



DEUTSCHE MESSE AG: OFFICIAL SAFETY & HYGIENE CONCEPT FOR EXHIBITORS

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Setting the stage for fresh business –
the smart and safe way



Introduction

Both tradeshow organizers and participants face obvious challenges in the face of the coronavirus pandemic, and the entire **Deutsche Messe team in Hannover** stands committed to safeguarding your health and supporting you in every way possible. The **Safety & Hygiene Concept** presented here is dedicated to making tradeshow organization and participation as safe as possible in view of the conditions imposed by COVID-19. The following concept covers every aspect involved, i.e. **pre-show planning, stand design and construction, actual staging and attendance**.

Please feel free to contact us with any questions or concerns you might have.

Objectives of the Safety & Hygiene Concept

It is clear that the COVID-19 pandemic calls for exceptional safety & hygiene measures for the staging of trade fairs, conventions and conferences. Safeguarding the health and wellbeing of our customers, service partners, guests and employees is at the very top of our agenda.

Our objective is to ensure that the events held at the exhibition center are planned and staged in such a way as to protect all participants from infection and minimize the risk of spreading the disease.



Key focusses:

- Designing each trade show for a density of persons commensurate with the (minimum) distance rule of 1.50 m between people in every area of the exhibition grounds
- Compliance with the hygiene measures recommended by the Robert Koch Institute (Germany's federal advisory body for disease control)
- Ensuring effective contact tracing of all participants

Important

Deutsche Messe's Safety & Hygiene Concept will be continuously updated to reflect the latest developments, with specific adaptations in the case of each individual trade show. Each event poses different challenges, and these will be appropriately addressed with individualized measures.

The present safety and hygiene concept summarizes the essential measures and requirements. The detailed requirements, which are binding for the exhibitor, can be found in the Conditions of Participation and must be implemented accordingly.

The following overall concept outlines the global safety & hygiene measures in place for all events held at the Hannover Exhibition Center. As such, it is central to all of our operational activity.

Please note: This Safety & Hygiene Concept has been devised for **B2B trade shows** such as HANNOVER MESSE.

General

This Safety & Hygiene Concept describes the distancing and hygiene rules that apply to all persons entering the Hannover Exhibition Center.

Details of additional requirements – e.g. with respect to hospitality/catering, stand construction, entrance and exit areas – will be addressed in sections dedicated to these topics.



Table of Contents

Contents

- 1. General distancing and hygiene rules..... 5
 - 1.1. Distancing 5
 - 1.2. Hygiene..... 5
 - 1.3. Face masks 6
- 2. Exhibition stands (info for exhibitors and stand construction staff) 6
 - 2.1. Set-up and takedown..... 6
 - 2.2. Design, construction, organizational matters..... 7
- 3. Exhibition halls 8
 - 3.1. Attendee density (abridged version) 8
 - 3.2. Ventilation (abridged version) 8
- 4. Events 9
 - 4.1. Permissible number of persons (attendee density) 9
 - 4.2. Contact tracing at stands 9
 - 4.3. Open-air site..... 9
- 5. Meeting rooms and conference venues..... 9
- 6. Overall site (roads and walkways in-between halls) 10
 - 6.1. Set-up and takedown..... 10
 - 6.2. During events..... 11

On the exhibition grounds outside the halls and other buildings, the distance rules are mandatory. Where this is not possible, the mouth/nose cover must be worn. 11
- 7. Entrances (visitor guidance, registration/ticketing/contact tracing of exhibitors and service personnel at the stands) 11
 - 7.1. General 11
 - 7.2. Registration/ticketing/contact tracing of exhibitors and service personnel at the stands 11
- 8. Catering 12
 - 8.1. Rules and guidelines for caterers..... 12
 - 8.2. Stand catering (special requirements) 12
 - 8.3. Personal hygiene 13
 - 8.4. Rules and guidelines for catering staff 13
- 9. Miscellaneous (parking facilities, public transport, elevators, info counters, on-site shops, etc.) 14



