



TSO International
Gate to Global Business

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<http://tso-int.co.jp>

A wide-angle, high-angle photograph of a large exhibition hall. The hall is filled with various booths, including one for 'PRETOR' with a large red 'X' on its wall, and another for 'BRAVIA GROUP'. People are seen walking through the aisles and interacting at the booths. The lighting is bright, and the overall atmosphere is that of a busy trade show.

Exhibition Operation Guideline for COVID-19 Control – Version1

Introduction

From the standpoint of the exhibition organizer, TSO International Inc. declares to operate in compliance with the following guidelines over discussing the preventive measures and safety measures with infectious disease specialists in order to prevent the spread of new coronavirus infection.

This guideline is a measure that can be considered as of the date of preparation, and after the latest medical data and infectious disease control method after preparation is announced and it is judged by an expert that the content of the guideline should be changed, the content of the guideline will be changed according to the announcement.

In addition, this guideline is not used as a measure to prevent 100% of infectious diseases, but it describes the matters that the organizer, exhibitors, visitors, and all other related parties should follow in order to prevent infection.



1. Differences between the definition of an exhibition/trade fair and other large-scale events/ gatherings

Evaluation of events should be done according to their type, not according to the number of participants. Although all types of events are important for various economic and social factors, it is not possible to compare exhibitions with sports events, concerts, or festivals.

UFI (The Global Association of the Exhibition Industry) defines exhibitions/trade fairs as “events to display and disseminate products, services and information” following ISO25639-1:2008 (E/F). Exhibitions are different from “meetings”^{*1} “conventions”^{*2} “seminars” or other businesses/consumer events. The exhibition does not include flea and street markets, but includes the following:

Trade exhibition: An exhibition that promotes buying and selling and commerce, and attends mainly by visitors for the purpose of commerce.

Trade exhibitions may be admitted to general consumers at certain times.

General exhibition: An exhibition that is held mainly for the general public. General exhibitions are also called "consumer exhibitions".

^{*1} meetings: Various issues, ideas, and policies are discussed at organized public meetings or meetings of representatives and managers belonging to groups with common industries and interests.

^{*2} conventions: A meeting organized by an industry or group to share knowledge and experience. The convention is sometimes called "congress".

2. Schedule

Several countries currently have been announced measures to gradually relax various regulations set by COVID-19 such as elimination of regulations on customer service and travel, the start of non-essential businesses, opening of borders, and so on.

From now on, regarding the schedule for reopening the exhibition, especially regarding exhibitions and visits from foreign countries, we will hold by the schedule for deregulation, in cooperation with the Government of Japan and consultation and cooperation with the responsible departments of each country.

3. Guidelines for holding exhibitions/trade fairs in a safe environment

The various measures in this framework are all aimed at hosting exhibitions in a controlled and safe environment. In future, everyone involved in the exhibition industry will consider and implement them, and will always be updated with best practice examples according to national guidelines.

This guideline is designed to protect all exhibitors, including exhibitors, visitors, installers, operators, organizers. The following various measures will be taken at the planning stage, the exhibition itself operation stage, and after the exhibition is going to be held.

I. Ensuring the safety of event staff and participants

- ① Conduct risk analysis according to the contents of the exhibition before the event.
- ② The rules for wearing masks are mandatory for all people inside the exhibition hall. For visitors and exhibitors who have forgotten masks, we will stock 200,000 masks to handle them all.
- ③ Disinfectants will be installed at multiple locations near the exhibitor booth, reception, lounge, and toilet.
- ④ Set up multiple spaces where you can wash your hands and gargle.
- ⑤ The staff of the show management office, who directly faces people, wear not only a mask, but also face shields and gloves.

II. Performing a physical distance

- ① Provide barriers and mark floors to keep social distance to indicate space restrictions for all processions and shared spaces (entrance halls, restaurants, catering shops, toilets, etc.)
- ② Secure a sufficient distance (at least 3 m in the aisle) to ensure the flow of people between booths and aisles.
- ③ When holding seminars and events to be held at the same time, consider the layout to secure a physical distance and also physically block with acrylic or film.
- ④ In order to maintain a social distancing in the venue, we always call attention in the hall broadcast.

III. Strengthening health and safety measures

- ① Thermography will be installed at the entrance gate to check the body temperature of all the visitors, and those with a higher body temperature will be interviewed and the doctor will decide whether to be able to enter or not.
- ② When entering the venue, the badge and personal ID will be checked and a 100% security check will be performed.
- ③ Clean, sanitize, and disinfect common areas regularly.
- ④ We recommend that you take measures to prevent close contact, stop handshaking and hugs, and use alternative greetings.
- ⑤ By opening all loading/unloading gates halfway, introducing circulators, and fully opening ventilation fans, we will create a flow of air throughout the exhibition space and take in the fresh air.
- ⑥ Thoroughly clean and disinfect exhibitors' booths, exhibits, and promotional materials.
- ⑦ Responsibly grasp the physical condition of all staff employed by the show management office and give appropriate work instructions.

IV. Practice of congestion control

- ① In order to control the flow of attendees and visitors, separate entrances and exits, monitor entrance routes, and strengthen security systems in each emergency exit area.
- ② In principle, all visitors will be pre-registered and badges will be sent in advance to avoid waiting in line at the reception.
- ③ The correspondence between exhibitors and visitors on the day is basically based on online registration and reception at the equipment installed at the venue, and if staffing is required, it will be handled at the call center.
- ④ In order to manage the number of people involved in the exhibition in the venue, we recommend rationalizing and simplifying the exhibition space design as much as possible and secure sufficient time for setting up and removing.
- ⑤ Manage the number of visitors in the venue and control the date and time of ticket sales.
- ⑥ In order to maintain a physical distance between both exhibitors and visitors, please notify in advance for tasting events, talk shows, and other events at the exhibition booth where congestion is expected, and recommended to utilize the space prepared separately by the show management office.

V. Recommendation and implementation of various measures

- ① Clearly define the obligations and responsibilities that are common to all parties, clearly document them, and share them in advance.
- ② Establish and maintain direct communication with local authorities and coordinate in advance.
- ③ Establish a medical service base for the day.
- ④ Conduct training in advance to prevent the spread of epidemics such as how to wear masks, sterilization methods, and emergency rescue methods.
- ⑤ Check the details of the registered contents at the exhibition hall and manage the notification procedure to the health institution if necessary.
- ⑥ Manage a procedure to identify concerns in the field and open a hotline to answer a variety of questions from all participants.
- ⑦ Regarding the participation criteria for overseas participants and returnees from abroad who are alerted, certain criteria will be set in accordance with national guidelines, and decide admission in advance and notify it.
- ⑧ Exhibitors/visitors who do not comply with the guidelines will be asked to comply with a firm attitude, and if compliance is difficult, they will be asked to leave from the venue.

All other safety standards are thoroughly followed according to the guidelines of infectious disease specialists and the Ministry of Health, Labor and Welfare, and the guidelines are constantly updated.