
Irish Exhibition Organisers Association COVID-19 Roadmap to Safe Exhibitions

May 2020



Contents

**Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions**

	Page
Introducing the IEOA	03
Our Value to the economy	04
Current Outlook	05
Global Learnings	06
Draft IEOA COVID-19 Protocols	08-24
Framework recommendations to operate exhibitions/trade fairs in a safe environment	25-27
Conclusion	28
Appendix	
A-Z IEOA Member Exhibitions and Trade Fairs	30-31
Irish SME Support for Exhibitions	33-47

**TIPPERARY
CRYSTAL**

"I want to express in the strongest way the importance of the Autumn Gift & Home show to our business model. The importance is the actual orders placed for product and the invoiced raised but also the follow on orders for product that sells through. We estimate that there is a multiplication factor of five times on sales taken at the trade fair. These sales support our retail partners and the employees that they pay. 600 retail partners with an average of 3 employees each equates to 1,800 jobs supported by our sales started at the Autumn Gift & Home Fair."

Robert Scanlan | Tipperary Crystal

Introducing the IEOA

Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions

Representing the majority of event companies who organise exhibitions and trade fairs in Ireland, the Irish Exhibition Organisers Association (IEOA) has supported its members through seismic challenges throughout the decades, none of which are as great as the current global pandemic.

Our sector was one of the first affected by cancellations and is now in total shut down. However, as we move to the easing of lock-down restrictions and the Government's clear Five Step Roadmap, we are highlighting the central role that we can play in helping thousands of SME's recover and stimulate growth.

The IEOA represents members who organise and deliver exhibition and trade fairs, serving major vertical industries including Construction, Hospitality, Tourism, IT, Pharma, Food and Beverage, Weddings, and many more.

We are not managing mass gatherings, we are managing exhibitions and trade fairs which thousands of SME's depend on annually. We have excellent oversight of our audiences through robust registration systems and controlled environments.

Our members deliver exhibitions and trade fairs with audiences of under 5,000, and we are confident that the new proposed protocols will enable our events to operate safely, fully adhering to Government guidelines on social distancing.

As the IEOA, our members and their exhibitors will play a vital role in the recovery of the Irish economy.



"Trade fairs are hugely important to the Bewley's business. They provide us with unique opportunities to talk to our customers & identify potential new business opportunities.. It is vital to the well-being of the economy that these types of events continue to thrive"

Tom Noonan, Head of Marketing | Bewleys

Our Value to the Irish economy

**Irish Exhibition Organisers Association
COVID-19 Roadmap to Safe Exhibitions**

We manage events for all sectors and offer a platform for businesses and people to connect, trade, compete, network and benchmark their skills and knowledge.

Our exhibitions and trade fairs create 'marketplaces' whereby sellers, the vast majority of whom are SME's connect with new customers, securing vital business and leads for the months ahead. Collectively our members' events are attended by over 5,000 SMEs who exhibit to grow their businesses.

Our shows educate SMEs on innovation within their sector, shine a spotlight on skills and educate delegates on growing their business. In addition to delivering business for our exhibitors, many other employers, such as venues, stand-construction, catering, lighting, cleaning, and security businesses, depend on our business.

We represent industry bodies who actively participate in our events, understanding the value that our events deliver for their members and specific sectors (see appendix).

"As Covid 19 has given our business many challenges, we believe it is imperative to allow trade shows reopen in a controlled manner, the loss or cancellation of these events would further damage and restrict our business performance."

Maxine Hyde | Ballymaloe Foods



"We would like to declare our support for the initiative of the Irish Exhibition Organisers Association (IEOA) in proposing protocols and procedures to allow B2B to operate safely within social distancing an public safety recommendations and request that consideration be given to the importance of trade exhibitions and events to the economic recovery given the scope that exists to operate these events in a safe manner for all involved."

Patrick Clement | IFSA



"The Hardware Show is the key event in the sales and marketing calendar of the sector. It generates millions of Euros in direct business and similar into the hospitality and other sectors. Due to its sheer scale it is organised every two years. It is the best attended and supported show in the country. In 2019 we had the most successful trade show on record - with over 150 exhibitors and 2,000 attendees."

Martin Markey | Hardware Association Ireland

Current Outlook

Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions

For many events, the minimum lead time is six months, but in most occasions, it is much longer. Our revenue loss for Q2 stands at 100% and we expect this to continue throughout the summer months.

However, as we look to September, and aligned to the Irish Government's Roadmap, we are planning for IEOA exhibitions and trade fairs to re-commence on 1st September 2020, under our new draft protocols, which ensure the public's safety.

This will protect thousands of direct jobs within our SME exhibitors and thousands of indirect jobs, including those in our supply chain; in addition to helping Irish SMEs to generate business, contributing to Ireland's overall economic recovery.

The Global Association of the Exhibition Industry:



Total Output Business Sales:

275 Billion



Total GDP:

167 Billion



3.2 Million

Total Jobs



Total impact per exhibiting company:

167 Billion



Total impact per sqm of venue gross indoor exhibition space:

7,900 Billion

Source: UFI (The Global Association of the Exhibition Industry)
<https://www.ufi.org/>



"I have attended The Wedding & Honeymoon Show for many, many years now. This show provides the opportunity to inspire couples planning their wedding. I am a small, cake-making business and without this show my business has no profile, voice or representation in the wedding industry. The audience at the show creates such a high standard to couples at the show in all aspects of wedding planning, creating business for everyone. I would be very disappointed if The Wedding & Honeymoon show was not to proceed."

Bernadette Kennelly | Bernadette Kennelly Wedding

Global Learnings

Irish Exhibition Organisers Association
COVID-19 Roadmap to Safe Exhibitions

How our industry worldwide is adapting event protocols

With 3,300 EU exhibitions cancelled or postponed, losses of €39BN for exhibiting companies and 1.2 million jobs in danger, the European Exhibition Industry Alliance has called for Governments to recognise the importance of these events for economic recovery. Exhibitions are scheduled to resume in Germany in Q3 of this year.



Major event organisers and venues worldwide are focusing their efforts around appropriate protocols right now and solutions are available.



China's first trade event, the 2020 Hunan Auto Show, opened in 30 April at the Hunan International Convention and Exhibition Centre.

