

**The Industry's  
Who and How.  
My PSI. Live.**

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# **Be Safe. Stay Healthy.**

**11-13**

JAN

22

The leading European trade show for  
the promotional products industry



Built by



In the business of  
building businesses

## Hygiene

# Visit Safe

Under the item VISIT SAFE we have compiled all the measures that guarantee that trade show visitors can safely move through the entire Exhibition Centre.

This includes comprehensive hygiene rules:



### **Free availability of Disinfectant**

Sanitiser dispensers located in our entrances, halls, hall transitions and toilet facilities are ready for frequent use. And highly exposed surfaces are regularly cleaned and disinfected for you.



### **Eyes wide open – mouth and nose closed**

To protect every trade show participant everyone has to wear a face mask – unless you are seated at e.g. exhibition stands or food service establishments. Trade show participants who do not bring their own masks, will be provided with face masks by us. And although you might not be able to see it, we are smiling at you behind our masks.



### **Fresh breeze for business**

Reducing the micro-organisms in the air that we breathe. Thanks to high-performance air-handling systems across the entire exhibition premises and – where needed – with natural air flow inside the halls.



### **Hygiene in sanitary facilities**

The sanitary facilities will be permanently staffed. In addition to cleaning tasks the staff will also monitor the number of users. WCs, handles, washbasins and taps will be cleaned and disinfected at shorter intervals.



### **Our doors are wide open**

As you do we just can't wait to be back in business again. Which is why our doors will be wide open for you. Easy for you to enter – and to leave: through separate entrances and exits. All for the hygiene.

## Distancing Rules

# Meet Safe

Under the item MEET SAFE we have compiled all the measures that ensure the necessary minimum distance of 1.5 m. These allow us to create the framework for safe business contacts in order to make your trade fair participation a success.

We ensure the minimum distance by means of the following rules in detail:



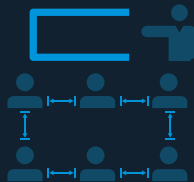
### To help you feel safe

With an adjusted maximum number of people onsite, numbers of areas, distance markings, increased staffing, transparent partition walls, information signs and visitor guidance systems.



### Safe hall layout

The hall layout will be designed according to the latest hygiene and infection protection standards of the venue.



### Breathe freely

Because thanks to ample distance you can forego your face mask when seated (in our forum or special areas) but you don't have to forego our exciting accompanying events.



### Sufficient room at entrance and waiting areas

The access situation has been individually adapted to our shows and we calculate entering speeds and maximum number of persons for each one of our entrances. We also assume the minimum distance for waiting areas.

## Exhibitor-Guidelines

# Show Safe

Under the item SHOW SAFE we have compiled all the measures ensuring that you can network and attend to appointments as usual without endangering your own safety or the safety of others at your own stand.

This includes the following rules:



### Structural Design

In order to achieve a secured trade show, the minimum distance of 1.5 meters is re-quired also on all stands. You will find more detailed information on a separate document for stand construction measures.



### Networking without physical contact

Even though you might be delighted at seeing other people again or closing a successful business deal – please forego shaking hands and physical contact

### MATCHMAKING

### Intelligent appointment schedule

Make use of the matchmaking Tool for the arrangement of your appointments with your business partners. By doing so, the waiting times will be reduced and the participants safety secured.



### Hygiene

Disinfectants must be made available at each exhibition stand; surfaces must be cleaned at regular intervals respectively after each appointment.



### Stand events

Unfortunately, we will have to forego any party-like events at exhibition stands during Corona times.

## Organisation and Services

# Stay Safe

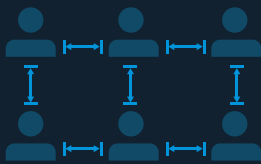
The measures defined under STAY SAFE ensure that gatherings of people are avoided and that you are also safe and in good hands at classical contact points such as food service establishments.

This includes the following rules:



### **We count on safety**

Which means: tickets are available exclusively online and under consideration of a daily contingent, registrations are obligatory, and video monitoring will be held onsite. All this to regulate the capacity and flow of people at all events.



### **Individual design of hubs**

We know the hubs where queues can form and an increased number of visitors can gather. There will be special rules for cloakrooms, admittance scanners, info counters and lifts.



### **Waiting areas**

We will arrange waiting areas for visitors in case exhibition stands get too crowded. Needless to say, we will also stick to the minimum distance.



### **Tracing by complete registration of all participants**

All trade show participants will obtain their access authorisation through pre-registering online for a visitor, exhibitor, service, set-up or dismantling pass. By doing so we ensure that chains of infection can be identified in case of emergencies.



### **Ticketsales**

Ticket sales will be handled exclusively online. Each ticket will be assigned to one or more specific visiting days in order to keep an overview on the number of persons onsite. Tickets are available on mobile devices and allow contactless access.



### **Food service**

Show restaurants will be opened according to the corona infection protection guidelines of North Rhine-Westphalia. You will find more detailed information on a separate document for catering at exhibitions stands.



### **Digital services**

We offer various digital services to bring our customers together not only at the Exhibition Centre but also virtually. Each event offers its exhibitors and visitors a wide variety of options for digital trade show participation.



### **First Aid**

Our medical service at every trade fair. Highly skilled – and always ready to assist.

# Exhibit Safe

**We are looking forward to a successful  
and most importantly safe re-start  
together in 2022!**

**In case of any questions or remarks  
regarding the safety regulations do  
not hesitate to contact us.**

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The hygiene and infection protection standards in force at the time of the event and especially the regulatory and official provisions and administrative orders as well as the orders by the organisers and the local trade fair company shall be compiled with and followed. Updated: September 2021, subject to change