

# Exhibitor guide

Preparing for Medlab Middle East 2021

28 June - 1 July 2021 | Dubai World Trade Centre

Medlab Middle East will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

**Placing your safety at the heart of our events.**

Medlab Middle East   
By Informa Markets



# Informa All secure

When you join our event, you can expect to see that health and safety is 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 minimum, all our events follow the ten key Informa AllSecure commitments around Cleaning & Hygiene, Physical Distancing and Protection & Detection, in addition to following the guidance of government or official local authorities and any venue-specific regulations.

## Informa AllSecure 10 Key Commitments



### Cleaning & Hygiene



#### 1. Enhanced cleaning

All Informa 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 Informa 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.

## Cleaning & Hygiene



### 3. Non-contact registration

All Informa events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.



### 4. Physical contact

All Informa 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 Informa 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 show floors, staggered entry times, on-site signage and floor markings and on-site social distance ambassadors.



### 6. Food and beverage stations

All Informa 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)

Participants at all Informa events will be asked to wear a face mask on entry. Further items of PPE, such as 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 Informa 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 displays symptoms of COVID-19.



### 9. Screening

All Informa events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.



### 10. Trace and contact

Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.

For more information on the specific measures in place at Medlab Middle East, contact the event team directly on [medlabme@informa.com](mailto:medlabme@informa.com). Details will also be included in event materials on registration or booking.



# What this means for Medlab Middle East 2021

- Overnight disinfection and increase cleaning on common areas
- Hand sanitizers on all Informa owned areas
- Contactless registration – self registration / personal mobile registration (QR code)
- Smart Event Technology for online brochures and contactless leads
- Crowd flow management
- Onsite signage to highlight social distancing and PPE use
- Additional protective measures / barriers for registration, InfoHubs
- Health Screening at entry points and medical planning



# Recommendations for Exhibitors at Medlab Middle East 2021

We recommend that all exhibitors view these principles as the current level of precautions and recognise that these additional hygiene, distancing and protection measures may be adjusted to provide the optimal customer experience.

- Plan stand layout to factor physical distancing requirements
- Organise the customer flow to manage the overall experience
- Working together to ensure health and safety

We are constantly monitoring the situation and will follow local government and authorities guidance in consultation with our venues.

## Stand Design

- Keep your design simple, to maximise available open space and stand elements
- Stand layouts must satisfy hygiene, physical distancing and protection requirements
- A maximum of 40 % of your area may be covered by stand elements e.g. structure, furniture, products etc.
- Organise your stand with clearly displayed entry and exit points on and off stand, when possible
- Minimise physical touch points, physical products and shared equipment

## Planning Medlab Middle East 2021

- Plan your trip – collect travel itinerary/details for all exhibiting staff
- Check any vulnerability group restrictions prior to assigning the onsite staff
- Pre register prior to arrival
- Observe travel public health guidelines – at source and destination countries
- Stand Staff must be briefed about social distancing, hand hygiene, use of PPE
- Consider the type of furniture surfaces – hard surfaces are easier to clean than material based
- Schedule deliveries e.g. furniture and AV to minimise on stand capacity and activity, at any one point
- Stand materials should be prefabricated to reduce onsite capacity and activities, at any one point
- The recommended minimum size is 3m x 3m (9m<sup>2</sup>) stands, to enable a level of physical distancing
- Avoid any enclosed spaces on your stand, intended for individuals e.g. meeting rooms, fitting rooms
- Consider all participants, including those with disabilities

### Custom Design (Space Only)

- All designs must be reusable
- Consider a stand perimeter in your layout to allow for physical distancing off the aisles
- Maximum stand height is 4m – single level
- Double decker stand are only permitted up to 5m, when area beneath maintains adequate ventilation
- Stairways must allow two directional travel; or be controlled one-way traffic
- No enclosed meeting rooms allowed
- Ensure contractors are aware of the physical distancing requirements, hand hygiene and respiratory etiquette

### Stand Capacity

- The maximum number of individuals allowed on your stand, at any one point, will need to comply with local physical distancing requirements
- Balance the on-stand customer and exhibiting staff total capacity, at any one point during show days
- On-stand physical distancing must not supersede guidelines

### On-stand activities

- Provide electronic brochures and product information
- Consider the critical need for physical products and consider other alternatives
- Essential demonstrations must control physical distancing in audience
- When distancing cannot be maintained, physical barriers must be adopted e.g. sneeze guards, PPE
- Avoid activities that promote queuing
- Schedule appointments in advance to minimise crowds
- Visible sanitisation for shared equipment and materials
- Remove shared confectionary and free beverages from stand
- Display clear visual signage and markings to maintain proper distancing
- Touchpoints where physical distancing cannot be achieved must be protected by appropriate screens / barriers
- Stand Parties are not permitted under any circumstances
- Avoid hospitality and /or general seating areas to minimise the likelihood of congregating
- Remove customer samples and promotional items, unless adequate hygiene controls in place

For more information about Medlab Middle East 2021, contact the event team directly on [medlabme.com](https://www.medlabme.com)