Event industry bodies across the globe are aligned and are calling for:

- Recognition that exhibitions and trade fairs are more analogous to shopping centres than mass entertainment gatherings.
- A common understanding of the sector and a coordinated approach across Europe.
- Acknowledgement of the contribution of exhibitions and trade fairs to the wider economy - venues, contractors' businesses, hospitality and travel.
- Smaller national and regional exhibitions and events to be the first to open their doors.
- The alignment of exit measures and lifting of travel restrictions with the permissions to hold exhibitions and trade fairs.
- Creation of health and safety first measures for a secure business environment, including management of visitors adapting floor plans, hygiene measures, technology solutions and cashless payments.
- Increased Government support to the existing measures taken by each country, which primarily focus on the short-term.

Draft IEOA COVID-19 Protocols

Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions

	Page
Introduction	
Definitions	08
Exhibition Venues	08
Exhibition Key characteristics	08
Roadmap to Reopening - Phase 5	09-10
COVID-19 Transmission & Key Control Measures	
Symptoms of COVID-19	11
Exhibition Control Measures	12
Protocols in detail	
1. Event Pre-Planning	13
2. Physical Distancing	14-17
3. Hygiene & Prevention of Transmission	18-19
4. Health Screening	20
5. Communications & Training	21-22
6. First Aid & COVID-19 Response	23
7. COVID-19 Compliance Officer	24
Framework recommendations to operate exhibitions/trade fairs in a safe environment	25-27

Introduction

This document describes the steps that Irish Exhibition Organisers Association (IEOA) members in conjunction with Venue Operators shall take to reduce the risk of the spread of COVID-19 in an exhibition setting. This protocol sits within the Government's National Return to Work Safely Protocol and general COVID-19 prevention advice. As associate members of UFI - the global association for the exhibition industry, the IEOA have accessed and incorporated the best practices and recommendations that have been developed for both the European and Global exhibition industry.

Exhibition Organisers and Venue Operators are committed to providing a safe place to facilitate business between attendees and exhibitors. Both Exhibition Organisers and Venue Operators take responsibility for managing events in a way that minimises the risk of spreading COVID-19 by employing a robust framework to manage all aspect of the event. The key to a safe return of exhibitions and trade fairs is strong communication and a shared collaborative approach between Venue Operators, Exhibition Organisers and exhibitors.

Definitions

Trade fairs & Exhibitions differ from “conferences”, “conventions” or “seminars”, or other entertainment and sports and consumer events. Exhibitions exclude flea markets and street markets.

Exhibitions include:

Trade fairs: events that promote trade and commerce and are attended primarily by business/trade visitors. A trade exhibition can be opened to the public at specific times.

Exhibitions: exhibitions are open primarily to the general public and are highly organised ticketed events. An exhibition is sometimes also known as a consumer show.

Exhibition Venues

Exhibitions take place in large open plan venues e.g. RDS, Croke Park, Citywest, National Show Centre etc.

Exhibition Key Characteristics

- Highly planned events
- 100% control over layout, spacing and attendee movement within
- Operated professionally with established protocols
- Attendance is controlled by prior registration

Roadmap to Reopening - Phase 5

We believe that professionally organised exhibitions and trade fairs fit into the government's roadmap for reopening in phase 5 - the final phase. Although a long wait for our Industry, this gives us the time and clarity to plan for the phased reopening of events, and in particular in phase 5, those events that will have a positive economic impact on the overall economy and on the SME sector in particular in the same way that National exhibitions and trade fairs have supported Irish businesses for decades.

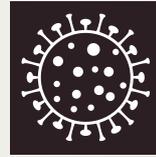
Unlike mass gatherings such as concerts and sports events, professionally organised exhibitions and trade fairs have the ability to target and communicate directly, with all of their visitors who wish to attend - pre event. Online pre-registration systems and ticketed only events can ensure that visitors are prepared in advance of visiting, that arrival times are staggered to avoid congestion, they are sent the relevant visiting protocols to study, and, post show, could be contacted electronically for contact tracing should the need arise. Indeed if Government were to introduce a tracing app, this too could be circulated to all attendees in advance. Typically trade fairs and exhibitions held in Ireland attract less than 5000 visitors at any one time and are held in large venues where Crowd Density Standards (CDS) can be easily managed to ensure physical distancing.

With the phased reintroduction of events in phase 5, this also gives our Industry the opportunity to study how trade fairs and exhibitions are being introduced Worldwide. In Asia we see trade fairs and exhibitions already reopening, and in Europe the events Industry is gearing up for an Autumn return to business in a controlled and safe manner.

The IEOA has collaborated locally with all the major event venues such as The RDS and City West, and is a member of UFI (www.ufi.org) the European association for event organisers which has drafted a pan European set of guidelines for the safe management of events and trade fairs which our Industry has adopted .

Overview of Reopening Phases

Commencing May 18th



Coronavirus
COVID-19
National
Programme

1 (Commencing 18th May)

2

3

4

5

Community Health



5km travel limit.
Avoid unnecessary journeys.
Small groups meet outdoors.

5km to 20km.
Avoid unnecessary journeys.
Retail hours and visits for coconers.
Short home visits in small groups
Easing of funeral restrictions.

5km to 20km.
Avoid unnecessary journeys.

Travel beyond home area
Short but slightly larger home visits.
Small social gatherings (e.g. small weddings, baptisms).

Travel beyond home area
Some larger social gatherings (e.g. weddings).

Education & Childcare



Childcare for essential healthcare workers.
Opening of schools and colleges for teachers.

Childcare for essential healthcare workers.
Opening of schools and colleges for teachers.

Phased opening of crèches and pre-schools for children of essential workers.

Phased opening of crèches, childminders and pre-schools for all.

Schools, 3rd level and adult education centres opening on a phased basis for 2020/21 academic year.

Economic Activity & Work



Phased return of outdoor workers
Remote working continues for all that can do so.

Limited return to onsite working subject to compliance capability
Remote working continues for all that can do so.

Return to low-interaction work.
Remote working continues for all that can do so.

Return to work where employees cannot remote work.
Staggered hours.
Remote working continues for all that can do so.

Phased return to work across all sectors.
Remote working continues for all that can do so.

Retail, Services & Commercial Activity



Retail that is mainly outdoor + home-ware, opticians, motor, bicycle & repair, office products, electrical, IT, phone sales & repair open.
All subject to social distancing.

