

# CORONA PROTOCOL

Jaarbeurs

Event & Exhibition Centre (EEC)

Version I

July 2020

**JAARBEURS**

attract - engage - accelerate

## The protocol for safe & hospitable events at Jaarbeurs

Jaarbeurs is delighted that it can once again welcome customers and visitors and may accommodate trade fairs and events that meet the guidelines\* laid down for us by the government and the National Institute for Public Health and the Environment ([RIVM](#)), to prevent a new outbreak of COVID-19.

This protocol supplements the current [Jaarbeurs' Accommodation Regulations](#) and contains guidelines for the physical, organisational and communication measures to be taken by the following responsible parties:

- Organiser  
must take measures and ensure compliance in the rented rooms, including the general facilities in these rooms, such as the toilets. Additional costs incurred to this end shall be borne by the organiser. In addition, the organiser is responsible for preparing an event-specific [safety plan \(appendix 3\)](#) that is coordinated with Jaarbeurs. If applicable, this must be submitted for approval to the local authorities or government;
- Exhibitor  
must take measures and ensure compliance within the rented stand space;
- Supplier  
must comply with the measures taken by Jaarbeurs, the Organiser and the Exhibitor;
- Guest or visitors  
must comply with the measures taken by Jaarbeurs, the Organiser and the Exhibitor.
- Jaarbeurs  
must take measures and ensure compliance in any rooms or areas accessible by the public that are not directly related to the event. Any additional costs shall be borne by Jaarbeurs.

The safety measures are based on five cornerstones:



- Together we will keep Jaarbeurs safe
- We have a shared responsibility to combat the spread of coronavirus. That is only possible if everyone complies sensibly with the guidelines outlined in this protocol and actively works towards enforcement.



- We adhere to the hygiene guidelines issued by the RIVM
- We stay at home should we have health issues
- We make additional sanitizers/detergents available and clean contact surfaces regularly



- We maintain a 1.5-metre distance from one another
- We arrange and furnish the venue in such a way that direct contact can be avoided



- We actively monitor compliance with the rules and measures
- We voice our concerns to one another in the event of unsafe behaviour



- We communicate clearly prior to and during the event about the rules and measures

This protocol contains measures and procedures to allow visitors to experience a visit to Jaarbeurs that is as pleasurable and safe as possible and includes directives that must be adhered to prior to, during and after a trade fair, event, conference or meeting.

\* If the RIVM changes its advice and measures, this protocol will be revisited.

## Customer Journey

In times of COVID-19 too, the customer journey determines the measures that we must all take to guarantee the safety and enjoyment of a visit to Jaarbeurs:

### 1. Registration

- Visitors must register in advance through the organiser of the event and, if applicable, must select a time slot (with a start and end time);
- A limited number of guests are permitted in each time slot, based on the available capacity. This number is determined in accordance with the guidelines issued by the government and the RIVM, in consultation with Jaarbeurs, based on the organiser's capacity calculation;
- The organiser will send a confirmation or ticket, along with information about the applicable guidelines and protocols. The time slot that the visitor has chosen is clearly stated in this information;
- The organiser shall ask visitors to travel alone where possible and, if they plan to use public transport, to avoid rush hour where possible.

### 2. Prior to departure

- One day before the event, the organiser will resend the [guidelines and supplementary information](#) (appendix 1) to the visitors. If there are any changes, Jaarbeurs will advise the organiser to inform visitors of these;
- Based on the [health check](#) (appendix 2), the organiser will ask visitors to determine whether they can attend the relevant event;
- If possible, the organiser will advise visitors to print out badges (where applicable) at home.

### 3. Arrival and entrance

- Visitors who use public transport will follow the usual routes. Visitors who travel by car will park as close as possible to the entrance of the relevant event and will follow the instructions given by the parking stewards. Jaarbeurs will decide which entrances/side entrances will be used and the organiser shall inform the visitors of this;
- Visitors who travel by car are advised to pre-book parking spaces, allowing them to enter and leave car parks based on their registration plates;
- The time slots and side entrances will ease the busyness at the entrance(s);
- Jaarbeurs will organise a one-way system at the main entrances and the central axis of the Event & Exhibition Centre (EEC).

