

Ascential Secure

Enhanced Health & Safety Standards at Ascential's Events
in a Post-COVID-19 World



About Ascential Secure

Ascential Secure is our approach to enhanced health and safety standards at our events following COVID-19.

From exhibitors to sponsors, speakers, visitors and journalists, those who come to our events do so to gain the information, insights, connections, data and digital tools that they need, effectively and safely.

The standards and practices that make up Ascential Secure are designed to provide confidence that at every Ascential event, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality.

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

Ascential Secure is based on a set of event industry standards, called AllSecure. The AllSecure industry standards were developed collaboratively by a group including industry associations UFI, AEO and SISO, event organisers Informa, Reed Exhibitions and Clarion, a range of event venues, suppliers and with input from health, government and local authorities.

Ascential Secure is the way these industry-wide AllSecure standards are being applied to Ascential live events. You can expect to see that health and safety continues to be 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 starting point, Ascential Secure events will be run according to the guidance of the government or official local authority for that location, and according to any venue-specific regulations. In addition, all Ascential Secure events follow **Ten Key Measures** around Cleaning & Hygiene, Physical Distancing and Protection & Detection, with additional measures in place where relevant and practical for the type of event and its location.

Through measures such as enhanced deep cleaning before, during and after events, non-contact registration, distancing and crowd management, and the deployment of screening and protective equipment, we are striving to provide the highest standards of safety, hygiene and cleanliness. We want to make sure that following COVID-19, our customers, partners and colleagues can continue to gain the information, insights, connections, data and digital tools that they need.

Ten Key Measures

Cleaning & Hygiene



1. **Enhanced Cleaning.** All Ascential events will undertake enhanced, deep cleaning before, during and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitisation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.



2. **Personal Hygiene.** All Ascential events will provide additional hand washing facilities and hand sanitising stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

Physical Distancing



3. **Registration Process.** All Ascential events will make best use of technology to minimise queuing and contact during the registration process.



4. **Physical Contact.** All Ascential events will 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. **Physical distancing.** All Ascential events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance. This will be managed through one or more control measures, such as pre-show communications to participants, a one-way traffic system around exhibition floors, staggered entry times, on-site signage and floor markings and on-site social distance ambassadors.



6. **Food and beverage stations.** All Ascential event teams will work closely with venue partners to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

Protect & Detect



7. **Personal protective equipment (PPE).** Items of PPE, such as face masks, gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.



8. **First Aid.** All Ascential events will have access to a qualified first aider and a separate quarantine area, if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who shows symptoms of COVID-19.



9. **Health screening.** All Ascential events will follow relevant health authority guidance on screening participants. This may include checking the temperature of everyone on entry, through thermal scanning or other screening processes.



10. **Trace and contact.** Should it be necessary, all Ascential events will work with local authorities and venues to trace and contact participants at our events, subject to local privacy regulations.

Four Cornerstones of Ascential Secure

The full range of Ascential Secure best practice guidelines and recommendations are organised and detailed in four key areas. These four cornerstones cover measures that can be applied during pre-event preparation, as part of the onsite activities and in post-event break-down.



Physical Distancing



Under the Ascential Secure standard, all Ascential events will facilitate physical distancing through limited contact registration processes, discouraging the exchange of printed materials, encouraging alternative greetings, managing event density and flow and procedures at food and beverage stations.

The wider range of Physical Distancing measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Manage Crowd Density

Crowd Density Standard	<ul style="list-style-type: none"> <li data-bbox="570 953 1393 1056">/ Enabling physical distancing by maintaining a Crowd Density Standard (CDS) that is in line with local authority regulations or guidance <li data-bbox="570 1094 1393 1230">/ This may be conducted through managing visitor numbers per area and timeslot and by employing one or more of the distancing measures set out in this section, including the use of social distance ambassadors
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2. Effective Registration Process

Reduced Contact Registration	<ul style="list-style-type: none"> <li data-bbox="570 1394 1401 1497">/ Using effective self-service registration processes to minimise queuing and physical contact and maximise participants' time and ease <li data-bbox="570 1535 1401 1635">/ Employing onsite digital registration and / or advance online registration, which might include QR codes or digital credentials, and limiting the use of physical lanyards and badges, where possible
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3. Phased & Controlled Entrance