Small retail outlets with control of numbers open.
Marts open.
All subject to social distancing.

Open non-essential retail outlets with street level access.

Gradual easing of restrictions on higher-risk services. e.g. Barbers and hairdressers

Further easing of restrictions higher-risk services. e.g. shopping centres, tattoo, piercing.

Cultural & Social



Open outdoor public amenities, incl. pitches, tennis courts and golf courses, tourism sites, beaches and walks. Outdoor sporting and fitness activities, in groups max. four people, resume
All subject to social distancing.

Open public libraries.
Small group team sports training (not matches) resume.
All subject to social distancing.

Open playgrounds. / Behind closed doors sporting activities. Open cafés and restaurants providing on-premises food & beverages—all subject to social distancing and strict cleaning protocols

Museums, galleries and places of worship re-open. Sports and team leagues (e.g. Soccer & GAA) and swimming pools.
All subject to social distancing.

Pubs, bars, nightclubs, theatres, cinemas and casinos. Close physical contact sports. Open gyms, exercise, dance studios and other indoor and outdoor festivals, events and mass gatherings.

Transport & Travel



Social distancing and hygiene measures continue for public and private transport as passengers increase.
Specific measures at ports and airports.

Numbers restricted and monitored. Social distancing and hygiene measures continue for public and private transport as passengers increase.
Specific measures at ports and airports.

Travel restrictions on numbers travelling to and in major urban centres. Social distancing and hygiene measures continue for public and private transport as passengers increase. Specific measures at ports and airports.

Gradually decrease restrictions in major urban centres. Hotels etc. on a limited occupancy basis re-open. Bars remain closed. Social distancing and hygiene measures continue. Specific measures at ports and airports.

Resume tourist travel to offshore islands. Social distancing and hygiene measures continue for public and private transport as passengers increase. Specific measures at ports and airports.

Criteria for progressing from one phase to the next are:



Progress of disease



Testing and contact tracing



Secondary morbidity and mortality



Healthcare capacity/resilience



Shielding at-risk groups

The details of this phased re-opening of our country are now available on [gov.ie](https://www.gov.ie)
Please stay the course, and please continue to save lives by staying apart.

Supported by the Government of Ireland.



Rialtas na hÉireann
Government of Ireland

COVID-19 Transmission & Key Control Measures

Symptoms of COVID-19

Infection with the virus that causes COVID-19 can cause illness, ranging from mild to severe, and, in some cases, can be fatal. It can take anything from 2 days up to 14 days for symptoms of coronavirus to appear. They can be similar to the symptoms of cold and flu.

Common symptoms of coronavirus include:

- A fever (high temperature - 38 degrees Celsius or above).
- A cough - this can be any kind of cough, not just dry.
- Shortness of breath or breathing difficulties.

Some people infected with the virus, so called asymptomatic cases, have experienced no symptoms at all.

Coronavirus COVID-19
Public Health Advice

Know the signs

- High Temperature
- Shortness of Breath
- Breathing Difficulties
- Cough

For 8 out of 10 people, rest and over the counter medication can help you feel better.

If you have symptoms, self-isolate to protect others and phone your GP. Visit [hse.ie](https://www.hse.ie) for updated factual information and advice or call 1850 24 1850.

Wash
Cover
Avoid
Clean
Stop
Distance

Protection from coronavirus. It's in our hands.

HSE | Rialtas na hÉireann Government of Ireland

The HSE state that someone can get the virus if they:

- Come into close contact with someone who has the virus and is coughing or sneezing. Close Contact is defined as having more than 15 minutes of face-to-face contact within 2 metres of someone infected with coronavirus.
- Touch surfaces that someone who has the virus has coughed or sneezed on and bring their unwashed hands to their face (eyes, nose or mouth)

Exhibition Control Measures

- 1. Event Pre-Planning**
 - a.) Joint Exhibition Organiser/Venue Operator COVID-19 Response Plan
 - b.) COVID-19 event specific Risk Assessment Method Statements
 - c.) Exhibition layout - feature design
 - d.) Density calculations
 - e.) Control over attendance

- 2. Physical distancing**
 - a.) Controlling numbers inside venue
 - b.) Staggered Entry Times & Queueing
 - c.) Navigation of exhibition
 - d.) Physical Barriers
 - e.) Compliance Officers
 - f.) Exhibitor Interactions
 - g.) Seminar & Catering areas

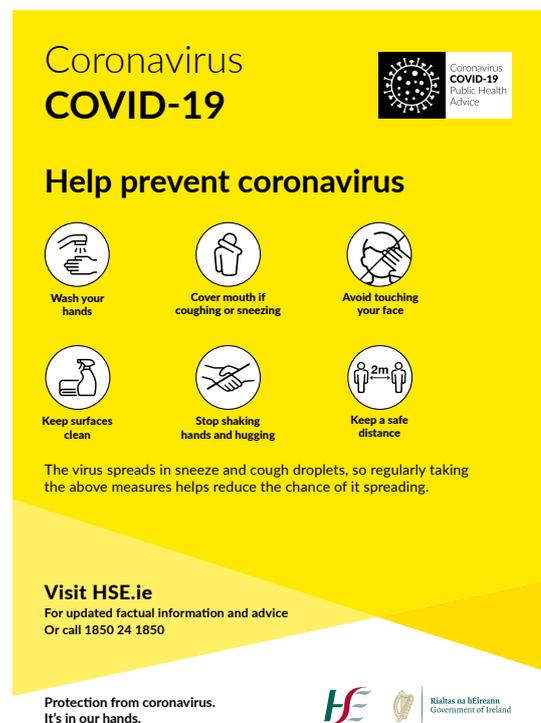
- 3. Hygiene & Prevention of Transmission**
 - a.) Hand washing/sanitisation
 - b.) Cleaning plan
 - c.) Toilet facilities
 - d.) Exhibitors/Stands

- 4. Health Screening**
 - a.) Exhibitors
 - b.) Visitors

- 5. Communications & Training**
 - a.) Signage
 - b.) Attendee Communication
 - c.) Staff training
 - d.) Daily briefings
 - e.) Contact tracing

- 6. First Aid & COVID-19 response**
 - a.) Dealing with a Suspected Case of COVID-19
 - b.) First Aid

