

# GUIDANCE FOR TRADE SHOWS AND EXHIBITING EVENTS

## Overview

Under current Chief Medical Officer of Health Orders, businesses and entities are required to:

- implement practices to minimize the risk of transmission of infection among attendees;
- provide procedures for rapid response if an attendee develops symptoms of illness;
- ensure that attendees maintain high levels of sanitation and personal hygiene;
- comply to the extent possible, with the [COVID-19 General Relaunch Guidance](#), this guidance, and any other applicable Alberta Health guidance found at: <https://www.alberta.ca/biz-connect.aspx>.

This document has been developed to support organizers of trade shows and exhibiting events in reducing the risk of transmission of COVID-19 among attendees (including workers, volunteers, patrons and the general public). Trade show and exhibiting events facilitate connections between businesses (business-to-business) and consumers (business-to-consumer). The guidance provided outlines public health and infection prevention and control measures specific to these activities.

This document and the guidance within it are subject to change and will be updated as needed. Current information related to COVID-19 can be found at: <https://www.alberta.ca/covid-19-information.aspx>

## COVID-19 Risk Mitigation

### General Guidance

- As long as 2 metres physical distancing is maintained between members of different households or cohort families, there is no maximum limit on the number of attendees at tradeshow and exhibits.
- Encourage and facilitate attendees staying up to date with [developments related to COVID-19](#), including advance communications through email, social media, etc.
- Notify attendees of the steps being taken to prevent the risk of transmission, and the importance of their roles in these measures.
  - COVID-19 signage should be posted in highly visible locations:
    - “Help prevent the spread” posters are [available](#).
    - When possible, provide necessary information in languages that are preferred by attendees.
    - Consider making announcements during the event about safety measures and protocols.

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	<ul style="list-style-type: none"> <li>• Encourage attendees to download the <a href="#">ABTraceTogether</a> app to help let them know if they have been exposed to COVID-19.</li> <li>• All Albertans must follow CMOH Orders 05-2020 and 28-2020, which establish legal requirements for quarantine and isolation.             <ul style="list-style-type: none"> <li>○ Anyone with symptoms of COVID-19; with a history of international travel in the last 14 days; or with close contact with a confirmed case of COVID-19 in the past 14 days must remain at home.</li> </ul> </li> <li>• All international travellers must quarantine for 14 days upon entering Canada. International travellers must plan ahead to ensure they can complete their quarantine prior to attending an event.</li> <li>• Consider options for virtual attendance for individuals who are at increased risk for more serious illness if contracting COVID-19, such as the elderly or people who have pre-existing health conditions such as diabetes, hypertension, COPD, cancer, dementia, stroke, liver cirrhosis, cardiovascular diseases, chronic kidney disease, and immuno-deficiencies.</li> </ul>
<p><b>Physical Distancing</b></p>	<ul style="list-style-type: none"> <li>• Individuals should be reminded to maintain physical distancing of 2 metres during the event, including when arriving to, and leaving from, the event.</li> <li>• Encourage vendors, exhibitors and attendees to greet each other in ways that do not include touching; discourage shaking hands and other types of physical contact.             <ul style="list-style-type: none"> <li>• Barriers, signs, floor markings and verbal announcements can be used to support physical distancing.</li> </ul> </li> </ul>
<p><b>Screening &amp; Response Plan</b></p>	<p>Operators should:</p> <ul style="list-style-type: none"> <li>• Post <a href="#">signs</a> that instruct those who may have been exposed to COVID-19 not to enter.</li> <li>• Consider screening of attendees and vendors for symptoms of fever, sore throat, cough, runny nose or difficulty breathing.             <ul style="list-style-type: none"> <li>○ Event operators may choose to use the <a href="#">Alberta Health Daily Checklist</a>.</li> <li>○ The Alberta Health Services <a href="#">COVID-19 Self-Assessment tool</a> can be used by attendees.</li> </ul> </li> <li>• Develop a rapid response plan that sets out steps for event staff to take when an attendee shows symptoms or tests positive for COVID-19.</li> <li>• Be familiar with and follow the rapid response plan if an attendee or vendor starts feeling symptoms. This should include:             <ul style="list-style-type: none"> <li>○ Immediate isolation of the attendee or vendor from others.</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Cleaning and disinfecting of surfaces that may have come into contact with the symptomatic attendee or vendor.</li> <li>○ Requiring hand hygiene and masking of the attendee or vendor.</li> </ul>
<p><b>Entry and Waiting Areas</b></p>	<ul style="list-style-type: none"> <li>● Consider options to facilitate physical distancing, such as:             <ul style="list-style-type: none"> <li>○ Directing traffic flow using signs, ropes, floor decals, greeters, etc.</li> <li>○ Designate preferred entry and exit points to the trade show or exhibiting area.</li> <li>○ Consider staggering entry and exit times for attendees to minimize bottlenecks.</li> </ul> </li> <li>● Avoid self-service in registration and check-in areas.             <ul style="list-style-type: none"> <li>○ Have staff or volunteers check in attendees, provide lanyards and name tags, etc.</li> <li>○ Do not share pens in check-in areas.</li> </ul> </li> <li>● Consider suspending coat check services and avoid staff and volunteers handling attendees’ personal items.</li> <li>● Provide hand sanitizer with at least 60% alcohol content for patrons and workers’ use as they enter and exit.</li> </ul>
<p><b>Trade Show and Exhibiting Floor</b></p>	<ul style="list-style-type: none"> <li>● Booths or stalls should be arranged to ensure that vendors and attendees can maintain physical distancing at all times.</li> <li>● Encourage vendors to clean and disinfect booths regularly. Refer to cleaning and disinfecting guidance in the <a href="#">COVID-19 General Relaunch Guidance</a>.</li> <li>● Booths, stalls, or areas where people gather for product demonstrations or presentations should be assigned additional space to ensure audience members can maintain 2 metres’ distance.</li> <li>● Vendors should discourage attendees from handling products and self-testing items. If attendees must touch an item (e.g. to assess suitability for purchase), the item should be washed and sanitized between users, or attendees should wash or sanitize their hands before and after touching the item.             <ul style="list-style-type: none"> <li>○ Electronics and interactive displays that cannot be cleaned and sanitized between users should be operated exclusively by the vendor.</li> </ul> </li> <li>● Food and drink samples should be individually packaged in disposable containers, and handed directly to the attendee by the vendor.</li> </ul>
<p><b>Shared Items</b></p>	<ul style="list-style-type: none"> <li>● Where appropriate, eliminate or reduce the number of items at the event that will be handled by multiple people.</li> </ul>