- 10. Visitors (ticketing, exhibition halls, exhibitor stands, conference rooms, catering/hospitality, shuttle busses/VIP shuttles) 15
 - 10.1 Ticketing 15
 - 10.2 Shuttle busses/ VIP shuttles..... 15
- 11. General information for visitors and exhibitors 15
 - 11.1 Entry into Germany 15
 - 11.2 Entry into the state of Lower Saxony (Lower Saxony Coronavirus Ordinance) 15
- 12. First aid / Medical services 16
- 13. Contacting Deutsche Messe..... 16



1. General distancing and hygiene rules

All events held at the Hannover Exhibition Center will be planned and staged in compliance with the advice of the government of the German state of Lower Saxony and the Hannover Region Infection Control Authority. All persons participating in the events are obliged to observe the relevant rules and guidance. This will be supervised and controlled by Deutsche Messe service personnel and security staff during the event itself as well as during stand set-up and takedown.

1.1. Distancing

Throughout the duration of each event as well as and during the set-up and takedown phases, physical distancing of 1.5 meters must be observed between all persons present, throughout the entire exhibition grounds.

If, due to exceptional circumstances, the distancing requirement cannot be reasonably observed, the wearing of facemasks covering nose and mouth will be obligatory.

This guidance applies to the following areas:

- Entrances and exits
- Exhibition halls and exhibitor stands
- Meeting rooms and conference venues
- Restaurants and catering facilities, e.g. catering vans, etc.
- Open-air site, access routes and walkways and between the exhibition halls
- Sanitary facilities
- Parking areas
- Lines and waiting zones
- Other (escalators, elevators, parking ticket machines, shuttle busses, VIP shuttles, info counters and terminals, etc.)

Social distancing markers will indicate the minimum distances to be observed throughout many areas of the exhibition grounds: at the entrances and exits, in exhibition hall aisles, staircases and escalators, as well as at exhibitor stands, in the conference and catering areas and sanitary facilities.

1.2. Hygiene

Throughout the exhibition center there will be extensive signage providing information, guidance and instructions on routes, acceptable conduct and on hygiene, health & safety measures:

- Wash hands frequently with soap.
- Sneeze or cough in the crook of your elbow.
- Avoid touching your face with your hands.
- Do not shake hands.



The frequency of cleaning measures across the entire site will be adjusted as necessary. Any surface touched by hands – e.g. handles, door grips and handrails – will be frequently disinfected.

All public sanitary areas in the exhibition halls and in entrances and exits will be equipped with hand basins, soap dispensers and a sufficient supply of hand sanitizers and disinfectant dispensers. Guidance (in several languages) on how to wash hands correctly will be displayed prominently.

A maximum number of people permitted into each sanitary facility at one time will be determined, and notices providing this information will be posted at toilet facilities and near sinks. Sanitary facilities will be constantly staffed, and the facilities will be frequently cleaned.

1.3.Face masks

On the entire exhibition site, face masks are mandatory. This applies for the event halls, on the individual paths between the halls, for the open-air site, for all entrances and exits, for meeting and conference areas and for all sanitary facilities. Corresponding regulations apply for catering (see point 8).

2. Exhibition stands (info for exhibitors and stand construction staff)

The general rules and guidance on distancing and hygiene, as described under Section 1, shall apply.

2.1.Set-up and takedown

The following requirements and measures must be observed:

- If work in a team is involved, it is necessary to form small, fixed teams and coordinate work procedures and periods of contact in order to avoid people being brought into contact with one another.
- Set-up/takedown work is subject to the current requirements of the liability insurance associations to be observed when drawing up risk assessments.
- Staff and employees must be advised of the latest hygiene measures and current information on how to protect against infection. It must be clear that they understand the current distancing and hygiene rules. Compliance with the hygiene rules must be regularly verified and documented.
- The information graphics produced by the German Federal Center for Health Education provide a clear explanation of the distancing and hygiene rules – these should be prominently displayed at each stand.
- Work clothing, personal protective equipment (PPE), such as gloves, eye protection, ear defenders, work shoes, facemasks and tools must be provided for use by each individual. Provision must be made for the correct cleaning and hygienic storage of all items.
- Sufficient hand sanitizer dispensers must be provided throughout the stand area and should be regularly replenished.
- Breaks must always be taken outside the exhibition halls.