### 4. Cloakrooms

- Visitors are asked, where possible, to carry their coats or to leave them in the car;
- At both the attended and unattended cloakrooms, measures have been taken by Jaarbeurs to ensure that the 1.5-metre distance can be maintained. The cloakroom hangers are disinfected and lockers can only be used once a day. Only contactless payments are accepted.

### 5. Ticket checks & registration

- Through different communication means, visitors are directed to the registration desk or units, where they check in. The organisation arranges the desks in such a way that the mutual distance can be maintained;
- If guests have to queue, signs will remind them that they must maintain a sufficient distance;
- Only registered guests have access to the event;
- In consultation with Jaarbeurs, the organiser will use a time slot system and side entrances in order to avoid busyness at the entrance(s) to the event;

- The organiser will impose a one-way system at the entrance(s) to the event and, if necessary, will separate queues with floor markings showing 1.5 metres;
- If large groups are expected, Jaarbeurs recommends the use of a buffer room, which will allow sufficient distances to be maintained. This buffer room cannot be located in the general areas of the EEC, such as the central axis;
- The organiser will provide disinfectant at the entrance and will once again draw visitors' attention to the main rules and protocols;
- Guests are asked to perform a health check and show the result at the entrance to the event;
- Should guests fail the health check (see appendix 2) because they display symptoms associated with a cold and fever and/or if they do not comply with the safety and precautionary measures, the organiser and Jaarbeurs will exclude them from further participation/visits.

## 6. Toilets

- In advance, the organiser will request that guests use the toilet facilities as little as possible;
- The number of users of the washrooms at any one time will be restricted and a clear route will be shown, to enable the 1.5-metre distance to be maintained. Where necessary, toilets will be subject to partial closure and/or stewards will be in place to draw the attention of guests to the guidelines. The organiser is responsible for implementing and enforcing the measures;
- The organiser will take measures to ensure that guests waiting to use the facilities also maintain sufficient distance from one another;
- If necessary, the organiser can hire mobile toilet facilities;
- Different forms of communication will remind guests to wash their hands and use disinfectant;
- Toilets must be cleaned prior to, after and during the event, at least twice in the morning and twice in the afternoon.

## 7. Catering

- The provision of food and beverages will be restricted to the food and beverage outlets provided for that purpose. The locations of these outlets are agreed in advance with Jaarbeurs;
- Hygiene rules and the serving procedure is explained at the food and beverage outlets and routes are clearly marked;
- Queues (if any) are separated through floor markings;
- Self-service food and beverages can be purchased and these are preferably pre-packed; where necessary the outlets will be equipped with screens;
- When entering the areas selling food and beverages, guests must clean their hands with disinfectant gel and are reminded to maintain a 1.5-metre distance;
- Where necessary, guests are asked to use tables or standing height tables. A 1.5-metre distance is always maintained in between guests at the same table and between the actual tables. Markings are shown on standing tables which indicate how many guests may stand there and where they may stand;
- Tables, chairs and checkouts are cleaned after each use;
- Only contactless payment is accepted, using a PIN card or credit card;
- Guests are instructed to separate packaging materials, napkins, etc. themselves and to dispose of these;
- If catering is provided by third parties, the foregoing guidelines must be applied;
- Exhibitors are allowed to provide refreshments at their stands, provided this is assessed in advance by Jaarbeurs and is in line with the rules relating to food and beverages;
- The presence of food and beverage outlets and the location of these on the trade fair floor are coordinated with Jaarbeurs.

