BrauBeviale2020
Special Edition
Nürnberg, Germany | 10. – 12. November

NÜRNBERG MESSE

Hygiene concept for exhibitors at BrauBeviale "Special Edition" 2020

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Status as of 23.6.2020

Due to the current situation, it is necessary to make appropriate adjustments to the stand design and the planning of the trade fair presence in order to meet the new requirements. The protection of exhibitors and visitors is the top priority for NürnbergMesse.

In this hygiene concept, NürnbergMesse providing its exhibitors with a guide that guarantees a safe and successful execution of the exhibition under the current official regulations.

On 23 June 2020, the Bavarian State Government published the Hygiene Concept for the Re-opening of Trade Fairs, Congresses and Exhibitions. This is the basis for the hygiene concept for exhibitors at BrauBeviale Special Edition 2020.

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1. General information

Basic principles and primary protection goals

The primary protection goals and thus the foundations for all our actions are:

- The facilitation of the current social distancing rules (Status as of 23.06.2020: 1.50m)
- The traceability of contacts (closer/intensive contacts in terms of the RKI rules)
- The facilitation of the personal hand hygiene rules

What measures are being taken by NürnbergMesse?

The goal of the measures is to guarantee the non-negotiable safety of exhibitors, visitors and participants of the event as far as possible and according to the latest scientific findings.

Below, we will outline examples of the measures that will be implemented in advance and on site by the organizer:

- ✓ The employees and service providers will be instructed in hand hygiene and internal training measures on personal and activity- and task-related protection against infection.
- ✓ Specially trained medical personnel will be available at the first aid post to provide information, to answer queries, or to provide assistance to people who feel unwell.
- ✓ Extensive communication to all the affected target groups such as exhibitors, visitors, service providers etc. with regard to the applicable measures and regulations by means of e-mails, personal discussions, brochures, references in digital media and on-site signposting and communication.
- ✓ Full registration of exhibitors, visitors, employees, service providers etc. to guarantee traceability. Moreover, registration is only possible in advance.
- ✓ Installed by entry gates and entrances are multilingual signs, supported by illustrations, that provide the current visiting regulations.
- ✓ Specially trained security personnel and a hygiene officer from NürnbergMesse will keep everything that happens in advance and on site under constant observation and will thus guarantee a situational capacity for action.
- ✓ The layout and special areas will be spaced out through wider aisles and less congested entrance areas, for example, in order to guarantee that social distance can be maintained.
- ✓ NürnbergMesse will provide various templates for notices at the exhibition stands and for recording the contact details of discussion participants.
- ✓ Structural adjustments will be made to info and service counters in order to observe the social distancing rules and the safety regulations (e.g. with a spit shield).
- ✓ The generally applicable health and hygiene instructions must be displayed extensively throughout the exhibition venue, especially by all the entrances and access roads.
- ✓ The integral and systematically integrated parking management will ensure a dynamic and situational response and adherence to social distancing rules.
- ✓ The halls and rooms of the NCC provide an excellent ventilation concept with a high proportion of fresh air instead of air circulation.
- ✓ Regular cleaning of all the important surfaces will be guaranteed.
- ✓ There will be facilities for contactless payment in all areas.
- ✓ Sufficient washing facilities and disinfectant dispensers will be provided.

2. Stand design

Please get in touch with your stand construction company so that your exhibition stand is designed in such a way as to achieve the aforementioned protection goals. NürnbergMesse’s Technical Guidelines will continue to apply unchanged.

2.1 What must be observed with regard to the stand design?

The stand design must take the necessity for social distancing into account. This includes, for example, routing or the avoidance of narrow passages. The following adjustments are recommended:

Structural additions:

- For meeting corners, please allow for a distance of 1.50 m between all the participants in the discussion.
- Please install a (transparent) spit guard at all counters and information desks.
- You are recommended to use floor markings at your exhibition stand to give your customers guidance with respect to the distance of 1.50 m.
- Products that do not need to be touched can be displayed behind plexiglass panes so that fewer contact surfaces are available.
- As BrauBeviale takes place in November, it is recommended to plan a separate cloakroom for the wardrobe of the stand crew on the stand.

Stand layout:

- You are recommended to set up a waiting area where a customer can sit.
- A possible control element can separate the entrance and the exit at your stand.

Conduct:

- Please inform the BrauBeviale exhibition team of a principal contact for your stand, for the duration of the exhibition and the assembly and dismantling, with respect to compliance with the hygiene and social distancing rules at your exhibition stand. They will be the first point of contact for the exhibition team when it has questions or advice. If a separate stand construction company is on site during assembly and dismantling, please also provide us with the details of the on-site contact for this company:

  first name, surname, mobile number (in the case of stand construction companies, please add the company name)

- We will provide you in good time with display templates for the correct behaviour at the stand. You are welcome to adapt these to your corporate identity / your company design. Equip your stand space with them in order to inform your customers about the applicable regulations.

2.2 How can the rules be observed in a small stand space?

- If you are unable to realise the measures due to the size of your stand, please get in touch with your contacts in the exhibition team.

