



TRUST LABELEXPO OPENING LABELEXPO SOUTH CHINA SAFELY



LABELEXPO
SOUTH CHINA 2020

In order to re-open Labelexpo South China following COVID-19, we have reviewed how Labelexpo South China will operate and what practices we will need to put in place.

We have developed the **TRUST TARSUS** framework based on the operational guidelines produced by industry bodies, including SISO, IAEE, UFI and the AEO, that will be the basis for our Trust Labelexpo South China plan.

The health and safety of all of our event stakeholders will always be our highest priority and will guide every decision we make in the planning and scheduling of our events. We know that face-to-face events have been changed by COVID-19 and whilst we all continue to adapt, we want to reassure you that we will focus on:

- Working in partnership with local authorities, event partners & Shenzhen World to meet local safety standards at our events
- Carefully selecting event suppliers that can meet our health & safety criteria
- Creating alternative ways to participate for those unable to attend in person
- Supporting the Label industry as they rebuild their businesses; we will listen to and act on your feedback
- Delivering ROI to our customers; we will make sure the people you need to meet & do business with are at Labelexpo South China

These guidelines will remain fluid in order to keep up with new information and medical advice as and when it comes to light.

TRUST LABELEXPO IS OUR COMMITMENT TO RUN FACE-TO-FACE EVENTS AS SAFELY AS POSSIBLE. WHEN YOU PARTICIPATE AT LABELEXPO SOUTH CHINA YOU CAN EXPECT:

REVISED EVENT FORMATS



PHYSICAL DISTANCING. We will follow physical distancing & crowd density guidelines as directed by the local Chinese authorities (1m in China).



REGISTRATION. We will minimise waiting times and increase entry points at Shenzhen World to facilitate quicker admittance to our events. There will also be temperature control at entry points.



FLOOR PLANNING. We will increase aisle widths and use dedicated travel lanes to help manage traffic.



CONFERENCE AREAS. Conference and meeting room seating at Shenzhen World will be set up to follow local distancing guidelines.



FOOD & BEVERAGE. Catering outlets will be designed to uphold health & safety precautions – such as individually packaged food, spaced seating and contactless payments.



ADDITIONAL STAFF. We will increase our show teams to ensure biosafety measures are adhered to and provide additional support where needed.

INCREASED CLEANING & HYGIENE



VENUE DEEP-CLEAN.

Shenzhen World will be required to deep-clean their facility prior to build-up and show open along with regular cleaning throughout the event.



ENHANCED CLEAN SPACES.

Exhibitors will be encouraged to regularly clean their exhibit area and to replace promotional materials with digital ones.



HAND SANITISERS. Stations will be positioned at key locations throughout Shenzhen World. Exhibitors will be encouraged to provide hand sanitising points at their stand.



WASTE MANAGEMENT.

Waste collection and removal will be increased during Labelexpo South China .



PERSONAL CONTACT.

All attendees will be encouraged to maintain distances while networking and abstain from handshaking or other forms of physical contact.



FACE MASKS. We will take the necessary measures with regards to face coverings based on medical guidance at the time of the show.

CLEAR, VISIBLE COMMUNICATIONS



PRE-EVENT COMMUNICATIONS. Health and safety measures specific to Labelexpo South China will be communicated and updated often on our event websites, email updates and social media channels.



DEDICATED CONTACTS. Labelexpo South China will have a dedicated representative to handle any health and safety queries. Tarsus Support will provide additional assistance and guidance.



EVENT SIGNAGE. Specific health and safety signage will be displayed prominently around and within Shenzhen World.



UPDATED EXHIBITOR MANUALS. Our exhibitor manuals will contain the latest Chinese requirements.