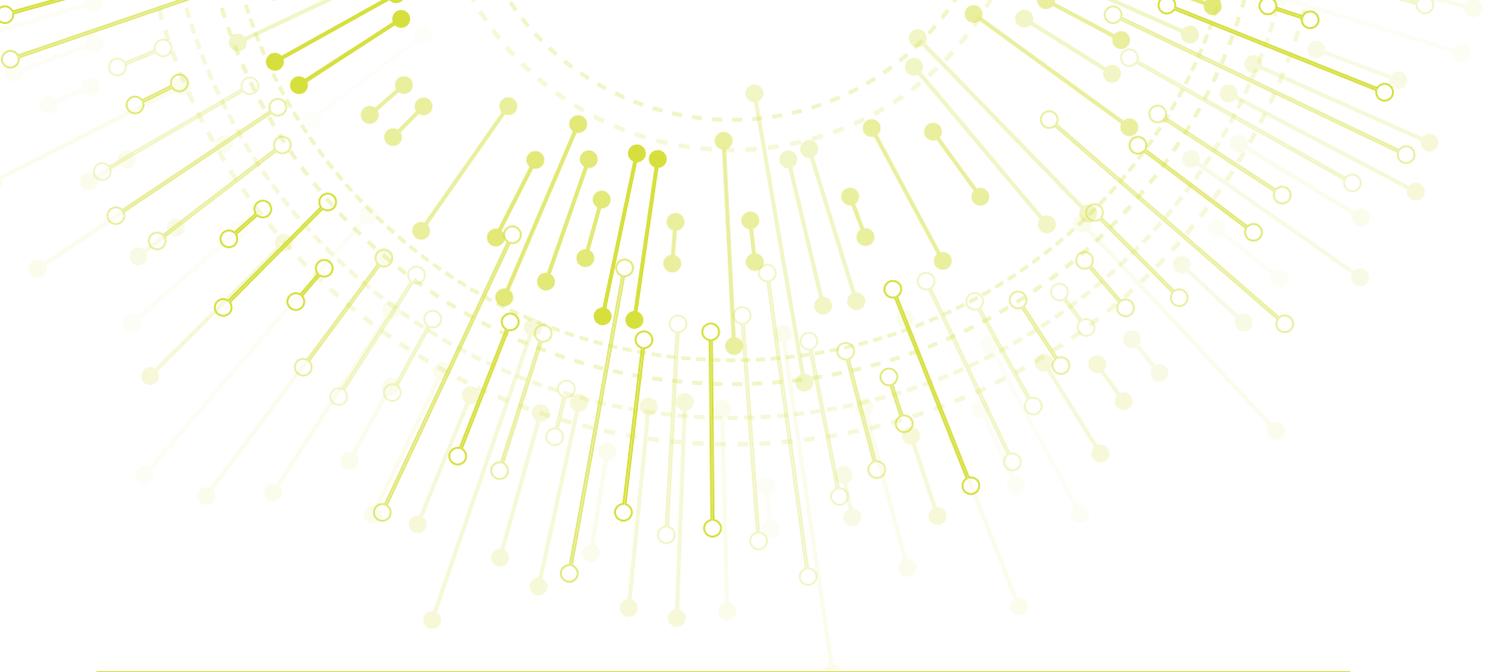




dmg events **AllSecure**

A best practice guide of enhanced safety measures for organising and delivering events in this new era.





Built on the foundation of entrepreneurship and innovation, dmg events continues to bring together leading companies and talented people to provide business professionals with high quality trade shows, conferences, information and connections.

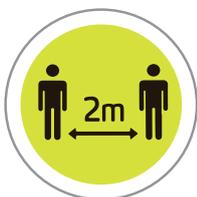
As we advance into the next phases of reopening and restrictions are lifted, the return of in-person experiences is on the horizon.

It is paramount that the proper steps are taken and the correct policies and procedures are put in place to ensure the safest environment possible is created.

CORNERSTONES

The All Secure Standards comprise four key cornerstones, providing assurance and confidence that all our events have health and safety as our number one priority.

PHYSICAL DISTANCING



CLEANING & HYGIENE



PROTECT & DETECT



COMMUNICATION



PUTTING YOUR SAFETY FIRST

At dmG events, our commitment to delivering exceptional live-in-person events that support economic growth and recovery, will be reinforced by a four-point framework designed to protect our colleagues, exhibitors, visitors, delegates and contractors.

Our programme of enhanced measures will ensure the health and wellbeing of our participants is prioritized and provide reassurances to all who visit our events, that they are in a safe environment.

In collaboration with leading industry associations (AEO - Association of Event Organizers, UFI – The Global Association of the Event Industry and AAXO - The Association of African Exhibition Organisers), the dmG events All Secure framework provides a detailed set of enhanced health and safety measures that are practical, effective and widely considered to be best practice for the events industry.

These guidelines will work in conjunction with advice from Public Health Authorities and venues to ensure our events are operating in accordance with local rules as well as meeting international standards.

We are eagerly anticipating welcoming you back, as we continue to keep businesses informed and connected, creating vibrant marketplaces and accelerate their business through face-to-face events.

“dmG events cultivates professional communities for industries in Energy, Construction, Hospitality, Design, Transport and Coatings. Through our work our aim is simple, we accelerate business through live in-person events, which is why we work tirelessly to create opportunities for business networking, trade, discussions and knowledge sharing across the globe.”

Geoff Dickinson
CEO, dmG events

CORNERSTONE 1

Social / Physical Distancing

HOW

CROWD DENSITY STANDARD (CDS)

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.

REGISTRATION

Through an increased use of technology, we will minimise queuing and contact during the registration process. The use of mobile and digital technologies will facilitate seamless and contactless access upon entry and exit. Additionally, digital credentials can eliminate physical badges and lanyards where appropriate and enable contact tracing.