- Smoking is prohibited in the exhibition halls.
- Existing regulations and measures on workplace health and safety continue to apply.
- The set-up and takedown times for each event must be strictly adhered to.
- Daily documentation of the persons present in one's stand area is subject to the provisions of data protection. Should it prove necessary, this data must be forwarded without delay to the Authority for Infection Control.

2.2. Design, construction, organizational matters

Stand design should be adapted to guidance on hygiene measures and be Covid-secure. The following design, construction and organizational measures must be observed:

- Tradeshow stands must be designed to accommodate a minimum distance of 1.5 meters between participants.
- Where, due to exceptional circumstances, this distancing requirement cannot be reasonably observed, suitable measures must be taken to afford adequate protection against droplet or contact infection. Suitable measures include the erection of barriers to protect against sneezing, spitting or coughing, and/or the obligation to wear suitable facemasks in these areas.
- Instructions and information on the required infection control measures should be clearly worded and prominently displayed at the stand.
- Exhibitors are obliged to instruct all stand personnel on the health and safety measures required to be Covid-secure.
- Separate entry and exit points as well as designated routes with floor markings must be provided so as to prevent direct contact between visitors approaching and leaving one's stand.
- If in the case of smaller stands for which protective barriers or similar precautions are not feasible due to a lack of space, organizational steps must be taken to ensure safe distancing between visitors (e.g. by deployment of security staff).
- Sufficient space must be provided for exhibits in accordance with the relevant distancing regulations.
- Any stairways or aisles within a stand should be sufficiently wide so as to allow for a one-way flow of visitor traffic.
- Alternatively, organizational measures must be taken to lower the number of persons using these areas.
- Entrance areas, presentation areas, lounges and other places frequented by visitors should be wide and spacious enough to comfortably permit adherence to minimum social distancing requirements without congestion, such that the number of visitors to be expected can be accommodated without non-compliant crowding.
- Exhibitors must ensure that there is sufficient space for people lining up or waiting in or around their stand area in order to prevent congestion in neighboring aisles.
- If possible, exhibitors should proactively manage their appointments so as to minimize the possibility of close contact between stand visitors.
- Areas designed for talks and hospitality should be spaciouly designed. It is important to check during the planning of stand catering areas whether the current distancing rules are practicable and can be reasonably implemented.
- At reception desks, counters, kiosks and similar facilities protective barriers should be set up (e.g. transparent panels with gaps through which visitors can be served).



- Aisles in kitchens and storage areas must be planned to allow for adherence to distancing requirements.
- Stand designs should seek to minimize points of physical touch, e.g. doors and grips. Where it is not possible to prevent surfaces from being touched, they should be smooth and easy to clean and sanitize.
- Tradeshow stands should be professionally cleaned at least once a day; heavily frequented areas should be cleaned several times daily.
- Sufficient hand sanitizer dispensers for visitors and stand personnel should be provided and regularly refilled.
- Exhibitors must ensure that sufficient supplies of suitable facemasks are available at their stands.
- The planning and design of tradeshow stands should allow for adequate ventilation. This particularly applies to covered stands, but also to spaces used for meetings, consultation and relaxation purposes.
- Close consideration should be given to whether the distribution of brochures, print material or giveaways is appropriate in view of health and safety issues. In case of doubt, it is best refrain from dispensing such materials.
- Exhibitors are required to take account of health and safety precautions when planning their stands and are obliged to supervise, control and uphold these measures throughout the event.

3. Exhibition halls

The general rules and guidance on distancing and hygiene, as described under Section 1, will apply.