## 8. Hygiene and health

### First Aid/In-house emergency team

- The First Aid/in-house emergency teams have been informed and instructed in respect of the modified guidelines for first aid, such as performing resuscitation;
- In addition, protocols are in place explaining how to deal with visitors who arrive at the entrance or first aid room showing symptoms of the virus. During large events, professional first aiders will be on site;
- A quarantine room is available on site, where people with (suspected) coronavirus can be isolated from other people present at the event. Subsequent actions are coordinated with the local Municipal Health Service (*GGD*).

### Cleaning of the central Jaarbeurs rooms/areas

- In terms of cleaning these areas, the established protocols of [the OSB – the branch organisation representing cleaning services and business services companies](#) are adhered to. These are supplemented by the following elements for areas/rooms used by guests:
  - All rooms/areas that are used, as well as the toilet facilities, are cleaned prior to, after and during the event, at least twice in the morning and twice in the afternoon;
  - Additional cleaning takes place at the instigation of parties with coronavirus-related responsibilities and supervisors;
  - Contact points, such as door handles and banisters, are cleaned at least twice in the morning and twice in the afternoon using disinfectants;
  - Flat surfaces, such as tabletops, counters and countertops are cleaned thoroughly several times a day;
  - For each specific event, a separate hygiene plan must be drawn up that is included in the [safety plan](#) (appendix 3).

### Smoking

- The organiser discourages smokers from going outdoors to smoke during events, in order to avoid unnecessary visitor flows;
- (Outdoor) smoking areas can be created, provided that the 1.5-metre distancing rule is adhered to and enforced. These areas are always immediately adjacent to the trade show floor, so that guests do not have to leave the trade fair.

## 9. Departure

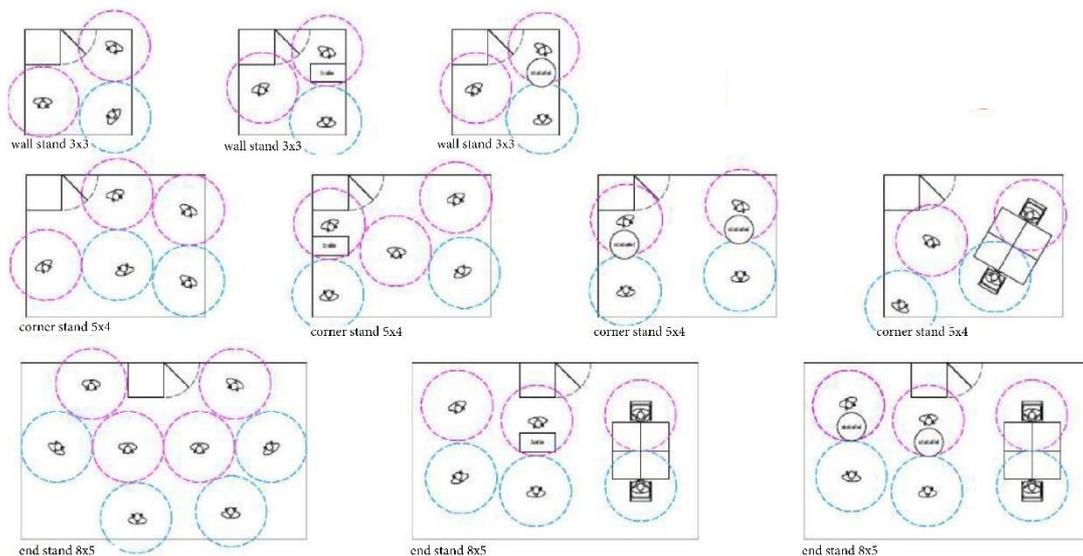
- Visitors must ensure that they leave the venue within the time slot they have been given and must use the indicated routes to the exit. Where necessary, they will be reminded of this through announcements, signposts, digital push messages or by staff;
- At the cloakrooms, the same procedures will be followed as when visitors entered the building;
- Jaarbeurs requests that the organiser asks its guests to inform the organiser should they experience any symptoms following their visit. This is not compulsory, of course, but it can help to prevent the spread of the virus.