Staggered Admission	<ul style="list-style-type: none"> <li data-bbox="568 373 1421 451">/ Phasing the entrance of attendees to the event to avoid unnecessary queuing and distancing challenges <li data-bbox="568 472 1421 655">/ This may be by providing designated visitor time slots throughout the day and pre-scheduled meetings through matchmaking tools, creating a safer, more consistent and predictable flow of visitors for exhibitors, and allowing visitors to better plan their meetings in advance and maximise the use of time spent at the event
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4. Enhanced Audience Targeting

Enhanced quality of visitors	<ul style="list-style-type: none"> <li data-bbox="568 802 1412 913">/ Introducing greater scrutiny, pre-registration qualification and matchmaking tools to improve the relevance of visitors to the event, based on exhibitor/delegate feedback <li data-bbox="568 934 1412 1016">/ Combined with other measures, enhanced targeting will lower the density of attendees but retain the overall quality of the event
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5. Heightened Flow and Floor Planning

Floor Planning	<ul style="list-style-type: none"> <li data-bbox="568 1159 1395 1312">/ Introducing greater visitor flow and traffic management, maintaining a one-way flow and avoiding unnecessary density and crowding challenges and bottlenecks, with regular monitoring during the event <li data-bbox="568 1333 1395 1417">/ This may include a one-way visitor flow or walking route according to the venue <li data-bbox="568 1438 1395 1522">/ Deploying clear signage and floor markings to indicate routes and distances <li data-bbox="568 1543 1395 1614">/ Aisle widths and / or the distances between booths may be increased to maintain the ability to physically distance
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6. Managed Transportation

	<ul style="list-style-type: none"> / Working with transportation partners to enable physical distancing in shuttles between the venue, hotels and transportation hubs. This may include reduced capacity and alternate-row seating
Visitor Transportation	<ul style="list-style-type: none"> / Recommending alternate walking or cycling routes, and hotels within walking distance where practical, to reduce the use of shared transport / Making transportation available at the right times to support phased and controlled time slot attendance

7. Enhanced Guidelines for Contractors

	<ul style="list-style-type: none"> / Providing updated and enhanced guidelines for contractors, to support distancing and other recommended Ascential Secure measures as they apply to setting up and breaking down events
Set Up & Break Down	<ul style="list-style-type: none"> / These may include distancing and hygiene around high touch areas, shared equipment, team construction and exhibitor freight handling / Supporting and encouraging the use of reusable, modular stand construction such as frame and fabric to reduce the density of people onsite during set-up and break down and help make the construction phase more efficient

8. Alternative Greetings

Eliminating Handshakes	<ul style="list-style-type: none"> / Requesting that participants avoid handshakes and embraces as greetings and avoid sharing printed business cards / Promoting appropriate alternative ways of greeting that avoid physical contact
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9. Adapted Conference Rooms & Sessions

Conference Rooms	<ul style="list-style-type: none"> <li data-bbox="570 375 1422 451">/ Revising seating arrangements and set up in conference and meeting rooms, to enable greater space between seats <li data-bbox="570 478 1422 554">/ Using hands-free technology in the room where possible, and avoid the sharing of equipment <li data-bbox="570 581 1422 655">/ Making sessions available digitally to ensure speakers reach a full audience and to enable all participants to take part
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10. Enhanced Food & Beverage Arrangements

Food & Beverage	<ul style="list-style-type: none"> <li data-bbox="570 812 1409 888">/ Working with venue partners to enhance food safety, manage queueing and enable distancing in serving and seating areas <li data-bbox="570 915 1409 991">/ Minimising self-service buffets and the use of any shared utensils or equipment to enhance food safety <li data-bbox="570 1018 1409 1127">/ Providing food and drink options in sustainable closed containers or pre-packaged using recyclable materials, and enable pre-ordering where possible to minimize waste and maximise time and comfort <li data-bbox="570 1155 1409 1230">/ Encouraging card payments and avoiding cash payments where possible to reduce contact
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11. Managed Social Activities

Social Activities	<ul style="list-style-type: none"> <li data-bbox="570 1388 1388 1463">/ Applying distancing, density and physical contact measures to any in-person social and networking focused activities, such as awards <li data-bbox="570 1491 1388 1566">/ Making public addresses and speeches available digitally or delivering elements digitally rather than live onsite if possible
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12. Ascential COVID Safety Manager

Monitoring & Control

- / Appointing an Ascential COVID Safety Manager for each event: a colleague from Ascential's operations team, trained in the subject matter and up to date on the latest official guidance, who is responsible for monitoring hygiene and cleaning, ensuring AllSecure standards are followed, and sharing and continuously improving practices

Cleaning & Hygiene



Under the Ascential Secure standard, all locations will undertake enhanced deep cleaning before, during and after events. We will work with venue partners to ensure the highest standards of hygiene and cleanliness, and provide hand washing and sanitising facilities to encourage strong personal hygiene.