3.1. Attendee density (abridged version)

The maximum permitted number of people depends on the space available for attendee traffic. This area comprises the space allocated to aisles – as shown in our plans for vacant rentable space (e.g. Hall 9) – as well as rentable areas designated for events in the newly planned aisles and open areas. Up to 50% of the planned stand space can be redesignated for visitor traffic/circulation of attendees.

Inaccessible areas behind stands or within island stands are excluded from this calculation.

Formula: Total visitor circulation area = area of necessary (mandatory) aisles + area of additional aisles and any other freely accessible spaces + 50 percent of the overall stand space

Under the conditions imposed by coronavirus, it is necessary to allocate a space of 4 m² per person. The permissible number of persons in the hall at one time can thus be determined by dividing the total circulation area (in square meters) by four.

3.2. Ventilation (abridged version)

All air-conditioning and ventilation systems should operate for 24 hours daily using 100% fresh outdoor air. If this is not technically possible, then such systems should not be operated at all.

For the foreseeable future, air supplies will not be humidified.



All hygiene precautions are in accordance with directive 6022 of the VDI (Association of German Engineers) and must be observed by the event organizers.

The optimized operation of ventilation systems reduces the risk of infection by airborne transmission of the virus.

Restaurants that operate solely for the duration of the event are subject to the same rules and requirements as apply in the halls.

Restaurants that are open for business all-year round must run the air-conditioning and ventilation systems 24 hours a day.

4. Events

4.1. Permissible number of persons (attendee density)

A maximum number of attendees will be determined for every day of each event. This is calculated on the basis of 4 m² of floor space per person.

4.2. Contact tracing at stands

Exhibitors are also obliged to collect data on all persons with whom they come into contact, including their stand staff.

This obligation applies to contact periods with a minimum duration of 15 minutes (e.g. for consultations, negotiations and sales talks).

Special conditions apply for catering at the stands. These are outlined in detail under Section 8.

4.3. Open-air site

The general rules and guidance on distancing and hygiene as described under Section 1 will apply. Stand designs must be adapted to the guidance on hygiene rules and protection against infection.

5. Meeting rooms and conference venues

The general rules and guidance on distancing and hygiene as described under Section 1 will apply.

Signage or markings in the entrance and exit areas will indicate all routes to the halls and to toilets and sanitary facilities. Additional markers to indicate direction and facilitate distancing will be used in other areas as appropriate.

- A maximum number of participants will be set for each room and indicated in the relevant seating plans. The number of persons embraces participants and supervisory staff and takes social distancing and hygiene rules into account. The permissible number of people using a room will be clearly displayed outside each room.
- The individual seats and workstations to be used must be clearly marked. Changes to the seating plans and the location of chairs and tables in a room are not permitted. (Responsibility lies with Deutsche Messe or the client/organizer, depending on the terms of the contractual agreement).
- The guidance and rules on COVID security and protection as displayed in all buildings and entrances must be observed



- The meeting rooms and sanitary facilities will be professionally cleaned at least once a day. Rooms and locations used several times daily must be cleaned and aired out between events.
- Frequently touched surfaces, e.g. tables, worktops, counters, handles and any equipment and devices must be disinfected before each event.
- In conference areas, air-conditioning/ventilation systems must be put into operation at least 24 hours before set-up commences for each event.
- During breaks, all doors to rooms must be opened to allow for a maximum exchange of air.
- Working in groups and in close face-to-face proximity with colleagues must be avoided during events.
- Similarly, the sharing of materials and work equipment is not permitted.
- Registration counters and cloakroom facilities in the lobbies will be fitted with screens to shield against aerosol transmission via sneezing, coughing and spitting.
- Hand sanitizer dispensers will be placed in all areas frequented by visitors.
- Soap and fabric towel rolls as well as signs showing recommended hand washing methods will be provided in all sanitary facilities. Participants will be reminded to wash their hands before and after attending each event.
- Hand sanitizers and disinfectant dispensers will be located at various locations throughout the venue (halls, rooms, lobbies, aisles, cloakrooms, entrances and exits, etc.).
- Access to toilet facilities will be supervised.
- Rooms used for events will be prepared beforehand by supervisory staff or the event organizers. As far as possible, all materials necessary must be laid out on the workstation/table.
- More extensive precautions may be necessary due to special prevailing circumstances in certain rooms, special types of equipment to be used or any special aspects of particular events.
- Participants who breach the distancing and hygiene rules may be excluded from events.

