

Exhibitor guide

Preparing for Cityscape in Egypt 2020

When you join our event in November, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

As a minimum, all our events follow the ten key Informa AllSecure commitments around Cleaning & Hygiene, Physical Distancing and Protection & Detection, in addition to following the guidance of government or official local authorities and any venue-specific regulations.

This document provides guidance on what measures will be in place to ensure a safe but optimal experience; as well as new regulations for stand designs to be implemented for this years' stand build which supersede any existing regulations where applicable.





Cityscape in Egypt 2020: As an Informa event, Cityscape will be using the Informa AllSecure approach

Informa AllSecure is Informa's approach to enhanced health and safety standards at our events following COVID-19.

Whether they are exhibitors, attendees, visitors or sponsors, our customers come to events to connect, learn, know more and do more business, effectively, safely and with confidence.

That's why we have collaborated and co-ordinated with our industry association partners including UFI, AEO and SISO, industry peers, including Reed Exhibitions and Clarion, venue partners, suppliers and contractors; as well as with a range of health, government and local authorities, to develop the All Secure best practice guidelines and standards that raise the bar on delivering safe, hygienic, productive and high-quality organised event experiences.

Informa AllSecure is how we will be adopting the guidelines in our business and adds a further layer of best practice standards and guidelines.

For additional information on Informa AllSecure go to: <https://www.informa.com/AllSecure>

What does this mean for Cityscape in Egypt 2020?

Cleaning & Hygiene



1. Enhanced cleaning

Overnight sanitization and increased cleaning in common areas, including:

- The halls will be thoroughly sanitized every night during build-up and show days
- During build-up, trucks will be thoroughly sanitized before entering the halls or the loading bay
- During build-up days every contractor is required to provide a sanitizer dispenser in each stand and these dispensers are required to operate in every stand during the show days .
- Increased regular cleaning of public areas and high-touch points such as bathrooms, door handles and food & beverage areas.
- Prior to the opening of the event, all exhibiting companies will be requested to book enhanced cleaning services to sterilize their stands, furniture, displays.
- Prior to build up, all stand equipment and materials will be requested to be sterilized before entering the venue.



2. Personal hygiene

Hand sanitizers on all Informa owned areas; from registration to inside the halls. Recommendation that all exhibiting companies have hand sanitizers placed on their stand. There will be health & safety ambassadors within each hall to monitor the AllSecure measures.

Physical Distancing



3. Non-contact registration

Cityscape will operate a non-contact registration event, meaning that all participants must pre-register to attend or register via an online link to receive a digital badge.



4. Physical contact

We request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.



5. Food and beverage stations

Cityscape will work closely with EIEC catering to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options with disposable cutlery and having sneeze guards in place. Where queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage. Stand catering must consider measures and allow for pre-packaged food only and disposable tableware.



6. Physical distancing

This will be managed through one or more control measures such as pre-show communications to participants, on-site signage, floor markings and capacity management halls and stands. Frequent controls will be monitored by the health & safety ambassadors.



Protect & Detect



7. Personal Protective Equipment (PPE)

All participants at Cityscape will be asked to wear a face mask on entry. Hand sanitizer, will be used by participants and staff if appropriate for what they are doing.



8. Screening

Cityscape will follow relevant health authority guidance on screening participants. This includes checking the temperatures of everyone on entry to EIEC.



9. First Aid

Cityscape will have access to a qualified first aider and a separate isolation area at the venue. Participants are asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.



10. Trace and contact

All participants are requested to pre-register and provide accurate contact numbers. We would ask that one member from each exhibiting company is in contact with the Operations team and has full details of which team members are at the event on which days and where they are staying.



Recommendations for exhibitors at Cityscape in Egypt 2020

We recommend that all exhibitors view these principles as the current level of precautions and recognise that these additional hygiene, distancing and protection measures may be adjusted to provide the optimal customer experience.

