



In the business of
building businesses



OBJECTIVE

This Protocol contains precautionary measures and fully implements the legislator's requirements and the indications of the Health Authorities.

According to the specific context, these indications have also been supplemented with those relating to catering, set-up and dismantling activities, and individual exhibition spaces comparable to proximity shops and/or showrooms.

GENERAL GUIDELINES

ENTRY PROCEDURES TO THE EXHIBITION CENTRE

- Starting from 31 August 2021, with the resumption of trade fair and congress activities, all exhibitors / fitters / visitors, must be in possession and exhibit the valid Green Digital Pass at the access gates; or have at least one of the following requirements:
 - Certificate of vaccination (even of the first dose only after 14 days from the same)
 - Carrying out a rapid molecular or antigen test with negative results within the previous 48 hours
 - Certificate of recovery from Covid-19 infection within the previous 6 months

Swab hubs will be available at the entrances to the exhibition center where it will be possible to carry out a rapid antigen test on site.

- Access to the exhibition complex will occur after checking the body temperature at all pedestrian and vehicular access gates. Dedicated access gates have been redefined paying particular attention to the correct management of transit flows. If the temperature measured is higher than 37.5°, access will not be allowed.
- The use of masks will be mandatory within the exhibition.
- An information campaign on the prevention measures adopted will be arranged, with the aid of both fixed signs and digital systems; dedicated personnel is guaranteed to monitor and promote compliance with the prevention measures referring to the visitor's sense of responsibility.

CLEANING AND SANITISATION

Cleaning activities will be intensified by implementing fixed toilet facilities and frequent cleaning of all significant contact surfaces.

In detail:



In the business of
building businesses



- cleaning and sanitising of all areas of the exhibition centre used by the event is guaranteed before the start of each event;
- disinfectant gel dispensers are provided and replenished daily, located near access areas, common areas, conference rooms, toilets, etc.;
- good ventilation and air exchange in the halls is guaranteed.

SETTING UP AND DISMANTLING

- There are no particular requirements on the materials to be used, but it is suggested to prefer easily washable ones. In the exhibition areas, spaces between the areas of individual exhibitors are remodelled in such a way as to encourage respect for interpersonal distancing. Access during set-up phases must be strictly in accordance with the assembly and dismantling circulars.
- Workers for set-up activities must wear all PPE for the entire duration of their stay within the area and work at least 1 metre away from other workers.
- The access of stand fitters must take place according to a predefined schedule so that the crowding of the halls can be monitored.
- For the necessary loading and unloading activities the carrier, equipped with PPE, in any case, must keep a strict safety distance of at least one metre from other operators.
- Where possible, activities should begin with the erection of the boundary walls with the other stands, creating a physical barrier from the outset to eliminate or further reduce interference while ensuring social distancing.
- Exhibitors and fitters must carry out detailed planning of activities to respect the allocated time and reduce the need to move vehicles and people in and out as far as possible.

DURING THE EXHIBITION

- During the event, all visitors, exhibitors and staff, and manager and organiser's suppliers should wear masks at all times inside the pavilions. The access control personnel will check that the visitors are wearing the mask.
- Access and exit points for visitors will be signposted with the aid of fixed signs and, where possible, digital support.
- The use of digital technologies will be promoted to automate organisational and attendance processes with the encouragement of pre-registration systems, to avoid potential gatherings. An attendance register will be kept for 14 days to respect the privacy of all participants.
- At the cloakrooms, clothing and personal items will be stored in unique garment bags.



In the business of
building businesses



- Registration desks will be equipped with clear acrylic plastic Plexiglas acting as protection between staff and participants. There will be desks for event assistants positioned according to the general distancing guidelines.
- The delivery of any information material to the attendees can occur through self-service distribution points (accessed by the visitor after sanitising their hands) or through digital systems.
- Poles of attraction (collateral events, conferences, etc.) will be adequately devised to promote attendance and avoid gatherings.
- Reducing seating in common areas to encourage social distancing.
- **In the exhibition layout design, aisles of adequate size will be provided to promote social distancing.**
- **Organisers will assess the maximum number of participants in the event based on the capacity of the spaces identified to reduce crowding and ensure interpersonal distancing. If the exhibition is split over several physically separate venues/halls, the maximum number of participants for each venue/hall of the event will be identified.**

CONFERENCE ROOMS

- In conference rooms, seating must be at least one metre apart from each other, both frontally and laterally (extendable to at least 2 metres in indoor environments, depending on the epidemiological risk scenario) with mandatory use of a face mask. These distances can only be reduced by using appropriate physical barriers to prevent contagion through droplets.
- Seats that cannot be used will be clearly identified with non-use devices.
- The number of seats can be adjusted according to the number of participants. No one may participate in the event while standing.
- Where PCs or other commonly used devices are involved, cleaning with disinfectant will be provided between uses.
- The podium from which the event speakers will talk shall be positioned at least 2 metres away from any other person on the stage and the front row to make the presentation without a mask.
- Moderators sitting at the table must maintain a minimum distance of one metre between them to enable them to intervene without wearing a mask