- 7. COVID-19 Compliance Officer**



Protocols in detail

1. Event Pre-Planning

a.) COVID-19 Response Plan

Prior to the event both Exhibition Organisers and Venue Operators will form a joint COVID-19 Response Plan covering the event in consultation with those that will be working at the event.

b.) COVID-19 event specific Risk Assessment Method Statements

Update the exhibition risk assessment and safety statement addressing the level(s) of risk associated with various activities in the COVID-19 event plans. For example, where, how and to what sources of COVID-19 might employees, exhibitors or attendees be exposed.

c.) Exhibition Layout & Design

Design the floorplans to remove potential bottlenecks and ensure that they will work with one-way systems if required. All aisles to be a minimum of 2.5m with stands to be designed to be open on either 2 or 3 sides where possible. All stands to have walls separating from adjoining stands.



d.) Exhibition Layout & Design

The total number of attendees present in the venue for each event shall be restricted to one person for every 4 sq. metres of space (2m X 2m) in use in the hall. This means that a 1,000 sq. metre hall will not have more than 250 people present at any one time. A 3,750 sq. metre hall (Hall 1 - The Main Hall in the RDS) will be restricted to 937 people at any one time.

e.) Control over attendance

Attendees will be required to pre-register to gain access to the event. In this way the number of people who may register to attend at any one time will be controlled. Visitors must select their time of arrival so that peak times can be restricted to avoid exceeding the hall capacity limits.

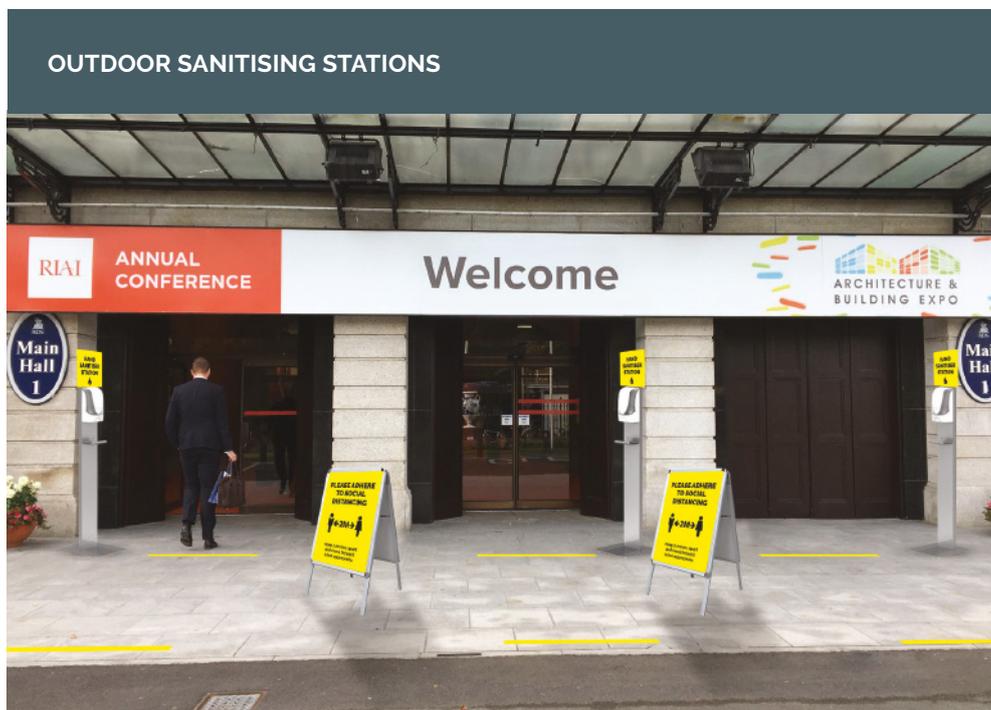
2. Physical Distancing

a.) Controlling numbers inside venue

Key to ensuring attendees and exhibitors can maintain adequate physical distancing is ensuring that the calculated venue density is not breached. Numbers will be monitored by providing a separate entrance and exit door where visitor and exhibitor numbers are counted as they enter and exit so that a count of the numbers present in the hall can be calculated. Once the safe number is reached visitors will be given access on a 'one out - one in' basis. **(See page 17)**

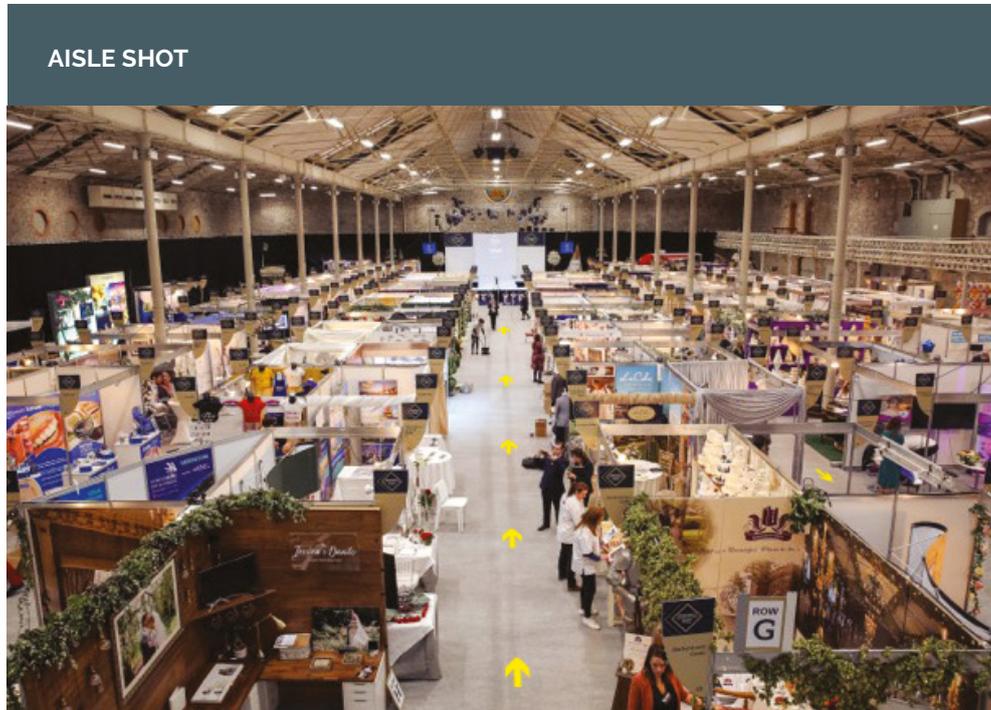
b.) Staggered Entry Times & Queueing

Exhibition Organisers will institute a process to stagger the arrival times of attendees to spread them over the course of the day. Extended opening hours may be considered to facilitate this. Measures to promote Physical distancing will be put in place on the approaches to the entrance and in the entrance foyer or registration area. To avoid congestion the number of entrances and exits provided should be increased. Visitors may be allocated an entrance number and approach route in advance and guided to their entrance via signage, crowd control barriers or with steward supervision. Physical distance floor marking should be provided for queueing areas.