6. Overall site (roads and walkways in-between halls)

The general rules and guidance on distancing and hygiene as described under Section 1 will apply.

6.1. Set-up and takedown

The occupants of entering vehicles will be informed about the basic hygiene and clearance rules (information boards at the entrances). The compliance with the distance rules during assembly and disassembly is in the responsibility of the assembly companies and service providers.



6.2. During events

On the exhibition grounds outside the halls and other buildings, the distance rules are mandatory. Where this is not possible, the mouth/nose cover must be worn.

7. Entrances (visitor guidance, registration/ticketing/contact tracing of exhibitors and service personnel at the stands)

7.1. General

- It is mandatory to wear a suitable facemask in all entrance areas.
- Floor distancing markers will be used in all areas used where people need to stand in line or otherwise wait.
- Instructions on the appropriate precautions and behavior with respect to COVID-19 will be displayed at all entrances.
- Proper distancing entrance areas will be ensured by reducing the number of open ticket counters, registration terminals and entry gates.
- Additional floor markings and barrier ropes/tapes will help to guide visitor traffic in compliance with social distancing rules.
- Designated staff will be on hand to manage visitor traffic ensure proper distancing.

7.2. Registration/ticketing/contact tracing of exhibitors and service personnel at the stands

- For contact tracing purposes, all exhibitor passes must be registered online before the event.
- Exhibitors must provide both business and home addresses, as well as telephone numbers.
- Exhibitors are not required to provide details of the planned date and time of attendance (unlike visitors).
- Exhibitor passes are valid for admission throughout the entire run of each show.
- In order to avoid congestion in the mornings, exhibitors are asked to enter the grounds before 9:00 a.m.
- Separate registration and ticketing procedures are in place for other personnel, e.g. service staff and providers. This only involves giving one's name, home address and private phone number (no business data).
- These precautions will lead to a greatly reduced total number of persons present in the entrance areas at any given time.
- Distancing rules also make it necessary to reduce the number of entry gates and to prevent intermingling and crowding in situations where people need to wait in line.
- To ensure that visitors can enter the lobbies and proceed through the entry gates with the highest possible flow rate, a check-in procedure will be conducted outside of each entrance, together with a bag check, in order to confirm that each visitor's ticket has been registered and is indeed valid for the intended date and time of attendance.
- This will facilitate a steady and fast flow of visitors through the gates while ensuring that the maximum number of persons permitted in each entrance area is not exceeded at any time.



- No registration terminals or ticket counters will be open in the entrance areas.
- To ensure that as many attendees as possible actually register in advance, visitors and exhibitors will be extensively informed about the need for this in the run-up to the show.

8. Catering

8.1. Rules and guidelines for caterers

Guidance for exhibitors on the provision of catering and hospitality services in compliance with the Lower Saxony Ordinance on Infection Control Measures against the spread of COVID-19.

Please note:

All the catering services offered by Messe Gastronomie Hannover GmbH comply with the new ordinance. Everything you need to know about catering issues can be found here:

<https://www.catering-messe-hannover.de/en/haeufig-gestellte-fragen/>

Contact details for questions and assistance

Catering Professional

contact.catering@messe.de

+49 511 89-33532

<https://www.catering-messe-hannover.de/en/trade-fair-catering/>

General guidelines

The guidelines “Hygiene concepts for the provision of hospitality services in the context of stand catering” are based on the precautions prepared by DEHOGA (Lower Saxony hoteliers and hospitality sector association): “Recommended measures for the resumption of catering and hotel industry business under the conditions of the Corona crisis”

(available in German only). https://www.dehoga-niedersachsen.de/fileadmin/04_Branchenthemen/Wiedereintritt_Gastronomie_28052020_inklAnlagen.pdf

Distancing

Caterers must ensure at all times that physical distancing of 1.5 meters is observed between guests (unless they are members of the same household, mingle with a second household or belong to a group of no more than 10 guests known to one another).

