



SAAC EXPO 2021 Exhibit Booth Best Practices For Health And Safety

The health and safety of attendees, exhibitors, guests, vendors and SAAC staff is the No. 1 priority for SAAC show management. Recommended exhibitor booth best practices for maintaining a healthy and safe environment are listed below. These best practices are subject to change as the SAAC Expo 2021 show nears, and updated guidelines are presented by the CDC, Orange County Health Department, Orange County Fire Marshall and Anaheim Convention Center (ACC).

Exhibit Booth Design and Layout:

Exhibit booth design and layout should incorporate the following established best practice guidelines to help prevent the spread of COVID-19 and other viruses.

- Establish and understand your booth density number (number of persons allowed in the booth based on total square footage). Current guidelines recommend six feet (two meters) of physical distance between people, calculated as 28 square feet per person. The booth density number is currently 3.5 people per 100 square feet of open exhibit space, including exhibit personnel and attendees.
- Establish one-way traffic flow with marked entrances and exits. In large island booths incorporate open spaces, multiple entry/exit points and mark the floor with traffic flow patterns.
- Eliminate roadblocks, booth properties or furnishings that result in attendees closely gathering.
- Include transparent dividers in areas where people will be in close contact.
- Consider touchless options where possible, limiting the exchange of paper. Use scanning and other electronic forms of communication as primary forms of information transmission. Given the nature of our industry and the need to touch promotional products, wipe down products after each handling.
- Incorporate signage promoting health and safety best practices inside your booth.

Booth Staff Health and Safety:

- Determine booth staff quantity based on your booth density number (see above). Take into consideration physical distancing guidelines for all events when determining show staffing.
- In addition to PPE provided by SAAC and ACC, it is recommended exhibitors bring their own supply of PPE (hand sanitizer, masks, gloves, etc.).
- Position alcohol-based hand sanitizer at key locations throughout your booth during set-up, show days and tear-out.
- Plan and budget for bio-enhanced cleaning practices and services provided by vendors to clean spaces and surfaces between each day of the show.
- For companies with large numbers of booth staff, stagger labor calls to limit congestion at entrance and exit points.
- Monitor clustering in booth and proactively address any issues. Consider assigning this monitoring as a job function.
- Educate all staff on the following:



- Understand the impacts of COVID-19 and other viruses on the general public.
- Health and safety is the most important item regarding the success of the event.
- Regularly wipe items and surfaces with cleaners rated for killing 99.9% of bacteria.
- Take regular breaks to thoroughly wash hands.
- Avoid touching your face, including eyes, nose and mouth.

Exhibit Booth Set-up and Tear-out:

- Place booth orders in advance and online for all exhibit needs to limit personnel gathering in exhibitor service areas.
- If booking EAC(s) to install your booth, plan your labor needs to be most efficient by staggering labor calls to limit congestion.
- Ship freight to the advance warehouse, to allow freight to be dropped in your booth in advance of your arrival. This allows for a more efficient labor call and will help manage physical distancing.
- EAC equipment should not be shared. If equipment and tools must be shared, they should be sanitized between each use. EACs should bring their own supply of PPE.