans have been updated to include processes for possible COVID-19 incidents, both confirmed and suspected. In addition to a hygiene subject matter expert, Operations and event teams on-site follow government advice in relation to cleaning after a suspected case www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings/covid-19-decontamination-in-non-healthcare-settings .	With a specific resource identified, trained, and measured for adherence to the All Secure Standard, accountability will be established. Emergency Response Plans have been updated to include processes and protocol for possible COVID-19 incidents, both confirmed and suspected, and will be followed as needed.
Covid-19 Alert Level	Organisers provide an update on the current infection rate including up to date epidemiological input from published data, in advance of each event. This assessment can broadly communicate the assessed risk associated with an organised industry gathering occurring.	Transparently communicating the results of the current infection rate helps us and visitors feel confident with the event moving forward and shows our commitment to transparency.



WHAT	HOW	WHY
Show Website, Apps, email & SMS	The organiser, venues and suppliers All Secure Standard and four Cornerstones can be communicated for each event through all channels , with the specific details available on the show website and app and immediate or urgent messages sent via SMS.	Communication is a critical success factor in this programme achieving its objective to build confidence for all people who participate in and visit our industry events. The All Secure Standard and four Cornerstones can be communicated for each event through all channels, with the specific details available on the show website and app and urgent news via SMS and email.
Exhibitor Manuals	Exhibitor Manuals can be updated to include the components of the All Secure Standard with specific details of what exhibitors need to execute the enhanced safety and hygiene measures.	A key reference guide, Exhibitor Manuals can be updated to include all the appropriate All Secure Standard details for exhibitors. A single source of information, this manual could be the go-to for referencing frequently asked questions, standard operating procedures, and our new, enhanced measures to ensure our colleagues, exhibitors, visitors and delegates are protected.
Event Signage	Event signage can include common signs and symptoms of COVID-19 as communicated by the appropriate medical and health authorities as well as actions to take if necessary. The signage can be displayed prominently in all common areas of the event.	Organisers' programme of enhanced measures provides assurance and confidence shows and events have health and safety as our number one priority, including opportunities to prominently display event signage with common signs and symptoms of COVID-19.
Public Addresses During Show	Throughout events, public addresses can repeat messages about the importance of following government guidelines.	Organisers can work collaboratively with our stakeholders to ensure the measures we have in place are practical, effective, and considered best practice. Part of this effort can include public addresses repeating messages about the importance of maintaining social distance and washing hands.
Pre-Show Messaging	Messaging in advance of the industry organised gatherings can communicate key pieces of information, including updates from global and local health organisations, show admission policies, hygiene briefings and health protection measures, among other items.	By communicating to stakeholders in advance, organisers are helping to ensure proper expectations are in place, especially with regards to updated or new policies. Pre-show messaging can include health organisation updates, show admission policies, hygiene briefings and health protection measures.

The AEV, AEO and ESSA trade associations are managed by the EIA secretariat. EIA advocates that members of all three associations work within or beyond the requirements of UK law. Where a British standard, HSE guidance, approved code of practice, other central or local government guidance or examples of case law suggest that specific working methods or standards are needed to meet the requirements of UK law, the EIA advocates that members adopt these.

In instances where groups of members wish to collaborate on finding alternative, but equally as safe, methods of work that they feel are more suited to the operational constraints of the event industry than those described elsewhere, the EIA will facilitate that collaboration and any benchmarking or HAZOP activity that is required, advise members of their specific duties and liabilities and where requested publish their findings.

The EIA cannot and does not however officially advocate any standard or working practice other than those produced by HSE, BSI or other government agencies and offices, whether published within the guidance or not, and reminds all organisations, members and non-members alike, that it is their individual responsibility to assess the risks of their work and to establish practices that comply with the law and that prevent work related injury and ill-health.