8.2. Stand catering (special requirements)

- Staff and service providers must be instructed on the precautions and rules they should follow and the guidance on hygiene and are obliged to wear facemasks covering the mouth and nose.
- All persons must maintain a physical distance between them of at least 1.5 m.
- If a table cannot facilitate physical distancing of at least 1.5 meters, guests will be permitted to sit only if they are from one or a maximum of two households, or form a hub (or bubble) of no more than 10 persons known to one another.
- Tables must be spaced at a distance of at least 2.0 meters apart.



- Facilities for hand washing and sanitization should be available to all guests, staff and external service providers.
- The tops of tables and chair armrests and backs touched by guests should be disinfected after each use.
- Fabric tablecloths, table decorations and menu cards should not be used.
- Food and drinks should be packed individually or supplied in individual portions.
- Guests will be given condiments, sugar and other similar items only in individually portioned sachets.
- Access to catering and hospitality areas must be supervised and monitored.
- The information graphics produced by the German Federal Center for Health Education provide a clear explanation of the hygiene rules and must be displayed prominently in kitchens, at counters and at the entrances to hospitality/catering areas and appear in at least two languages (English & German).
- Stand caterers are obliged to collect the contact data of each guest (last name, first name, postal address, telephone numbers) and record the time that the guest entered and left the premises. This data must be documented in such a way that all contacts can be traced in case a potential COVID-19 transmission is reported among them.
- Where the staff of third-party service providers are involved (e.g. delivery of special goods) the contact details of the service company involved must be obtained and documented.
- The contact data obtained should be safely kept from unauthorized persons for three weeks, but must be given upon request by a health authority, and then destroyed after four weeks.
- More detailed information on precautions and requirements with respect to the design, construction and organization of tradeshow stands (including stand set-up and takedown as well as on-site logistics), please refer to the relevant sections of the catalogue of precautions.

8.3. Personal hygiene

Facilities for hand washing and sanitization must be available to all guests, staff and external service providers.

The operator must ensure that the person providing the service wears a mouth-and-nose cover during work and that guests have the opportunity to clean their hands.

8.4. Rules and guidelines for catering staff

Only trained catering staff are allowed to serve guests or personnel irrespective of whether this service is provided commercially or free of charge.

This requires instruction of the catering staff and instruction on the currently valid version of the Lower Saxony Corona Ordinance. You can find this under www.niedersachsen.de/Coronavirus (**website content available in German only**). The instruction must be documented appropriately.

In the case of buffet services, the current rules and legal requirements must be observed.

- The restaurant entrance for guests must be completely separate from the exit.
- Entrances must be designed so that guests have to follow the designated way into the restaurant and use the waiting area with its distancing markers.



- Access to the restaurant will be supervised by at least one catering staff member.
- Each guest must register upon entering the restaurant (prior reservation not required).
- Guests will then be promptly escorted to their seats.
- Hand sanitizers are provided at the entrance and at other points in the restaurant.
- Guests are obliged to wear facemasks (covering nose and mouth), except when seated at their table.
- Only persons from a maximum of two separate households may sit at one table.
- Minimum physical distancing of 1.50 m applies to persons and seating.
- Signage on rules and correct conduct must be extensively displayed in the form of both text and graphics.
- There must be a minimum space of 2 meters between tables.
- Aisles in the areas open to guests must be at least 2 meters wide.
- The number of tables available to guests will be appropriately reduced.
- If people are moving, the “walk right” rule must be observed and there should be no overtaking of others.
- As far as possible, no fabric tablecloths, table decorations or napkins should be used. Only disposable serviettes are suitable.
- Sugar, salt, pepper, etc. must be offered in individually portioned sachets.
- Installation of hygiene stations in full-service restaurants.
- Table surfaces and chair armrests must be disinfected after every guest.
- Continuous instruction and guidance of staff on hygiene rules.
- As far as possible, payment should be cashless.
- All staff members must wear disposable gloves at all times, as well as facemasks covering both nose and mouth.
- Minimum physical distancing rules must also be observed by staff in the kitchens and common staff areas (restrooms, etc.).
- Instead of traditional menus, printed disposable place mats or digital menus will be used.
- Use of digital order system or a self-order system.
- Trays used by guests will be disinfected every time before/after use.