CATERING

- Where it is possible to arrange spaced seating, meals served by catering staff will be organised. The meal will be done in the form of ready meals or with the delivery of prepacked trays. In any case, a distance of at least one metre between



In the business of
building businesses



diners must always be respected. If necessary, this distance can only be reduced by installing physical barriers between the different tables to prevent infection by droplets.

- The practice of takeaway (especially for exhibitors/fitters) with the delivery of the meal directly to their stand will be encouraged.

EXHIBITION AREA

All the general health and hygiene regulations above-mentioned will be applied in the exhibition areas.

By way of example, only some general guidelines are given.

- On all occasions of interaction, visitors must always wear a mask, as must operators.
- It is necessary to foresee access rules to avoid crowds and ensure that at least one metre of distance between visitors is maintained. Wherever possible, separation of incoming and outgoing flows is preferred.
- Ensure wide availability and accessibility of hand hygiene systems with sanitising products, promoting their frequent use by customers and operators.
- The reception area may be equipped with physical barriers; alternatively, staff should wear a mask and have hand hygiene products available.
- Suitably sized aisles should be provided in the stand design to encourage social distancing. The minimum suggested occupancy figure is 1 person per 2 m² and the calculation of crowd density should be made on the gross stand area excluding stand fittings, furnishings and accessories. For example, 72m² gross stand area - 20m² stand fittings/accessories/furnishings = 52m², maximum occupancy = 26 persons).
- There are no particular requirements on setting up materials to be used, but it is suggested that they should be easily washable.
- Commercial, promotional materials and gadgets may be distributed through self-service boxes and displays (accessed by visitors after they have sanitised their hands).
- In the handling of products displayed by visitors/workers, hand disinfection must be made compulsory. Alternatively, disposable gloves must be made available for mandatory use.
- Exhibitors must ensure the internal cleaning of their booths (Fiera Milano may provide the cleaning and sanitising service, stating how it will be carried out and the type of product used).



In the business of
building businesses



Within the framework of his own rented exhibition space, each Exhibitor holds the legal responsibility of the area. Therefore, the Exhibitor is the holder of the primary guarantee position concerning the persons inside the said space and must enforce the regulatory rules for combating and containing the spread of COVID-19. In particular, the Exhibitor shall ensure that both workers and third parties who, for whatever reason, are within the perimeter of its booth comply fully with the provisions of the Protocol as mentioned above.

CATERING AT THE BOOTH

- Any dedicated seating must be arranged to ensure the necessary social distancing of at least one meter. The distance can only be reduced if physical barriers are used between the different tables to prevent contagion.
- Consumption at the counter is allowed only if the interpersonal distance of at least one metre is preserved. A buffet can be organised and served by personnel in charge, excluding the possibility of visitors touching what is on display and providing in any case that they maintain a distance and wear a mask to protect the respiratory tract.
- Self-service may be allowed for buffets made exclusively of single portion products. In detail, food distribution must be organised to avoid the formation of crowds; a reorganisation of spaces concerning the size of the areas is recommended. Suitable measures must also be assessed (e.g. signs on the ground, barriers, etc.) to ensure interpersonal distancing of at least one metre when queuing for access to the buffet.
- Service staff in contact with visitors must wear masks and increase hand hygiene frequency with sanitary products. At the end of each service at the table, all the standard measures for cleaning and disinfecting surfaces should be taken, avoiding as far as possible utensils and containers that can be reused if not disinfected (salt and oil shakers, etc.) for which the use of single-serving portions is recommended.

ENTRY PROCEDURES TO ITALY FOR FOREIGN OPERATORS ATTENDING TRADE SHOWS AND EXHIBITIONS

- Please ensure you check the latest official government information for those entering Italy at the following links: [salute.gov.it](https://www.salute.gov.it) and app.euplf.eu.



In the business of
building businesses



PROTOCOL UPDATE

This protocol will be subject to appropriate revision if there are grounds for it due to new regulatory requirements or if the development of the COVID-19 pandemic requires it.

Fiera Milano will make available the e-mail sicurezza.mostra@fieramilano.it to provide further information and will ensure the constant presence of a first-aid station and at least one ambulance, during all the phases of the exhibition/event (including set-up and dismantling), with the presence of a doctor and nurses equipped with the appropriate PPE "Covid-19" and the necessary equipment and spaces.

Last update: August, 2021