



# TRUST TARSUS REOPENING OUR EVENTS SAFELY

In order to re-open Tarsus events following COVID-19 across our global locations we have reviewed how they will operate and what practices we will need to put in place to ensure everyone stays safe.

We have developed the **TRUST TARSUS** framework based on the operational guidelines produced by industry bodies, including SISO, IAEE, UFI and the AEO.

The health and safety of all of our event stakeholders will always be our highest priority and will guide every decision we make in the planning and scheduling of our events. We know that face-to-face events have been changed by COVID-19 and whilst we all continue to adapt, we want to reassure you that we will focus on:

- + Working in partnership with local authorities, event partners & venues to meet local safety standards at our events
- + Carefully selecting event suppliers that can meet our health & safety criteria
- + Creating alternative ways to participate in our events for those unable to attend in person
- + Supporting the industries we work with as they rebuild their businesses; we will listen to and act on your feedback
- + Delivering ROI to our customers; we will make sure the people you need to meet & do business with are at our events

# **TRUST TARSUS** IS OUR COMMITMENT TO RUN FACE-TO-FACE EVENTS AS SAFELY AS POSSIBLE; WHEN YOU PARTICIPATE IN A TARSUS EVENT YOU CAN EXPECT:

## REVISED EVENT FORMATS



**PHYSICAL DISTANCING.** We will follow physical distancing & crowd density guidelines as directed by local authorities.



**REGISTRATION.** We will minimise waiting times and contact points to facilitate quicker admittance to our events.



**FLOOR PLANNING.** We will increase aisle widths and use dedicated travel lanes to help manage traffic.



**CONFERENCE AREAS.** Conference and meeting room seating will be set up to follow local distancing guidelines.



**FOOD & BEVERAGE.** Catering outlets will be designed to uphold health & safety precautions – such as individually packaged food, spaced seating and contactless payments.



**ADDITIONAL STAFF.** We will increase our show teams to ensure biosafety measures are adhered to and provide additional support where needed.

## INCREASED CLEANING & HYGIENE



**VENUE DEEP-CLEAN.** Our event venues will be required to deep-clean their facility prior to build-up and show open along with regular cleaning throughout the event.



**ENHANCED CLEAN SPACES.** Exhibitors will be encouraged to regularly clean their exhibit area; and to replace promotional materials with digital ones.



**HAND SANITISERS.** Stations will be positioned at key locations throughout the venue; exhibitors will be encouraged to provide hand sanitising points at their stand.



**WASTE MANAGEMENT.** Waste collection and removal will be increased during our events.



**PERSONAL CONTACT.** We will have a no handshake policy at our events.

## CLEAR, VISIBLE COMMUNICATIONS



**PRE-EVENT COMMUNICATIONS.** Health and safety measures specific to each event will be communicated and updated frequently on our event websites, email updates and social media channels.



**DEDICATED CONTACTS.** Each of our event teams will have a dedicated representative to handle any health and safety queries; Tarsus Support will provide additional assistance and guidance.



**EVENT SIGNAGE.** Specific health and safety signage will be displayed prominently around and within our event venues.



**UPDATED EXHIBITOR MANUALS.** Our exhibitor manuals will contain the latest requirements of the country the event is taking place in.