



SAFE TOGETHER

Planning

for a Safe Return
of In-Person Events



Safety Protocols



NÜRNBERG MESSE

Safe together

Hi!

I hope you are well,

After almost two years, we are close to meeting again in person and, so that everyone feels comfortable returning to our events, we have developed the NMB Safe Together program, which brings together the main guidelines and recommendations for a safe and productive participation, with protocols developed by Hospital Albert Einstein, a reference in the treatment of COVID-19.

At the end of November, when our events will be held, we expect to find a positive scenario, as they will be a fundamental part of the economic acceleration of the markets where we are positioned and operating.

I wish you all excellent preparations!

João Paulo Picolo
CEO Nürnberg Messe Brasil



INTRODUCTION

Over the past 12 years, Nürnberg Messe Brasil has acted at a fast pace to connect its markets and generate growth for everyone through insights, technical content, launching trends and exhibitions that brought together the main companies and their buyers in highly successful events. To make all this possible, our professionals dedicated thousands of hours of planning, training and a lot of investment so that the events continued to fulfill their purpose of connecting people in the most natural and efficient way in an environment and time that are conducive to exchange of ideas and generation of new opportunities.

The success of our events is premised on the basic human need to be together and use the five senses to connect, generate personal and economic growth and this will not change.

It is also true that in recent months we have been experiencing the opposite feeling to our social nature and we were forced to avoid physical contacts, seek digital alternatives and develop new habits that will be incorporated into our daily lives, but at this moment, where we are preparing to return to meet in person, we have at our disposal human resources, technologies and investments that allow us to say that we are ready.

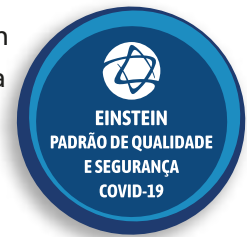
Our commitment to all our customers, partners and visitors will be to deliver a relevant and safe event. And to this end, we place ourselves on the same side as you, your teams, family and friends, as we will be together in the pavilion, in the content rooms and living this experience that we've been waiting for almost two years to live again.

We look forward to meeting you. The responsibility of hosting a memorable event is ours, and we'll do it together with you and your team.



ALBERT EINSTEIN SAFETY SEAL

In order to guarantee a safe environment, when resuming our in-person events, Nürnberg Messe Brasil hired the consultancy of Hospital Israelita Albert Einstein to create the security protocols. Some of the measures taken are described below, but you can check the complete material by clicking [Here](#).



INTERNATIONAL EXPERIENCE AND GOOD PRACTICES

Nürnberg Messe is present in 19 countries, some of which have already reopened in-person events safely. The experience acquired, and shared among the different subsidiaries, ensures greater safety for all participants.

In the case of business events, experiences can be monitored and controlled with great precision, in order to offer everyone the comfort and confidence to resume business inside the exhibition centers.

New tools and digital actions are being incorporated to anticipate connections, expand the reach of content and reduce unnecessary contacts, leaving time available so that, during the event, participants can focus on creating efficient and productive relationships that are only possible in an in-person event.

SAFETY ABOVE ALL

The health and safety of our employees, customers, colleagues, partners and visitors remains our number one priority and the entire operation of our events will aim to keep everyone safe with effective protection actions, focusing on:

- Collaboration and engagement of audiences in preventive actions;
- Monitoring and action on risks;
- Operational planning for clean environments, without agglomeration and with minimal physical contact;
- Use of protective equipment.

RISK MITIGATION

Working in collaboration with all our suppliers and partners, the Nürnberg Messe Brasil operations team will hold protection and risk mitigation actions at all stages of the event, ensuring that the protection measures will be complied with and that they are suitably dimensioned for the moment.

ACTION PLAN

From the mapping of the main interactions at all stages of the event: **pre-event, assembly, holding, disassembly and post-event**, we will focus our efforts on:

- 1. Assessment** - Understand and act with situational awareness and updated data (what is the moment we will be living when the event happens);
- 2. Compliance with local rules** – Adapt the event to the rules and guidelines of the authorities on the holding of events);
- 3. Governance** – Clearly define the role of everyone involved in the event to comply with the rules and guidelines;
- 4. Communication** – Guidance on best practices and rules that should be followed;
- 5. Shared Responsibility** – Creating a common sense of protection, engaging everyone in the mission of having the safest environment through cooperation;



MAIN ACTIONS TO BE IMPLEMENTED

1. CONTACTLESS REGISTRATION (100% ONLINE PRE-REGISTRATION)

To avoid agglomeration and reduce contact between people, registration to participate in the events must be done online only. Exhibitors, service providers, visitors and press professionals will be able to print their tags in advance using the Nürnberg Messe Brasil system and take them to the event entrance, where we will deliver the plastic bag with string.

During the event, new registrations can be made using your own cell phone and printing the tags at self-service totems.

2. DIGITAL JOURNEY – EARLY PREPARATION OF THE VISITOR'S JOURNEY

Nürnberg Messe Brasil will provide technological innovations that will allow interaction between exhibitors and visitors before the event, and we will also encourage meetings to be scheduled in advance.

Visitors will be able to plan their participation in advance, optimizing time and creating important opportunities.

3. REDESIGN OF ACCESS DYNAMICS AND PUBLIC CONTROL (IF NECESSARY)

The layouts of the events were updated, thinking about a new access dynamic that will be implemented, to allow greater social distance.