c.) Navigation of exhibition

Exhibition Organisers should plan the route for attendees to follow which may include a one-way system on aisles.



d.) Physical Barriers

In locations where Event Staff may be required to be in close proximity with attendees such as entry booths or food outlets, then appropriate physical barriers such as sneeze guards should be employed.

e.) Compliance Officers

A COVID-19 Compliance Officer will be appointed to each event. He or she will work with trained floor stewards to ensure that Physical Distancing is adhered to throughout the event operation.

g.) Seminar & Catering areas

Seminar & presentation areas should be large enough so that seating can be placed at 2 metre intervals and that access to the seating area does not include pinch points. One to one meeting facilities should conform to physical distancing guidelines. Catering areas must be laid out with sufficient distance between visitors and service staff and between tables in seating areas.

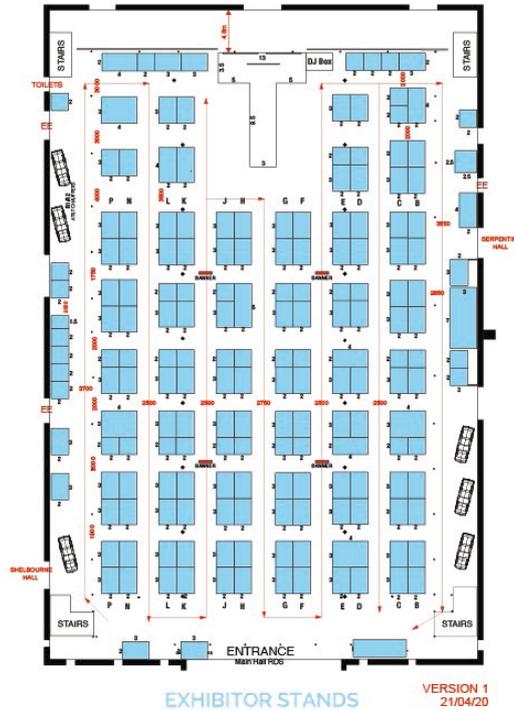
f.) Exhibitor Interactions

Recommended face coverings for staff and screens for consultation areas.

SNEEZE GUARDS TO DESKS



PLANS DRAWN WITH PROPOSED ONE WAY SYSTEM



3115m² TOTAL SPACE

1090m² EXHIBITOR STAND SPACE

250 individual exhibitors to allow for social distancing, or more if exhibitors are partners within the same living household.

2025m² AISLE SPACE

Allowing for 500 visitors only at any given time, allowing for 4 sqm per person.

PLANS DRAWN WITH PROPOSED ONE WAY SYSTEM

Autumn permanent tsb Ideal Home Show 2020
23rd - 26th October 2020, RDS, Simonscourt



10750m² TOTAL SPACE

3275m² EXHIBITOR STAND SPACE

270 individual exhibitors to allow for social distancing, or more if exhibitors are partners within the same living household.

7475m² AISLE SPACE

Allowing for 1800 visitors plus 1000 personnel only at any given time, allowing for 4 sqm per person.

3. Hygiene & Prevention of Transmission

a.) Hand washing & respiratory hygiene

Regular hand washing with soap and water is effective for the removal of COVID-19. In addition to hand hygiene, good respiratory hygiene and etiquette is also necessary.

Exhibition Organisers & Venue Operators will provide appropriate hand washing facilities or sanitisation stations at all entry points and at regular places throughout the venue and encourage all attendees and exhibitors to use regularly. Advice and training on how to perform hand hygiene effectively and practice good respiratory hygiene will be provided to all event staff.

b.) Cleaning plan

Cleaning and sanitizing of all touch points will be carried out by the event cleaning contractor at least once every hour. Printed cleaning schedules / logbook will be prepared in advance and confirmed with date, time and operatives name as each cleaning cycle is completed.

c.) Toilet facilities

Access to toilets will be controlled to enable Physical distancing. Where separate entrance and exits to toilet areas are available these should be enforced by signage and by staffing.

Where only one entrance / exit is available the number of people permitted into the unit at any one time must be determined in accordance with Physical distancing guidelines and access must be managed to ensure that the unit is not over crowded - possibly by using a red and green light system.

Where urinals are installed, every second unit should be screened off to maintain Physical distancing. Every second wash basin should also be screened off. A cleaning and sterilization schedule must be implemented and logged.

d.) Prevention of Cross Contamination

Remove and reduce the number of touch points where cross contamination is most likely to occur. The highest risk of this occurs at the entry point.

At trade fairs the reception desks should be positioned at least 2 metres apart. Self-service badging systems at trade events should be hands free. Visitors must be able to scan pre-printed barcodes, print badges automatically and select badge holders or clips without the risk of cross contamination.

At exhibitions visitors must be able to present their ticket or registration document for hands free scanning. Where tickets are purchased payments should be by contactless card and ticket printing machines should allow visitors tear off their own ticket(s) for hands free scanning at the entrance control point.

e.) Hand washing & respiratory hygiene

Each exhibitor will be required to provide a COVID-19 Kit including face covering for all staff for the duration of the event, a hand sanitiser and surface cleaning materials for use in wiping down touch points and surfaces on a regular basis.

f.) Catering Areas

Seating areas must be cleaned immediately after each use and all disposable and/or reusable crockery, cutlery, glassware etc. must be removed for cleaning or disposal by staff using protective equipment such as disposable gloves, masks, aprons etc. Buffet-style service should be avoided and, where possible, pre-packed food should be offered. If compliance is not possible catering should not be provided at the event.

Payment should be contactless only.