The wider range of Cleaning & Hygiene measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Venue Hygiene & Cleaning

Venue Deep Cleaning

- / Working with venue partners to deep clean the event location before set-up and move-in, and again before the event opens

2. Visible & Enhanced Cleaning Regime

Cleaning Regime

- / Working with venue partners to implement a visible, enhanced cleaning regime, with increased focus on high touchpoint areas including restrooms, food and beverage areas and help points
 - / Providing appropriate personal protective equipment to cleaners
 - / Where available, enhanced cleaning may include best-in-class electrostatic cleaning methods
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3. Stand & Booth Hygiene

Stand Cleaning

- / Working with exhibitors to ensure stands, booths and exhibits are regularly disinfected throughout the event and providing guidelines on how to do this
 - / For hygiene reasons, working with exhibitors to avoid product sampling where feasible, and to replace the distribution of physical promotional materials with digital alternatives, where possible
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4. Facilitate Good Personal Hygiene

Hand Sanitizers

- / Making hand sanitiser stations readily available at key locations around the venue, including restrooms, food and beverage locations and conference rooms
 - / Encouraging regular hand washing and / or the use of hand sanitiser through prominent onsite communications
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5. Enhanced Waste Management

Waste Management

- / Collecting and removing waste receptacles more frequently during events, and disinfecting them to a regular schedule
- / Providing clearly identified waste receptacles for disposing of face masks and other protective equipment, as well as additional recycling points for food and beverage packaging, if required

6. Managing Shared Equipment

Conference & Seminar Rooms

- / Avoiding or replacing shared equipment in conference and meeting rooms, such as hand-held microphones, stationery and lecterns, where possible
- / Disinfecting necessary shared equipment in these rooms, such as microphones, between each use
- / Increased cleaning schedule for conference rooms and all event equipment, including audio and visual materials

7. Reviewing Air Filtration Standards

Venue Ambient Environmental Controls

- / With venue partners, reviewing the air filtration provided by current heating, ventilation and air conditioning (HVAC) systems, including the effectiveness of design, installation and maintenance, as part of reducing exposure to any harmful particles

8. External Accreditation

External Validation & Certification

- / Pursuing locally credited external certification or validation of event cleanliness and biorisk standards such as the **GBAC STAR™ Accreditation**
- / Ascential event colleagues will enrol in the **GBAC Fundamentals Online Course** for third-party training on infection and contamination control best practices for infectious disease outbreak situations

Global Biorisk Advisory Council (GBAC) STAR™ Accreditation



Working with Ascential's partner ISSA, the worldwide cleaning industry association and its GBAC division, event teams can seek third-party validation of event venue cleanliness, hygiene and biorisk standards through the GBAC STAR™ facility accreditation programme.

This accreditation incorporates Ascential and our facilities and services partners.



Created specifically to help facilities prepare, respond, and recover from pandemics



Helps venues establish a comprehensive system of cleaning, disinfection, and infectious disease prevention



The Gold Standard for prepared facilities with 20 programme elements



Fundamentals Online Course training for facility cleaning service providers

Protect & Detect



Under the Ascential Secure standard, all events will follow relevant health authority guidance on screening and work with local authorities to trace and contact attendees, should it be necessary and subject to privacy regulations. Participants will be asked to wear face masks and provided with access to a qualified first aider and quarantine area where possible, to protect everyone attending the event.

The wider range of Protect & Detect measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Supporting Official Authorities

Contact Tracing

- / Assisting the authorities in helping to trace and contact participants, should it be necessary and where country laws allow, subject to local privacy laws
- / This may include encouraging participants to download and abide by any government-sponsored tracing apps and helping authorities get in contact with participants by maintaining accurate and appropriate contact details of attendees for as long as needed

2. Deploying Enhanced Screening

Infrared & Thermal Imaging Temperature Screening

- / Deploying infrared and thermal imaging temperature screening at venue entrances and advising participants accordingly
- / Directing any participant with defined and detected COVID-19 symptoms (particularly fever) to a separate quarantine area and referring the case to onsite or nearby local medical authorities for proper protocols and support
- / Advising participants they should not attend if they are unwell, and preventing any participants who are unwell from entering the event

