



Planning for Staff and Visitor Safety In Your Booth

By Jefferson Davis, Competitive Edge

With vaccines in mass distribution and more states re-opening businesses, the excitement for the grand opening of our live exhibition industry is building fast.

As we make our plans to re-enter the live exhibiting arena, health and safety must continue to be our top concern. Keep in mind these suggestions are made given the current state of the pandemic, which obviously could change for the better, and hopefully not for the worse.

As you make your plans, also please be sure to pay close attention to communications from your show organizer, the convention center, the convention city, and of course CDC recommendations.

Here are four specific areas of your exhibit you will want to give careful thought to:

1. **Crowds:** Eliminate crowd gathering tactics, eliminate lines or queues, have more open space in your exhibit. These actions will help increase visitors comfort level on visiting your booth.
2. **Social Distancing:** Try to keep visitors 3 to 6 feet apart. Place signage in booth to remind staff and visitors, consider floor decals to promote proper distance.
3. **Booth Sanitation:** Bring extra PPE (personal protection equipment), have hand sanitizer visible and available, identify high-touch surfaces and clean them often, post visible signage in your booth to inform visitors of your safety protocols. They will appreciate it and you'll have more traffic.
4. **Touch Free Interactions:** Reduce the number of physical touch points in your booth. Use digital literature that can be emailed versus handed out on the spot, use packaged samples & giveaways, avoid serving any form of food or beverage in booth.

As you adjust your exhibit with these four areas top of mind, also make sure your exhibit staff is ready to re-enter the exhibiting arena. Here are twelve things you can do to prepare your booth staff for safety in the new environment:

1. Conduct daily staff briefings to remind them of your safety protocol.
2. Keep a close eye out for staffers who may look or act like they are feeling ill.
3. Consider holding customer meetings out of the exhibit hall to avoid booth overcrowding.
4. Have fewer booth staff on duty than you normally would have.
5. Encourage booth staff to be a little more passive about engaging visitors in the aisles than in the past.
6. Keep your distance - ask them to maintain a 3 to 6 foot distance from themselves and others.
7. Avoid handshakes.

8. Respect people’s preferences: masks, distancing, etc.
9. Remind staffers to wash hands or sanitize frequently.
10. Cough or sneeze into a tissue or a sleeve.
11. Avoid touching your face and especially the exterior of your mask.
12. Know where the health stations are located around the venue.

By applying these ideas, you will be doing your part to provide a safe exhibiting experience for your booth staff and your visitors.



Jefferson Davis, President of Competitive Edge is North America’s leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).