## 10. A) Trade fairs, exhibitions and events

- To determine the capacity of each event, a guideline is in place for the total number of persons present, which is 1 person per 10m<sup>2</sup>;
- When determining the actual capacity for an event, the layout and arrangement of the venue/room/trade fair floor are also taken into account. To this end, the organiser will prepare a capacity calculation. This will be incorporated into the specific [safety plan](#) (appendix 3) for the relevant event;

- The organiser is responsible for signposts and floor markings of the routes to be taken by visitors and for areas in which visitors can meet one another whilst observing the 1.5-metre distancing guideline;
- The organiser is responsible for marked, sufficiently wide aisles that are arranged to allow one-way traffic to be maintained, or that are wide enough to enable visitors to pass one another if walking in different directions. All of the foregoing is to guarantee the flow of people with limited contact between them;
- Exhibitors must arrange their stand in such a way that the minimum distance of 1.5 metres can be maintained. Where necessary, floor markings can be applied to remind visitors of the distance. Where the flow of people cannot be guaranteed, guests will be informed where to stand or sit;
- The organiser is responsible for a protocol in relation to the assembly and dismantling of stands; the execution and enforcement of this protocol must fulfil the guidelines of EventPlatform's [sector protocol](#).

## Examples stand arrangements



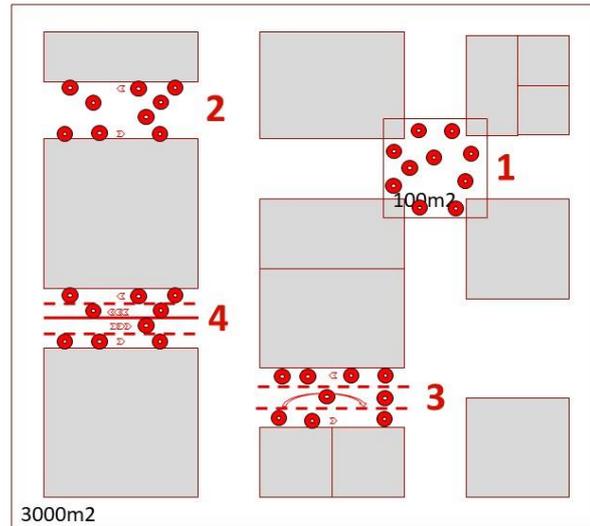
## 10. B) Meetings, lectures and conferences on the trade fair floor and in the halls

- To determine the capacity of each event, a guideline is observed for the total number of persons present (visitors and employees) of 1 person per 5m<sup>2</sup>;
- When determining the actual capacity for an event, the layout and arrangement of the venue/room/trade fair floor are also taken into account. To this end, the organiser will prepare a capacity calculation. This will be incorporated into the specific safety plan for the relevant event;
- The organiser is responsible for signs and markings that inform visitors about walking routes, seating and the order of entering and leaving the rooms;
- In the rooms, the organiser will arrange a one-way route/traffic;
- The seating plan will be arranged for the planned capacity in such a way that sufficient space is always guaranteed between visitors;
- Visitors will enter and leave the room in a phased process, based on time slots or pre-assigned chairs (for example, row 1 would be the first to enter and leave the room). Where possible, based on this order, visitors will be given different arrival times, in order to avoid queues. This process will be supervised by employees inside and outside of the room;

- Jaarbeurs will ensure there is sufficient time between the different sessions, so that arriving and departing visitors do not come into contact with one another;
- In between the two sessions, the contact surfaces in the room will be disinfected.

## Options lay out corridor

1. Fully free flow
  2. Only one-way traffic
  3. One-way traffic with catch-up lane
  4. One-way traffic with fast lane
- According to the guidelines of the governance, we have to separate the visitor flows and take care of a safe continuously flow. As a result options 1 and 2 seem to be impossible.
  - Three widths are possible:
    - Two-way traffic with space for stops in the corridors: 6 meter width
    - One-way traffic with space for stops in de corridors: 4,5 meter width
    - One-way traffic without space for stops in de corridors: 3 meter width
  - Before the summer, the hall will be available voor test settings. Here we can optimize the 6-meter lay out.