4. Health Screening

a.) Exhibitors

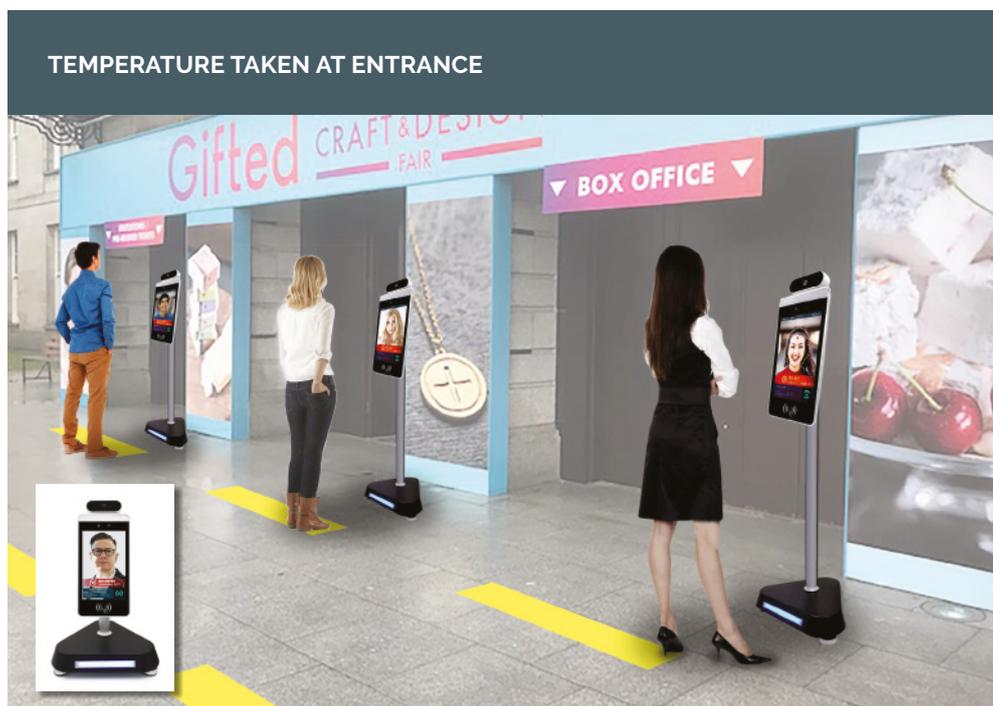
Temperature screening of all exhibitors and contractors will be undertaken on first arrival at the hall for build-up using a number of controlled entrances. All contractors, exhibitors and their staff will need to make a digital declaration and answer the following questions:

1. Do you have symptoms of cough, fever, high temperature, sore throat, runny nose, breathlessness, loss of taste or smell or flu like symptoms now or in the past 14 days? Yes/No,
2. Have you been diagnosed with confirmed or suspected COVID-19 infection in the last 14 days? Yes/No,
3. Are you a close contact of a person who is a confirmed or suspected case of COVID-19 in the past 14 days (i.e. less than 2m for more than 15 minutes accumulative in 1 day)? Yes/No,
4. Have you been advised by a doctor to self-isolate at this time? Yes/No,
5. Have you been advised by a doctor to cocoon at this time? Yes/No.

Exhibitors, contractors and other operatives with Covid symptoms such as a temperature, cough or shortness of breath will be immediately isolated and the protocols for Dealing with a Suspected Case of COVID-19 at Work will be enacted.

b.) Attendees

All visitors will be pre-registered. Prior to event opening they will receive information and advice on measures being at the venue and requested to stay away if they answer yes to any of the questions above.



5. Communications & Training

a.) Attendee Communication

Prior to the event all attendees should receive information on COVID-19 Protocols being employed at the exhibition or trade fair. In addition, they should be asked the COVID-19 health questions and requested not to attend if answering yes to any.

b.) Signage

Exhibition Organisers & Venue Operators should provide signage to inform attendees of the protocols in place to facilitate Physical distancing and promote good hygiene at the event. COVID -19 Physical distancing posters and floor marking should be placed in prominent positions at the entrance and throughout the event and staff assigned to ensure compliance.



c.) Staff training

Staffing levels at exhibitions will be augmented to provide for the additional responsibilities envisaged within these protocols. It is of paramount importance that Exhibition Organisers & Venue Operators provide adequate training to anyone employed. Specialised training may be needed for specific procedures required for security, paramedic, and sanitation personnel as well as the COVID-19 Response Team.

d.) Daily briefings

Management will undertake daily briefings with all front-line staff that cover these protocols and all the necessary protective measures against COVID-19 practiced at the event.

e.) Exhibitor Communication

These protocols will be shared with all exhibitors who will be responsible for adopting the practices proposed and applying to their own stand and staff.

f.) Contact Tracing

Exhibition Organisers should retain an accurate record of attendance for a period of one-month post-event in order to be in a position to contact attendees or exhibition staff for the purposes of contact tracing if required.

All exhibitors and visitors will be encouraged to download the HSE tracing app. Free W-Fi and QR code links to the download website will be provided.

6. First Aid & COVID-19 Response

All Exhibition Organisers & Venue Operators should amend their detailed Emergency Plans to include a COVID-19 specific response. Correct PPE should be procured and made available for those who are assigned to deal suspect cases.

e.) COVID-19 Response

If anyone at the exhibition displays symptoms of COVID-19 during the event, the manager and the response team must:

- Isolate the person and have a procedure in place to accompany the individual to the designated isolation area via the isolation route, keeping at least 2 metres away from the symptomatic person and also making sure that others maintain a distance of at least 2 metres from the symptomatic person at all times.
- Provide a mask for the person presenting with symptoms.
- Assess whether the unwell individual can immediately be directed to go home and call their doctor and continue self-isolation at home.
- Facilitate the person presenting with symptoms remaining in isolation if they cannot immediately go home and facilitate them calling their doctor. The person should avoid touching people, surfaces and objects. Advice should be given to the person presenting with symptoms to cover their mouth and nose with the disposable tissue provided when they cough or sneeze and put the tissue in the waste bag provided.
- Arrange transport home or to hospital for medical assessment. Public transport of any kind should not be used.
- Carry out an assessment of the incident which will form part of determining follow-up actions and recovery.
- Arrange for appropriate cleaning of the isolation area and exhibition areas involved.
- Provide advice and assistance if contacted by the HSE.

b.) First Aid

If first aid is required in the exhibition area it may not be possible to maintain a distance of 2 metres. First responders will be provided with updated training on infection prevention and control principles including performance of hand hygiene and appropriate use of personal protective equipment when delivering first aid.