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	<ul style="list-style-type: none"><li>○ Reduce or eliminate programs, flyers, handouts, promotional items (such as writing pads, clipboards and pens) and prizes.</li><li>○ Consider using emails and online information.</li><li>○ Ask vendors to avoid handling samples, promotional items or brochures to attendees.</li><li>● Use contactless payment/ticketing and avoid cash payments where possible. Practice hand hygiene between tasks if required to handle cash.</li><li>● Use alcohol-based hand sanitizer with a minimum of 60% alcohol before and after handling a shared item.</li></ul>
<b>Demonstrations, Presentations or Lectures</b>	<ul style="list-style-type: none"><li>● Discourage shaking hands and physical contact between attendees.<ul style="list-style-type: none"><li>○ Cancel or modify networking activities that typically require face-to-face interaction.</li></ul></li><li>● Adhere to the restrictions for seated/audience settings (e.g., 100 individuals at a seated indoor lecture, 50 individuals for informal demonstrations where people are gathered).</li><li>● Encourage the use of assigned seating to minimize multiple persons using the same chairs and place settings.</li><li>● For in-person product or merchandise demonstrations:<ul style="list-style-type: none"><li>○ Have the demonstrator frequently remind those watching to maintain distancing.</li><li>○ Set chairs 2 metres apart.</li><li>○ Seat up to a maximum of 6 individuals at tables, if applicable.</li></ul></li></ul>
<b>Dining Areas</b>	<ul style="list-style-type: none"><li>● No more than 6 individuals should be seated at a table.<ul style="list-style-type: none"><li>○ Table size should facilitate physical distancing to the extent possible.</li></ul></li><li>● Arrange tables and chairs so that a 2 metre distance is maintained between each dining party.<ul style="list-style-type: none"><li>○ Remove excess chairs from the room.</li></ul></li><li>● Aisles should be wide enough to allow room for people to maintain physical distancing. Consider using one-way traffic flow to help maintain distancing.</li><li>● Do not supply shared table serving containers and/or condiments (e.g. water jugs, table wine, salt and pepper shakers, ketchup, and hot sauce). Use single serve items or have servers provide upon request.</li><li>● Enhance cleaning of dining areas during events. Thoroughly clean and disinfect each table and chair (backs and armrests) and other handled items between events.</li></ul>

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	<ul style="list-style-type: none"> <li>• Consider placing hand sanitizer at each table.</li> </ul>
<b>Food Service</b>	<ul style="list-style-type: none"> <li>• Food service providers are required to follow the <a href="#">Food Regulation</a> and <a href="#">Food Retail and Foodservices Code</a> and existing occupational health and safety requirements.             <ul style="list-style-type: none"> <li>○ Operators should also follow the <a href="#">COVID-19 General Relaunch Guidance</a>, the <a href="#">Guidance for Food Catering</a>, and the <a href="#">Guidance for Restaurants, Cafes, Pubs, and Bars</a>.</li> </ul> </li> </ul>
<b>Facilities and Venues</b>	<ul style="list-style-type: none"> <li>• Provide hand sanitizer containing at least 60% alcohol at entrances, exits, elevators, escalators, throughout the exhibition floor and other areas with commonly touched surfaces.</li> <li>• Washroom capacity should allow for distancing between guests. For example, consider closing alternate sinks or urinals.</li> <li>• Thoroughly sanitize each table after attendees leave.</li> <li>• Washroom sanitation and supervision should be enhanced.</li> <li>• Enhance cleaning and disinfection of high-touch surfaces such as elevator buttons, railings, door handles, public seating, payment devices, microphones, podiums etc.</li> <li>• Event staff and volunteers should perform hand hygiene frequently.</li> <li>• Provide a process for attendees to report sanitation and distancing concerns. Facility personnel or the organizer should address concerns in a timely manner.             <ul style="list-style-type: none"> <li>○ A main contact for health and safety should be appointed to handle any such concerns during the event.</li> </ul> </li> <li>• Stagger loading schedules during setup and cleanup to enable distancing of staff, volunteers and vendors at loading docks and entryways.</li> <li>• Implement elevator use protocols, if applicable, to enable physical distancing.</li> <li>• Consider how emergency response plans may need to be modified to accommodate physical distancing.</li> </ul>
<b>Entertainment &amp; Performances</b>	<ul style="list-style-type: none"> <li>• The purpose of trade shows and exhibiting is to facilitate business to business and business to consumer interactions. Entertainment and performances are discouraged at these types of events at this time.</li> <li>• If background music is provided within a venue, the volume should be kept to a minimum in order to facilitate conversations between vendors and attendees. Loud music may increase the need for participants to lean in closer to each other and/or raise their voices.</li> </ul>