



आई टी पी ओ  
**ITPO**

**“The secret of getting  
ahead is getting started.”  
– Mark Twain**



इंडिया ट्रेड प्रमोशन आर्गनाइजेशन  
**INDIA TRADE PROMOTION ORGANISATION**

**Generic and precautionary  
measures for holding B2B Exhibitions.  
The measures to be followed by**

**Venue  
Providers**

**Fair/Exhibition  
Organizers**

**Service  
Providers**

**Exhibitors**

**Business Visitors /  
Delegates**

### SOP for holding B2B Trade Exhibitions



## General Preventive Measures



Physical distancing  
of at least 6 feet.



Respiratory etiquettes  
to be strictly followed.



Persons above 65 years,  
with co-morbidities,  
pregnant women and  
children (below 10  
years) are advised to  
stay at home



Mandatory face  
covers/masks .



Spitting shall be  
strictly prohibited.



Frequent practice of  
hand sanitization with  
alcohol-based sanitizers  
(for at least 20 seconds)



Installation of 'Aarogya  
Setu' app in smart  
mobiles to be mandatory.



Reporting any illness at  
the earliest to state and  
district helpline.

## Measures for Venue Providers



Installation of 'Aarogya Setu' app in smart mobiles to be mandatory.



Manned venue with optimal staff with adequate equipment like thermal guns and hand sanitizers at all entry/ exit gates.



All Security and cleaning staff should use Face Mask, Face Shield and Gloves.



Preferably multiple and separate entry and exits for visitors and adequate natural cross-ventilation to be ensured.



Digital payments must be encouraged.



Isolation centre should be created by the venue owner on a permanent basis.



The F&B outlets / counters shall mandatorily install glass partitions as a physical distancing measure. The serving personnel should wear masks and gloves.



A well-planned garbage disposal policy should be implemented.











To maintain social distancing guidelines 3.25 sq. m per person in the halls may be permitted.



(10,000 sq. m hall should have a maximum of 3076 persons; a 5,000 sq. m hall should have a maximum of 1538 persons.)



## Measures for Trade Exhibition Organisers

-  Fair/Exhibition Organizers should stagger the operational hours of exhibition so that there is organized gathering.
-  Physical distance of a minimum of 6 feet, when queuing up for entry and inside the venue as far as feasible. Specific marking for the purpose may be done at various places like, queues at entry and exit of halls, in front of registration desks, in front of booths/stalls in the passageways etc.
-  Regular announcement should regularly play recorded messages/announcements on the precautionary measures and good practices.
-  Encourage 'Namaste' greetings as a replacement to handshakes.
-  Ensuring availability of onsite doctors and ambulance.
-  Installation of Signage/boards at prominent locations for entrants about precautionary measures.
-  Business visitors should be given prior information on what they should carry, which includes face mask, water bottle, hand sanitizer.
-  Adequate number of ticket counters/registration counters shall be planned ensuring physical distancing norms.



Encourage use of technology to minimize human interface.



Monitor the number of business visitors / delegates in a particular hall by technology-enabled/other means by tracking the inflow as well as outflow of visitors in real-time.



The Organizers will construct minimum of one Isolation Room of minimum 3m x 3m (four sides & ceiling covered, with lockable door), which would be manned by the Fair Organizers staff adept in handling a COVID-19 patient and would have adequate facilities like PPE kit, face masks and sanitizers.



Ensure to identify and safely transfer the identified suspected COVID-19 patient to the isolation room.

## SOP for holding B2B Trade Exhibitions



Ensure that the paramedic ambulances for the event are manned by full-time doctor/healthcare staff/nurses with personal protective equipment.



The Fair/Exhibition Organizer shall set up and chair Core COVID-19 response team with involvement of senior officials of all service partners and venue.



The organizer should Identify and convey emergency contact numbers to all the stakeholders on repeat basis till the exhibition dates.



Encourage online registration with the option of printing of entry badges at home. Further, QR Code may be generated during the registration and the entry can be allowed inside the hall by scanning the QR code by the Organizer.

## Measures for Service Providers



Duly filled in Self health Declaration forms shall be collected from all Stand Fabricators.



Mandatory thermal scanning at entrance of the exhibition venue by maintaining social distancing.



### **While setting-up the Exhibition:**

- Arrange maximum pre-fabrication of the confirmed stand design at own premises.
- Ensure necessary social distancing among workers, supervisory staff etc.



### **While Transporting the prefabricated materials to exhibition venue:**

- Sanitize the delivery vehicle and all materials before loading.



- Driver and other personnel involved in transportation of material must ensure social distancing and wear all necessary PPE.

- Ensure contact-less transportation of materials to the exhibition venue.



- Sanitize the logistics and warehouse facilities along with all equipment before use by the workers.

### **During Pickup and Transportation:**

- Exhibitor goods shall be sanitized before packaging.



- Pick up and ensure contactless transportation of the exhibitor goods to the exhibition venue.

### Measures for Business Visitors / Delegates



**Entry to the venue  
if their temperature  
is normal.**



**Frisking of persons entering  
the venue, if planned, shall be  
undertaken after thermal  
screening.**



**Entry allowed  
only if using  
face cover/masks.**



**Visitors should adhere to all  
the guidelines prescribed by  
the Trade Exhibition Organizer.**



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**“Good business leaders  
create a vision, articulate the  
vision, passionately own the  
vision, and relentlessly drive  
it to completion.”**

*–Jack Welch*