This list contains only the main points to be observed. A more detailed and comprehensive hygiene plan can be obtained from Messe Gastronomie Hannover by calling +49 511 89-33520.

9. Miscellaneous (parking facilities, public transport, elevators, info counters, on-site shops, etc.)

- Which parking facilities are in use will be a reflection of actual site usage (halls in use, open entrances).
- Traffic management is facilitated by a parking guidance system and the deployment of traffic police directing visitors and exhibitors to their respective entrances. This makes it possible to open/close entrances to parking lots and ramps at short notice.
- The outer doors of parking ramp structures will be wedged open, thus making it unnecessary to touch door handles. However, due to fire regulations, internal fire doors between parking levels and staircases will not be wedged open.



- Signage displaying general guidance on hygiene and distancing will be placed along the routes to the parking areas.
- Staff in parking areas will be provided with personal protective equipment to protect them from COVID-19 transmission (e.g. disposable gloves, sanitizer, disinfectants, disposable facemasks and anti-spitting face shields).
- Surfaces touched by hands – e.g. doors, handrails in parking ramps and on parking ticket machines – will be sanitized frequently.

10. Visitors (ticketing, exhibition halls, exhibitor stands, conference rooms, catering/hospitality, shuttle busses/VIP shuttles)

10.1 Ticketing

Registration is mandatory for all persons present on the exhibition grounds during events. Due to the corona pandemic, visitors, exhibitors and service providers will need to answer additional questions during the registration process.

- Visitors are obliged to answer questions about the day of their planned visit and must select their intended time of arrival on site from four admission timeslots (09:00-09:30 | 09:30-10:00 | 10:00 – 11:00 | as of 11:00).
- In addition, visitors will be obliged to state which means of transport they intend to use when travelling to the event.
- Collecting data about the day of the visit, the time of arrival and the means of transport used assists the organizers in estimating the number of visitors expected to arrive at the individual entrances. This is important in order to ensure that the whole admission process runs smoothly and waiting lines can be avoided.
- For potential contact tracing purposes, visitors will be required to not only give their company address, but also their home address and personal phone number.

10.2 Shuttle busses/ VIP shuttles

Vehicles used by the organizer for shuttle services are driven by instructed drivers. Drivers and passengers wear mouth and nose protection during the ride.

11. General information for visitors and exhibitors

The current entry regulations of the Federal Republic of Germany apply for those entering from Corona risk areas. For further information please see the two following links.

11.1 Entry into Germany

<https://www.bundesregierung.de/breg-en/issues>

11.2 Entry into the state of Lower Saxony (Lower Saxony Coronavirus Ordinance)

www.niedersachsen.de/Coronavirus/vorschriften-der-landesregierung-185856.html
(website content available in German only)



12. First aid / Medical services

If you are feeling unwell and/or presenting possible symptoms of COVID-19 while at the exhibition grounds, please contact the Deutsche Messe first aid center immediately (tel.: +49 511 89-114). You will then be given more information and guidance/instructions.

Deutsche Messe's on-site First Aid Center is located at the North 1 (Nord 1) entrance behind the walkway to Halls 19/20 (please follow the signs).

If there is reason to suspect a COVID-19 infection (or in the event of a subsequent positive test for the coronavirus) further tracking and tracing will be carried out by the Regional Health Authority of Hannover.

13. Contacting Deutsche Messe

Please direct any questions regarding the Safety & Hygiene Concept of Deutsche Messe to the staff member responsible for your particular event.