2.3 Are there regulations for routing?

- At the exhibition stand, you must ensure that the currently applicable minimum distance of 1.50m between people is observed. Compliance with the social distancing rules can be guaranteed by floor markings, room dividers, visitor guidance or traffic light systems.
- A minimum width of 2.00 m is recommended for aisles so that people can safely keep out of each other’s way.

2.4 What must be observed with regard to meetings?

- For meeting corners, please allow for a distance of 1.50m between all the participants in the discussion.

3. Hygiene regulations

3.1 Is it compulsory to wear a mask?

Wearing a mask is mandatory in the rooms inside the venue. This applies to all people from the age of seven. Ideally, people should wear a cloth face mask, but bandanas or scarves made of a dense fabric that completely cover the mouth and the nose can also be used as an alternative.

At exhibition stands, the mouth and nose covering can be removed at the table, provided that the minimum distance of 1.5 m can safely be observed. The exhibitor must record the contact details of its dialogue partners and store them for four weeks.

Wearing a mouth and nose covering is only mandatory outdoors if compliance with the minimum distance of 1.5 m is not guaranteed.

The use of so-called face shields is only allowed in conjunction with a mouth and nose covering as a face shield is unfortunately not an adequate protection from the virus, from a virological perspective.

If you lose or mislay your mask, a supply of standardised mouth and nose coverings will be available for you in key locations at the venue.

3.2 What must be observed with regard to cleaning?

You are recommended to regularly (several times an hour) clean and disinfect door handles, handrails and frequently used services at your stand. Please provide appropriate means of disinfection for exhibitors and visitors at your stand.

3.3 How can the stand be made “more hygienic”?

You are recommended to use smooth, easy to clean surfaces in the construction of the stand. Reduce the physical contact with furniture, e.g. chairs without armrests. In sensitive areas, where there is a particularly high risk of infection due to the number of contacts (e.g. reception or catering), additional safety measures, such as partitions as a spit shield (e.g. made of plexiglass), provide an important supporting measure.

4. People (at the exhibition stand)

The top priority is observing the minimum distance of 1.50m between people in all the rooms as well as when entering and leaving the rooms and in corridors, aisles, stairways, outdoors and at the exhibition stand. This applies to exhibition participants, service providers, staff and visitors. People to whom the general contact restriction does not apply in relation to one another do not have to follow the social distancing rules.

Our recommendation: as soon as you notice that the applicable minimum distance can no longer be observed due to the density of people, you must control access to your stand or request individual customers to wait until your stand has enough free space again. We recommend that you entrust an employee at your stand with the task of observing the overall situation in your stand area. Briefly speaking to the customer who has to wait for a few minutes is surely the best solution here.

4.1 How will visitors to the stand be documented?

During the COVID-19 pandemic, NürnbergMesse will grant access to the exhibition only to registered people. These include exhibitors, visitors, representatives of the media, service staff and stand construction personnel.

- It is necessary to ensure that all the exhibitor’s staff who stay at the exhibition stand and other people who hold a discussion at the exhibition stand in accordance with RKI Cat I (a discussion lasting at least 15 minutes) can be registered by name in order to guarantee that category I contacts in terms of the guidelines of the Robert Koch Institute, a federal institute under the administration of the Federal of Health, can be traced.

Here, NürnbergMesse recommends the use of the leadtracking system LeadSuccess (one app is already included in the module stands of the BrauBeviale Special Edition), which has a data interface to all the registered visitor data. Alternatively, you can resort to manually keeping lists of your discussions (just like the procedure in the food service sector).

- In any case, please record the following data about your dialogue partners at your stand: first name, surname, place of residence and telephone number (or e-mail address)

Please ensure that this data is only visible to you and your stand personnel and is locked away in the evening (if recorded manually). This data must be duly destroyed after four weeks.

We will gladly provide you with a sample for manual recording.

4.2 How will the stand personnel be documented?

NürnbergMesse documents the stand personnel through personalised exhibitor badges. A documentation for your own records is also recommended.

4.3 The stand personnel are unable to come because of travel restrictions. What can be done?

Please contact your exhibition team if invitation letters are required for a cross-border journey (just like a visa application for third countries).

Please note that Bavaria has imposed a 14-day quarantine on people from risk areas since 15.06.2020.

If some of your stand personnel cannot be on site due to travel restrictions, the exhibition team will be happy to support you. For expert discussions, virtual forms of presentation e.g. live videos at the stand, are possible. Hostesses and interpreters provided by service partners are available to answer general visitor enquiries.

5. Stand catering – what must be observed with regard to the stand catering?

The Bavarian State Government’s hygiene concept for the food service sector forms the basis for stand catering and must be observed:

www.stmgp.bayern.de/wp-content/uploads/2020/05/konsolidierte_lesefassung_gastrokonzept.pdf
(presently german version only)

- In addition to Lehrieder (NürnbergMesse’s service partner), only service providers who meet the requirements of the Bavarian Coronavirus Protection Ordinance (CoronaSchVO) will be engaged – the catering service provider must provide proof to NürnbergMesse on request.
- Stand catering must be provided in such a way that a minimum distance of 1.50m between two people is observed.