3. Additional Protective Equipment

<p>Personal Protective Equipment</p>	<ul style="list-style-type: none"> <li data-bbox="570 422 1421 527">/ Providing personal protective equipment (PPE), including masks and gloves to cleaning, medical, food and beverage and other key workers <li data-bbox="570 558 1421 663">/ Installing sneeze guards in high-interaction areas to increase physical distance and separation, such as help desks, food or beverage stations and security desks
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4. Using Face Coverings

<p>Face Masks</p>	<ul style="list-style-type: none"> <li data-bbox="570 825 1421 898">/ Asking all event participants to wear a face mask on entering the event to prevent the spread of germs <li data-bbox="570 930 1421 1003">/ Making face masks available on entry to those who do not have them
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5. Using Sneeze Guards

<p>Sneeze Guards</p>	<ul style="list-style-type: none"> <li data-bbox="570 1157 1421 1262">/ Using sneeze guards in all areas of interaction, including help desks, food and beverage stations, security desks, etc. This may also help prevent the spread of germs
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6. Dedicated Quarantine Area

<p>Quarantine Area</p>	<ul style="list-style-type: none"> <li data-bbox="570 1423 1421 1497">/ Establishing a dedicated quarantine area, in coordination with venue partners, for any participants reporting symptoms of COVID-19 <li data-bbox="570 1528 1421 1602">/ Documenting quarantine procedures and protocols, in collaboration with local hospitals and medical authorities
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7. Enhanced Medical Support

Enhanced First Aid & Medical Support

- / Implementing enhanced onsite medical support in coordination with local authorities and local medical personnel.
- / This may include an increased number of first aid stations and clear signage on where and how to seek expert medical attention in the event of any illness

8. Engaging with Local Health Authorities

Health Authority Engagement

- / Regularly engaging with local health authorities, facilitating the issuing of a multi-agency dynamic risk assessment in advance of the event, using up to date epidemiological inputs
- / Sharing results with participants as part of risk awareness and personal confidence measures

9. Medical Incident Response

Incident Response

- / Updating Event Incident Response Plans to include specific processes for suspected and confirmed COVID-19 incidents
- / Training Ascential event teams on awareness of symptoms and the protocols to follow

10. Colleague screening

Colleague COVID-19 Screening

- / Encouraging onsite Ascential colleagues to screen themselves for COVID-19 symptoms (e.g. fever, sore throat, chills, cough) every day
- / Symptomatic screening may be delivered through self-screening or via testing where available

Communication



Under the **Ascential Secure** standard, all **Cleaning & Hygiene, Physical Distancing and Protect & Track** measures will be supported by effective **Communications** to participants and all our event partners, onsite, and before and after the event, to ensure awareness and enable preparedness and confidence.

The wider range of Communication measures and guidelines detailed below will also be applied wherever applicable and possible.

1. Advance Information & Guidance

Pre-Event Messaging & Exhibitor Manual	<ul style="list-style-type: none"> <li data-bbox="570 999 1421 1136">/ Providing information on Ascential Secure, the 10 Key Measures and the specific additional standards being followed for the event before it starts, through channels including the event website, app and digital mailings <li data-bbox="570 1171 1421 1308">/ Updating Exhibitor Manuals, websites and other relevant resources to include any Ascential Secure standards the event is following and what it means for how exhibitors should plan, set up and operate, with guidance and details of where to go for questions
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2. Mobile Messaging for Latest Updates

Website, Apps, SMS	<ul style="list-style-type: none"> <li data-bbox="570 1474 1421 1577">/ Keeping event mobile apps and relevant websites up to date with the latest information, and ensuring effective channels are in place for delivering any urgent news (e.g. apps, email, SMS)
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3. Enhanced Signage & Display

Event Signage

- / Displaying prominent signage at the event to support relevant Ascential Secure measures and why they are being taken, such as hygiene and distancing reminders, reminders of COVID-19 symptoms and how to access onsite support
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4. Regular Public Address Messaging

Public Addresses

- / Sharing relevant information and reminders through regular public address messaging and moderator or speaker remarks, including guidance on hygiene and distancing, as well as how to access onsite support
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Enquiries

Ascential Group Ltd
The Prow
1 Wilder Walk
London W1B 5AP
Tel: +44 (0)207 516 5000

info@ascential.com