Audience limit – The events will follow the guidelines of the proper authorities with regard to occupancy capacity and, if there is any restriction at the time of the event, everyone will be duly informed about the measures taken.

If necessary, we will be ready to organize the visitation at different times so that we have the right conditions.

4. PROTECTIVE EQUIPMENT

The use of protective masks (PPE) will follow the guidelines of the proper authorities at all spaces.

5. CONTROL AND MONITORING OF PARTICIPANTS

All participants will undergo controls in order to ensure safety inside the pavilion.

The following measures will be implemented when accessing the fair:

- Online check-in on the day, when participants will be informed that, in case of any symptoms, they must not attend the event (exhibitor, visitor and anyone else who wants to participate).
- Lines will be marked with a linear distance of 1.5m between each person;
- Temperature measurement: those whose temperature is equal to or greater than 37.8 °C will not be able to enter the event and will be taken to the medical center.
- 70% hand sanitizer all the way through to the entrance and dispensers placed at strategic points throughout the event.
- A separate entrance will be created for exhibitors and suppliers.

6. SOCIAL DISTANCING

The following strategies will be adopted to promote social distance of at least 1.5 m between employees, outsourced service providers and customers:

- Reduce waiting lines through pre-scheduled customer service strategies, guidance and encouragement of the online payment system;
- Mark the minimum distance established of 1.5m on the floor: in environments that can generate lines, such as customer service, payment and exhibition, among others;
- Space the chairs and reduce the number of chairs when necessary.

In the event that it is impossible to remove excess chairs, they will be signaled and should not be used, as well as the spaces between benches and bleachers.

7. TEAM PROPERLY PREPARED AND PROTECTED

All employees who will have contact with the event's public will wear individual protective masks, faceshield and disposable gloves.

8. COMMUNICATION AND REMINDERS

The event will feature a strong communication campaign with instructions to all event participants on the importance of following all protective measures.

9. HYGIENE MEASURES

• Hand Sanitizer Dispenser

Nürnberg Messe Brasil will install hand sanitizer dispensers at all entrances, rooms and transitions in halls and restrooms.

• Restrooms

Fixed facilities will be adapted to avoid contact and we will increase the number of people who maintain the site to ensure control of distancing in the line and constant cleaning.

• Doors

The access doors to events and rooms will be kept open, whenever possible, to avoid unnecessary contact with the equipment.

• Food and Beverages

Consuming food and beverages while circulating at the fair will not be allowed; Food points will be made available to all participants in an external environment with air circulation;

Food and beverages distribution to the public will not be allowed, only in restricted spaces, respecting safety distancing.

• Surfaces Cleaning

The products displayed to the public, as well as the stands, must be cleaned periodically during the fair period with disinfectants. The common areas and equipment will be constantly cleaned by our team.

• Streets/ Routes of circulation

We will not lay a passage carpet on the pavilion's internal streets to optimize the cleaning, which will be carried out constantly.

10. STAND PLANNING

- For the stand to be visited safely and dynamically, stand designs must include open spaces, with minimal structures.
- The recommendation in this case is that the stands be between 70 and 80% open. It must be possible to observe the minimum distance at all times.
- If it is not possible to maintain a minimum distance in certain places, other measures can be adopted as protection against sneezing in conference tables and counters.
- Unnecessary narrow spaces and closed meeting rooms must be avoided.
- Products and displays must be arranged in such a way as to maintain an open space around them, sufficient for circulation.
- Information and activations should be prevented from being carried out within of the stand, causing agglomerations in the halls.
- We recommend that designs always contain smooth, easy-to-clean surfaces.

11. MEETING ROOMS

- Seating distance between tables and chairs must be arranged to ensure that participants are at least 1.5m apart from each other.
- If it is not possible to maintain the minimum distance in specific places, other measures can be implemented, such as sneeze protectors or screens in the rest areas.
- Protective screens / acrylics can be used at information desks and to divide conference tables.
- They must not be fully closed and the ceilings must be open.

12. STANDS WITH SMALLER AREAS

- Minimal distancing is not essential if sneeze protectors are positioned on conference tables and counters.
- If room dividers or acrylic sheets are not practical, exhibitors should limit the number of visitors to their stands.
- We recommend that meetings be scheduled in advance so that business opportunities are not missed.
- For unplanned meetings, an eating area or special community areas can be used, if available.

GUIDELINES FOR THE EMPLOYEE AT HOME

Upon arrival at home, the employee must remain alert about prevention of contagion. Thus, it is recommended to guide them to follow certain routines when arriving and leaving the house, so that the health guarantee prevails, such as:

- The company must provide individual use fabric masks, disposable masks or other for employees, or guide them to acquire their own and instruct them on the correct cleaning and/or disposal at home;
- Guide employees to set up a dirty area at home with the following recommendations:
 - Leave available: a bench, a plastic bag, a bleach solution with water and a bottle of 70% alcohol solution;
 - Upon arrival at home, the employee must remove their shoes, remove their clothes and place them in a plastic bag for later washing, remove the tag and leave it in the dirty area and sanitize their hands after this procedure;
 - Finally, remove the face mask;
 - Sanitize doorknobs after entering the house;
 - Sanitize their hands again;
 - Enter the house and, preferably, go immediately to the bathroom and take a shower;
 - When leaving home for the workday, the employee must wear a mask and put on shoes outside the house;
 - After putting on the shoes, they must sanitize their hands again.



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