- Plan stand layout to factor physical distancing requirements
- Organise the customer flow to manage the overall experience
- Working together to ensure health and safety

We are constantly monitoring the situation and will follow local government and authorities guidance in consultation with our venues.

Planning for Cityscape in Egypt 2020

- Appoint a member of your team to be the main contact person for the Cityscape organizing team – this is who we will go to if we need to get in touch.
- Check any vulnerability group restrictions prior to assign the onsite staff
- Pre-register prior to arrival and have your digital badge ready
- Observe travel public health guidelines
- Stand Staff must be briefed about social distancing, hand hygiene, use of PPE
- Consider the type of furniture surfaces – hard surfaces are easier to clean than material based



Stand Design (All stand types)

- Keep your design simple, to maximise available open space and stand elements
- Stand layouts must satisfy hygiene, physical distancing and protection requirements
- We recommend a maximum of 40% of your area may be covered by stand elements (e.g. structure, furniture, product) to allow for more attendees on your stand.
- Organise your stand with clearly displayed entry and exit points on and off stand, where possible
- Minimise physical touch points, physical products and shared equipment
- Schedule deliveries e.g. furniture and AV, to minimise on-stand capacity and activities, at any one point
- Stand materials should be prefabricated prior to reduce onsite capacity and activities, at any one point
- The minimum stand size is 3m x 3m (9m²), to enable a level of physical distancing
- Avoid any enclosed spaces in your design, intended for individuals e.g. meeting rooms
- Consider all participants, including those with disabilities

Custom Design (Space Only)

- Appoint your contractor as soon as possible, even if production doesn't start
- Submit your stand design on time for review by **30 September**
- Consider a stand perimeter in your layout to allow for physical distancing off the aisles

- Maximum stand height is 5m – single level
- Double decker's are only to be permitted up to 5m, when area beneath maintains adequate ventilation
 - Stairways must allow two directional travel; or be controlled one-way traffic
- No enclosed meeting rooms allowed
- Ensure contractors are aware of the physical distancing requirements, hand hygiene and respiratory etiquette; and that overnight working will not be permitted
- Your stand contractor will need to carry out a risk assessment, as usual
- One person must be responsible for health & safety, they must be physically onsite and contactable at all times

Stand Capacity

- The max. no. of individuals allowed on your stand, at any one point, in compliance to local physical distancing, which is 1.5m. Balance the on-stand customer & exhibiting staff total capacity, at any one point during show days
- You must display on your stand in clear signage, the max. capacity permitted. Maximise your stand capacity for customers by thinking about the percentage of stand covered by structure, furniture or product. For guidance on the exact number, please refer to the Technical team once your stand design is submitted: techcse@informa.com



On-stand activities

- Provide electronic brochures and product information.
- Consider the critical need for physical products and consider other alternatives.
- Essential demonstrations must control physical distancing in the audience
- When distancing cannot be maintained, physical barriers must be adopted e.g. sneeze guards, PPE
- Avoid activities that promote queuing
- Schedule appointments in advance to minimise crowds
- Have visible sanitisation for shared equipment and materials
- Remove shared confectionary and free beverages from your stand
- Display clear visual signage and markings to maintain proper distancing
- Touchpoints where physical distancing cannot be achieved must be protected by appropriate screens / barriers
- Stand Parties are not permitted under any circumstances
- Avoid hospitality and/or general seating areas to minimise the likelihood of congregating
- Remove customer samples and promotional items, unless adequate hygiene controls in place.

Look out for communication

- Pre-event and during the event you will receive communication from the Customer Service team, Technical team, Operations Team and Cityscape show team. Please make sure you take the time to read this information, as we approach the event date, we want to ensure you are given as much guidance as possible to aid your event planning.
- During the event we will have signage throughout the show to make participants aware of measures and guidelines.

For further information, or if you'd like to speak to a member of the team, use the live chat functionality on the Customer Center or email cityscapeegyptcs@informa.com

For specific guidance on your stand design, speak with our Technical team on techcse@informa.com