Further advice on first aid is available from the Pre-Hospital Emergency Care Council (PHECC):

https://www.phecit.ie/PHECC/Publications_and_Resources/Newsletters/Newsletter_Items/2020/PHECC_COVID_19_Advisory_v1.aspx

7. COVID-19 Compliance Officer

A number of C-19 Compliance Stewards will be appointed to monitor the event and intervene where necessary. An overall C-19 Compliant Officer will be appointed to work alongside the Event Safety Officer.

Day to day duties of C-19 Compliance Stewards

- Being a constant presence to monitor compliance with Physical distancing of 2 metres between all personnel within the venue. In instances where there is non-conformance with Physical distancing the C-19 Compliance Officer is to intervene.
- At all times promote and coach good hygiene practises to all personnel onsite.

Duties of C-19 Compliance Officer

- Maintain a log of regular monitoring of COVID-19 controls on site.
- Ensure there is sufficient up to date signage erected onsite to educate all personnel about the COVID-19 controls on site.
- Ensure regular cleaning of welfare facilities, handrails, door handles, etc. is undertaken.
- Ensure hand wash liquid/soap and hand sanitisers are replenished as required.
- Make representations to Exhibition Organisers and Venue Operators with regards any COVID-19 concerns raised by stewards.
- Report any areas of non-compliance to management and ensure these are addressed.

Duties of C-19 Compliance Officer

While the main role of the C-19 Compliance Officer is to prevent the spread of COVID-19 within the Venue, there is the potential where an individual onsite may experience COVID-19 symptoms and where the C-19 Compliance Officer needs to react.

In a reactive position, their responsibilities include:

- Informing Event management if there is a confirmed case or if they have been made aware of an individual with COVID-19 symptoms.
- Isolating an individual with symptoms in an isolation room/segregated area away from other personnel.
- Following event protocol for individuals with COVID-19 symptoms. (i.e. send home, inform them to contact GP).
- Assisting in contact tracing should there be a confirmed case of COVID-19.

Framework recommendations to operate exhibitions/trade fairs in a safe environment

Measures to be put in place during the build-up (planning phase), the exhibition itself (operational phase) and following the event (post-event review) to protect all exhibition stakeholders:

1. Ensure personnel and personal safety
2. Enable physical distancing
3. Increase health and safety measures
4. Implement crowd control
5. Encourage and enforce measures

Phase 1.		Pre-Event	Operational	Post-Event
Ensure personnel & personal safety	Develop COVID-19 Response plan.	X		
	COVID-19 event specific Risk Assessment & Method Statements.	X		X
	Manage use of prevention materials (e.g. provide masks, disinfectant gel, disposable tissues).	X	X	X

Phase 2.		Pre-Event	Operational	Post-Event
Enable Physical Distancing	Introduce barriers and mark floor to indicate space regulations for all queues and public spaces (e.g. entrance halls, restaurants, catering outlets and toilets). Add physical transparent partition on counters (e.g. admission, registration and customer service).	X	X	X
	Design the floor layout for good distance between stands and aisles for circulation. Implement flow management signage.	X	X	X
	Use larger numbers of entrance and exit doors.	X	X	
	Work with exhibitors on stand layouts to cater for physical distancing and barriers for consultation areas.	X	X	

Phase 3.		Pre-Event	Operational	Post-Event
Increase Health & Safety measures	Enable access control and conduct health screening (e.g. unified temperature monitoring).	×	×	×
	Response Protocols for suspected cases of COVID-19.	×	×	×
	Manage cleaning, sanitation and disinfection regimes of commonly used areas.	×	×	×
	Enable no-contact policy (e.g. avoid shaking hands and consider alternative greetings; encourage contactless payment; plan dedicated space for exhibitor and visitor to interact safely).	×	×	×
	Recommend exhibitors to have enhanced cleaning and disinfection regimes for booths, exhibits and promotional materials (e.g. suggest that publicity materials be electronic).		×	
	Provide hand sanitisers, masks and surface cleaning at entrance and at regular intervals throughout the venue, regular touch point & surface cleaning.	×	×	×

Phase 4.		Pre-Event	Operational	Post-Event
Implement Crowd Control	Attendee flow management (e.g. monitor access routes, queuing space and entrances; separate different areas of the event and control access).	×	×	×
	Adapt registration process and manage set-up to reduce contact onsite (e.g. encourage online registration wherever possible; print badges at home).		×	
	Implement a continuous capacity monitoring system counting all exhibitors and visitors entering and leaving to ensure hall capacity is not exceeded.	×		×
	Manage number of attendees on the exhibition site (e.g. limit number based on area in gross square metres of the venue/hall, as proposed by exhibition safety managers; assign tickets to designated time slots such as days and hours).		×	

Phase 5.		Pre-Event	Operational	Post-Event
Encourage and enforce measures	Display measures and cleaning regimes accessible for everyone.	×	×	×
	Clearly define duties and responsibilities across all stakeholders involved.	×	×	×
	Produce an event specific management plan covering all COVID-19 protocols, including all training requirement for frontline staff.	×	×	×
	Monitor real-time crowd movements and establish processes to act accordingly (e.g. use technology to track in-show attendees; wristbands; Mobile Apps heatmaps)		×	×
	Set up isolation rooms and identify team responsible for implementing COVID-19 Response Plan.	×	×	×

Conclusion

Our members will play a vital role in Ireland's recovery. As an industry, we have mobilised our resources, are speaking with one voice and have collaborated on this paper to ensure our events are safe, responsible, operate within all Government guidelines.

The suggested protocols outline how we have examined every area of our processes to facilitate social distancing, ensuring the health and safety of all of those involved.

Exhibitions and trade fairs events are important to the economy. Many of our exhibitors depend on our trade fairs for new business and we're determined to deliver world-class events here in Ireland, that serve our business and consumers in the best possible way.

The IEOA calls upon policy makers to understand the importance of our sector to thousands of SMEs, and our role in accelerating the overall economic recovery.