### 11. Supervision and enforcement

Everybody has a shared responsibility to combat the spread of coronavirus and, to that end, must comply with and enforce the guidelines in this protocol.

The Municipality of Utrecht and the Safety Region Utrecht are the competent authorities. The local regulations of these bodies govern the events organised at Jaarbeurs.

Every involved party (venue, organiser, exhibitor and supplier) will appoint at least one person with coronavirus-related responsibility who oversees the implementation and enforcement of the measures in this protocol, where necessary supported by supervisors (such as employees). These persons with coronavirus-related responsibilities and supervisors must be familiar with the protocol and have the authority to halt or to modify activities, or to have individuals removed from the venue. Employees who are responsible for compliance monitoring of the measures are clearly identifiable. The venue management or the organiser will ensure that these employees have sufficient remit to call visitors to account if they do not comply with the measures.

## Appendix 1 – Guidelines for visitors

# GUIDELINES FOR VISITORS

### Before

Always register prior to a visit; if you do not register, you cannot participate

If applicable, select a time slot for your visit

Whenever possible, travel alone and if using public transport, avoid rush hour

Read the confirmation and corresponding information carefully

When you register, read through the protocols and guidelines, plus if these are amended

If protocols and guidelines are amended and/or added to, visitors will be informed in person or by email or text message

Stay at home if you have mild symptoms

Stay at home if anyone in your household has a fever

### During

Observe the hygiene measures

When entering and leaving the venue or room, disinfect your hands every time

Maintain the 1.5-metre distance at all times

If possible, limit your visit to your chosen time slot

Upon arrival, report to the registration desk or units; if you do not register, you may not enter

Follow the guidelines communicated at the venue

At all times, adhere to the instructions given by parties with coronavirus-related responsibilities and supervisors; they will monitor compliance with the protocols and guidelines

### Important!



Stay at home if have symptoms



Maintain a distance



Wash your hands regularly



Sneeze into the crook of your elbow

The organisation reserves the right to exclude from further participation/visits, any visitors who display symptoms associated with a cold or fever, and/or do not comply with the safety and precautionary measures

## Appendix 2 – Health check

# Health check

Have you had one of the following symptoms in the past 24 hours?

- Cough
- Runny nose
- Fever > 38°C
- Chest tightness



Does anyone in your household currently have a fever and/or chest tightness?



Have you already had coronavirus and was this ascertained in the past 7 days?



Does anyone in your household/family member have coronavirus and have you had contact with him/her during the past 14 days whilst he/she still had symptoms?



Are you self-isolating because you have had direct contact with someone who has coronavirus?



**If you have answered 'yes' to any of these questions, please discuss with an employee if you can enter.**

## Appendix 3 – Corona safety plan template

For every event that takes place at Jaarbeurs, a concise safety plan must be prepared by the organisation, which outlines what specific measures will be taken to fulfil the requirements of this protocol. This appendix briefly states which sections (as a minimum) must be included in a safety plan. Depending on the type of event, additional information can be requested by Jaarbeurs or the government.

### 1. Description of the event

- General description of the event
- Dates and time blocks
- Location & map
- Number of attendees

### 2. Crowd management

- Maximum capacity
- Arrangement of time slots
- Main visitor flows and routes
- Measures in respect of entrance, cloakroom, toilets, food and beverage area, activities
- Prognosis of the pressure on public transport

### 3. Communication

- Method of informing attendees about the measures and rules

### 4. Hygiene

- Specific hygiene measures (cleaning, toilets, disinfection, etc.)

### 5. Enforcement

- The way in which the measures will be enforced by the organisation

### 6. Specific activities

Description of measures for specific activities that do not form part of the Jaarbeurs protocol Specific Measures