

# HYGIENE-GUIDE

AFAG Messen & Ausstellungen GmbH

Bavarian Version



HOGA



afa  
2021



Freizeit  
Touristik & Garten

In Kombination mit:  
*inviva*  
...was das  
Leben bewegt!

Dear exhibitors,

In the following, we have summarised the points that you need to consider, or those with consequences for your planning / trade fair presentation.

The basis of our hygiene guide is the

**“Hygiene Concept for the Reopening of Trade Fairs, Congresses and Exhibitions”**

dated 23/6/2020 by the Bavarian State Government.

Our defined primary protection goals are:

- enabling the distancing rules prevailing at the time
- traceability of contacts
- enabling personal hygiene rules

# A quick overview of the key messages!



**Wear mouth-nose covering in the marked area or use alternatives!**



**No need to wear masks while seated – personal data required!**



**No fair visit with illness!**



**Keep minimum distance!**



**Respect cough and sneeze etiquette**



**No hand-shake policy!**



**Wash hands regularly!**



**Disinfect hands regularly!**

# // OVERVIEW

## 1. Before the fair

- Personalised exhibitor passes
- Keeping contact lists ready
- Your stand planning
- Parking
- Hygiene officer for your exhibition stand

## 2. Assembly and disassembly

- Maintaining distancing
- Food consumption during assembly and disassembly

## 3. During the fair

- Maintaining distancing
- Mouth/nose covering
- Contact registration
- Food and beverage offerings
- Hygiene at the stand

## 4. After the fair

- Data backup

# 1. BEFORE THE FAIR

## // PERSONALISED EXHIBITOR PASSES

Exhibitor passes must be personalised owing to registration requirements. The passes must be ordered in advance via the Online Service Centre of the respective trade fair, registered by name and then brought along in digital or printed form.

It isn't possible to deposit or pass on the passes. If you are alternating staff, please use day passes.

## // KEEPING CONTACT LISTS READY

- Staff lists

In order to enable contact persons to be identified in an emergency, staff lists must be maintained at your stand, and the name, address, mail, telephone number and day of attendance of employees must be recorded.

These must also be maintained during assembly and disassembly, e.g. by your stand constructor.

A sample template is available for you to download in the Online Service Centre under the tab “Special notes on trade fair implementation”.

- Visitor lists

In a similar fashion to staff lists, under certain conditions the contact details of your stand visitors must be recorded. (You can find more information on registration requirements under “Contact registration” – implementation). The time of the contact and the corresponding contact person at your stand must also be recorded on these lists.

Exhibitors with gastronomic offerings are an exception, see point “Food and beverage offerings”.

## // YOUR STAND PLANNING

In principle, you don't have to make any prescribed modifications to the design of your stand space.

However, you should take into account the fact that it must be possible for visitors to observe the distancing rules at your stand.

There is no requirement as to the number of people at your stand.



## // PARKING

In 2021, the purchase of permanent parking permits will only be possible online. You can order a parking permit in the Online Service Centre.

## // HYGIENE OFFICER FOR YOUR STAND

You must appoint a Hygiene Officer for your stand in advance.

If you do not specify any other person, the registered contact person from your registration will automatically be defined as your Hygiene Officer. This person will serve as the contact person for compliance with the distancing and hygiene regulations on site.

# 2. ASSEMBLY AND DISASSEMBLY

### // MAINTAINING DISTANCING

During assembly and disassembly, the occupational health and safety standards & regulations of the respective industry (e.g. trade fair construction) shall apply. However, we recommend that you maintain a distance of 1.5 metres from others and observe the fact that wearing a mask is obligatory!

### // FOOD CONSUMPTION DURING ASSEMBLY AND DISASSEMBLY

Food and drinks will be offered on a takeaway basis during assembly and disassembly and may only be consumed at your own stand area or outdoors.

Disinfectant stands will be set up throughout the fairgrounds to ensure hand hygiene.

# 3. DURING THE FAIR

## // MAINTAINING DISTANCING

The maintenance of distancing applies to all participants on the fairgrounds. Exceptions are:

- unavoidable, short encounters during which a mouth/nose covering is worn
- persons / groups from a household

## // MOUTH/NOSE COVERING

- Exhibition hall  
Wearing a mouth/nose covering is mandatory. Exceptions are:
  - in marked areas
  - at tables, if the visitor's contact details are recorded
- in the open-air area  
In open-air areas, the obligation to wear a mouth/nose covering does not apply as long as distancing rules are followed.
- Fair stand  
A mouth/nose covering must be worn at your stand. Exceptions are:
  - conversations at tables (see point "Contact registration")
  - use of aids analogous to one-on-one dealings (e.g. plexiglas partitions)

You can book the corresponding partitions in our Online Service Centre under the tab "Special notes on trade fair implementation".



## // CONTACT REGISTRATION

During conversations at a table (also a bar table), it's possible to remove your mouth/nose covering. In this case, it's necessary to record the contact details of the persons involved, unless they live in a household.

We recommend the following options for data collection:

(If you don't use another or your own systems)

Option 1, the app "darfichrein.de", which is provided free of charge to exhibitors and visitors as a service.

After registration, you will receive a QR code, which you attach visibly to your stand. Visitors can use this code to register as a contact via their own smartphone. The system works anonymously!

Option 2, the paid system "Scan2Lead", where the details may also be used for marketing purposes. (Available in the Online Service Centre)

You scan the barcode on the visitor ticket, the data is immediately available and can be individually edited and qualified with notes or a questionnaire. All information collected is stored in real time in your exhibitor's own online portal. You can view or export the data at any time or set up a direct interface to your CRM or marketing systems.

Option 3: in the Online Service Centre you will find a sample form which can be filled out by hand at the fair stand. The criteria in the point "Keeping contact lists ready" must be observed at the same time.

## // FOOD AND BEVERAGE OFFERINGS

For food and beverage offerings, the currently valid Gastronomy Hygiene Concept of the Bavarian State Government and the recommendations of the Bavarian Hotel and Restaurant Association (DEHOGA Bayern (<https://www.dehoga-bayern.de/coronavirus/wiederfahren/hygienekonzept-gastronomie/>) apply.

Food and drink may only occur at a table, or outdoors.

### // STAND HYGIENE

There is no obligation for exhibitors to prepare a cleaning concept. Nevertheless, we recommend that you keep disinfectants available for your visitors and train your staff in pandemic-related standard hygiene rules.

Please observe the applicable hand hygiene rules as well as coughing and sneezing etiquette.

# 4. AFTER THE FAIR

## // DATA SECURITY

The data collected by you for contact tracing must be stored securely for four weeks and must be retrievable at all times. This information may only be transmitted for the purposes of providing information requested by authorised authorities or AFAG Messen und Ausstellungen GmbH.

# // CONTACT

Last updated: 25/08/2020

If you have any questions concerning our Hygiene Guide, please feel free to contact us.

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