- Appropriate measures must be taken to avoid a droplet or smear infection.

Please get in touch with your stand catering company so that your stand catering is planned and carried out in such a way as to achieve the aforementioned protection goals. NürnbergMesse’s Technical Guidelines will continue to apply unchanged.

You can consult the service partner for catering, Lehrieder, here:
standcatering@lehrieder.de und T +49 9 11 86 06-61 14

6. Assembly and dismantling – what rules apply to assembly and dismantling?

Registration is mandatory during assembly and dismantling as well as during the exhibition. The official guidelines (social distancing, hygiene regulations) must be observed.

Please ensure that all your service providers, such as stand construction companies, carriers, agency staff, technical service providers etc. register in advance and have an assembly and dismantling badge. Please note that people without an assembly and dismantling badge must register on site. This may involve significant waiting times.

In the case of vehicles with several occupants, all of the occupants require a separate assembly and dismantling badge. If only some occupants have a badge, every person without a badge must get out of the vehicle and register on site as specified above.

If your stand has an area of 200 m² or more with an individual, complex stand construction, you can make a request to the exhibition team for **advance assembly** in order to avoid a congestion of people in the halls and at your stand. When necessary, contact the BrauBeviale exhibition team by e-mail: braubeviale@nuernbergmesse.de.

No fixed time slots will be assigned for the assembly and dismantling as BrauBeviale generally features a healthy mix of complete rental stands, which are set up in advance by our service partners, and exhibitors’ own stands.

In addition, the executing company is responsible for proper compliance with the hygiene protection measures during the stand construction work. A person responsible for this on site must be specified, who will monitor compliance and act as a contact at all times.

7. What do you have to do if stand personnel or customers suddenly feel unwell?

If exhibitors or visitors to the exhibition develop symptoms that could be associated with the start of a COVID-19 infection whilst at the exhibition, they must leave the premises immediately.

Specially trained medical personnel will be available at the first aid post to provide information, to answer queries, or to provide assistance to people who feel unwell.

On site, dial the number of our SecurityUnitControl (SCU) T +49 9 11 86 06-70 00

This will provide you with the necessary information, tips for conduct and instructions.

8. Arrival and departure

NürnbergMesse recommends that you travel to and from the venue by car. The integral and systematically integrated parking management will ensure a dynamic and situational response and adherence to social distancing rules for all participants.

9. Further information on the official requirements

You can find the applicable regulatory framework at
www.stmgp.bayern.de/coronavirus/rechtsgrundlagen (presently german version only)

10. Other questions

- **How many visitors can be admitted per day and per m² due to the restrictions?**
  The current specifications (1.50 m distance and 1 visitor at 10 m² event area each) allow for a good ratio between area, visitors and exhibitors for the BrauBeviale Special Edition 2020. However, it will be necessary to distribute the visitors equally over the duration of the event. Therefore the number of visitors per day will be controlled. Please inform your visitors about the possibility of contacting and requesting appointments in the exhibitor and product database. Use the pre-registration of your customers and the voucher monitoring tool to arrange appointments for meetings with customers directly.

- **Will a specific time slot be provided for visitors?**
  No, specifying a day for the visit is sufficient.

- **How will the regulation / access control for each hall be carried out?**
  In its concepts, NürnbergMesse observes the exhibition as a whole and does not monitor the number of people in each hall. A dynamic crowd management guarantees that the minimum distance can be observed in the halls.

- **Will the mobility of the stand personnel in the exhibition venue be subject to additional regulations?**
  No, the freedom of movement of exhibition participants will not be subject to additional standards or restrictions – it will only be restricted by the social distancing rules.

- **Is BrauBeviale, as an exhibition, affected by the prohibition on large events?**
  Exhibitions are excluded from the prohibition on large events. BrauBeviale can take place!

  On 6 May 2020, the federal government and the federal states passed the resolution, which is still valid, not to categorise exhibitions as large events and to transfer the responsibility for the implementation to the federal states. Thereupon, the clear decision was made by the Bavarian Ministry of Economic Affairs, that exhibitions can take place again in Bavaria from 1 September 2020.

  To this end, the Bavarian State Government published the Hygiene Concept for the Re-opening of Trade Fairs, Congresses and Exhibitions on 23.06.2020. This is the basis for the hygiene concept for exhibitors at BrauBeviale Special Edition 2020.

  Observing the specified rules and regulations, we are convinced that BrauBeviale Special Edition 2020 can be successfully executed!

NürnbergMesse GmbH reserves the right, in compliance with statutory or official guidelines, to issue further instructions or to restrict or repeal instructions that have already been issued. Controls by the authorities and NürnbergMesse GmbH should be anticipated.

Please note that NürnbergMesse GmbH cannot provide approval for plans with respect to protection against infection. The protection against infection at your stand is your responsibility.

Last updated 23.6.2020