WHY

dmg events ability to follow the Crowd Density Standard illustrates our commitment to prioritising health and safety first while enabling successful interactions among our audiences.

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.





Social / Physical Distancing

HOW

STAGGERED ADMISSION

Some event formats could be divided into time slots across the days of their occurrence. We can 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.

ENHANCED QUALITY OF VISITORS

dmg events will 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.

WHY

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.

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 can be assured visitors present are there to conduct business and make purchasing decisions.



HOW

FLOOR PLANNING

Looking at solutions such as one-way visitor traffic will 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.

VISITOR TRANSPORTATION

All travel to and from the show will follow the CDS where required. dmG events will 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.



WHY

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.

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.





Social / Physical Distancing

HOW

SET UP & BREAK DOWN

In cooperation with our venue partners, we 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.

CONFERENCE ROOMS

With recommended density and seating arrangements for a variety of room sets, all conference and break room seating will follow distancing guidance. dmgevents will provide hands-free technology where possible in addition to streaming sessions to virtual attendees to aid in the facilitation of sharing information. Rooms will be cleaned between sessions.

WHY

From the first to last moment of organised gatherings, dmgevents will 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 will be detailed for each control in place to provide a best practice guide.

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.



HOW

ELIMINATING HANDSHAKES

dmg events will recommend the elimination of handshakes at organised gatherings in accordance with government guidance. This recommendation would 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.

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.



WHY

dmg events 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.

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.





Social / Physical Distancing

HOW

SOCIAL FUNCTIONS

All functions within organised gatherings should follow the CDS, including social functions like meals, awards, and gatherings. Where possible, public addresses and speeches will be delivered virtually.

MONITORING & CONTROL

dmg events will appoint and train and 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.

WHY

We will 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.

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.

CORNERSTONE 2

Cleaning & Hygiene

HOW

VENUE ENHANCED CLEANING

Venues hosting our events will provide an enhanced clean prior to moving in and again before the event opens.

CLEANING REGIME

Every venue will offer a visible, enhanced cleaning regime. Cleaners are offered protective clothing on a risk assessed basis. There will be an increased focus on key touch points, including restrooms, food and beverage areas and help points.

WHY

Our venues will provide enhanced cleaning both before build up and the opening of show floor to ensure a safer environment for visitors.

Enhanced and visible cleaning regimes throughout the event and particularly in key areas will provide a visible representation of the industry's dedication to health and safety.



**HOW****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.

HAND WASHING SANITISER

Government advice is to wash your hands regularly via the provision of hand washing facilities. To supplement this, we will position hand sanitiser stations at key locations throughout our events, including restrooms, food and beverage locations, and conference rooms, with regular use encouraged to all visitors and exhibitors.

WHY

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.

Government advice is a preference to provide hand washing facilities and wash your hands regularly, with accompanying signage. In addition, dmgevents.com and our venues are committed to make hand sanitiser stations readily available throughout our event spaces, particularly at key locations.

HOW**WASTE MANAGEMENT**

The collection and removal of waste receptacles will be increased during events in order to minimise risk. Specific waste bins for mask disposal will also be provided and clearly identified, with a proposed schedule to regularly disinfect the waste receptacles themselves.

SET UP & BREAK DOWN

In cooperation with our venue partners, we will 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 will be provided in detail to minimise risk where it would be beneficial.

WHY

We will designate specific waste bins for mask disposal in addition to increasing the frequency of the collection and removal of waste. The waste receptacles themselves will also be regularly disinfected.

The aim is to reduce exposure to harmful particles. Where applicable filters will 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.





CORNERSTONE 3

Protect & Detect

HOW

CONTACT TRACING

Through the use of dmG events' 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.

FACE MASKS

dmG events 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, some Governments require face coverings on public transport. Social distancing and hygiene are primary measures.

WHY

With the latest advances in technology, dmG events 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.

Social distancing and hygiene are the primary measures to be used to mitigate against the risks of COVID-19.

HOW

STAND CLEANING ENHANCED FIRST AID & MEDICAL SUPPORT

Our events will look to offer an increased number of First Aid stations located throughout the event with enhanced medical support available.

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).

WHY

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.

Our events can also include separation screens in areas of interaction. This measure to physically separate and increase distance between people will contribute to the All Secure Standard and our commitment to the health and safety of visitors and exhibitors.





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Protect & Detect

HOW

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 will follow government advice in relation to cleaning after a suspected case.

COVID-19 ALERT LEVEL

dmg events will 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.

WHY

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.

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.

CORNERSTONE 4

Communication

HOW

SHOW WEBSITE, APPS, EMAIL & SMS

The All Secure Standard and four cornerstones will 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.

EXHIBITOR MANUALS

Exhibitor Manuals will 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.

EVENT SIGNAGE

Event signage will communicate 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 will be displayed prominently in all common areas of the event.

WHY

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.

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 will 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.

Our programme of enhanced measures provides assurance and confidence that all our 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.



Communication

HOW

PUBLIC ADDRESSES DURING SHOW

Throughout events, public addresses will repeat messages about the importance of following government guidelines.

PRE-SHOW MESSAGING

Messaging in advance of the industry organised gatherings will 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.

WHY

dmg events will work collaboratively with our stakeholders to ensure the measures we have in place are practical, effective, and considered best practice. Part of this effort will include public addresses repeating messages about the importance of maintaining social distance and washing hands.

By communicating to stakeholders in advance, we are helping to ensure proper expectations are in place, especially with regards to updated or new policies. Pre-show messaging will include health organisation updates, show admission policies, hygiene briefings and health protection measures.



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