We are asking for our events to be recognised as controlled, secure marketplaces that operate within safe environments, as opposed to large scale gatherings such as concerts and sporting events. We are niche, specialised and are committed to playing our role in creating a safer and more prosperous Ireland.

We call for support of industry and clarity on decision making with regards to timelines and protocols for post summer events.



Appendix



A-Z IEOA Member Exhibitions and Trade Fairs

Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions

3D Printing Expo, Citywest
50 PLUS EXPO, Cork
AIB Build a Bank / Future Sparks, RDS
Active Retirement Show
Architecture Expo
Art Source RDS
Autumn Gift & Home
Beef & Lamb Championships
Aviation Summit, RDS
Balmoral Show
Belfast Championship Dog Show
BioMedica, Convention Centre
Bite Food Festival, RDS
Biz Expo, Glamon Hotel and Spa
Bloom, Phoenix Park
Bride of the Year Show, RDS
BT Young Scientist & Technology Exhibition, RDS
Business Post Events
CATEX, RDS
City Spectacular, Cork
City Spectacular, Dublin
Coin & Stamp Fair, RDS
Comic Con, The Convention Centre, Dublin
Credit Union Schools Quiz, RDS
Culture Night
DataCentres Ireland, RDS
Digital DNA
Dublin Build Show, Citywest (Selfbuild)
Dublin Horse Show, RDS
Dublin Marathon Expo, RDS
Dublin Tech Summit, RDS
Dublin Wizard Con, RDS
Dubshed, Eikon Centre
ESB Science Blast, Belfast
ESB Science Blast, Limerick, Mary Immaculate College
ESB Science Blast, RDS
Facilities Management, RDS
Food, Retail & Hospitality Expo, Citywest
Future Beauty Show
Future Travel Experience, RDS
Galway Film Fleadh
GDPR Summit, RDS
Gifted, Cork
Gifted, RDS
GLAS
GO: 2020, Eikon Centre
Gradireland Graduate Careers Fair
Hardware Show, Citywest
Holiday World Show, RDS
Holiday World Show, Titanic Exhibition Centre, Belfast
Holiday World Show Limerick
Hospitality Expo, RDS
Ideal Home Show, RDS
INDUSTRY; The Product Conference, RDS
IFEX, TEC Belfast
Ireland Angling Show, National Show centre, Swords
Irish Beauty Show, RDS
Irish Furniture & Homewares Show, Swords
Irish Motorbike Show
Irish Times Higher Options, RDS
Irish Travel Industry Awards
Irish Travel Industry Trade Show, Cork
Irish Travel Industry Trade Show, Dublin
Irish Travel Trade Show, Cork
Irish Travel Trade Show, Dublin
IT and Data Summit, RDS
Iwish, Cork
January Furniture Show, NEC, Birmingham
JDM Car Culture, Eikon
Jewellery Ireland
Jobs Fair, Aviva
Love Your Home, Citywest
Love Your Home, TEC Belfast
Manufacturing & Supply Chain Conference & Exhibition, SEC, Glasgow
Manufacturing & Supply Chain UK, Arena MK, UK
Mind Body Spirit, RDS
Motability One Big Day, Eikon Centre
National Construction Summit, Citywest
National Construction Expo, Arena MK, UK
National Contemporary Art Fair RHA Gallery
Northern Ireland higher education exhibition, Eikon
Northern Ireland Manufacturing & Supply Chain Conference and Expo, Belfast
Northern Ireland Social Media & Marketing Show, Clayton Hotel Belfast
Nursing Midwifery Job Fair
Over 50's Show, RDS
Perform, RDS
Pharmaceutical Expo, Citywest
Pregnancy & Baby Fair, RDS
Professional Beauty, Citywest
Q8 Oils Spring Farm Machinery Show, Cork
Quirky Wedding Fair, Waterfront Hall
Sales & Marketing Summit 2020
SeaFest, Ringaskiddy, Galway
SEAI Energy Show, RDS
Self Build Live, TEC Belfast
Self Build Live, Citywest Dublin
Self Build Live, Millstreet, Cork

A-Z IEOA Member Exhibitions and Trade Fairs

**Irish Exhibition
Organisers Association
COVID-19 Roadmap to
Safe Exhibitions**

ShelfLife Grocery Management Awards Citywest
ShelfLife National Convenience Store Awards
Shift AI Conference, RDS
Showcase Ireland, RDS
Skills NI, TEC Belfast
Spring Fair, NEC
Sustainability Summit, Citywest
Tech Excellence Awards Citywest
TechConnect Live 2020, RDS
TechLive RDS
The Architecture, Design and Planning Expo, Sport Ireland Campus, Blanchardstown
The Coach and Bus Show 2020, RDS
The Cosmetics Association Christmas Trade Fair, RDS
The Energy Show 2020, RDS
The Future of our Health, RDS
The Infrastructure and Transport Expo, Sport Ireland Campus, Blanchardstown
The Irish Antique Dealers Fair, RDS
The Knitting and Stitching Show, RDS
The National Manufacturing and Supply Chain Conference, Citywest
The National Procurement Summit, Citywest
The Plastics, Printing & Packaging Show, Citywest
The Power and Energy Expo, Sport Ireland Campus, Blanchardstown
The RIAI National Conference
The Royal Ulster Winter Fair, Eikon
The Security Show, Sport Ireland Campus, Blanchardstown
The Wedding & Honeymoon Show, RDS
The Wedding Journal Show, Belfast, Titanic Exhibition Centre
The Wedding Journal Show, Citywest
Thrive Festival, Convention Centre
Timeless, RDS
Tullamore Show
VUE, RHA Gallery
Vitality 2020, RDS

Irish SME Support for Exhibitions





Trade fairs have always provided Ballymaloe Foods with an important platform to develop contacts, grow existing business and find new business. They are a unique and efficient opportunity to showcase your brand to domestic and international buyers, gain market insight and receive feedback that can drive sales and new product development. As Covid 19 has given our business many challenges, we believe it is imperative to allow trade shows re-open in a controlled manner, the loss or cancellation of these events would further damage and restrict our business performance.

Thank you,

Maxine Hyde
Ballymaloe Foods

Heather Humphreys TD
Minister for Business, Enterprise, and Innovation
Dept. of Business Enterprise and Innovation
23 Kildare Street
Dublin 2

05.05.2020

Dear Minister Humphreys,

IFSA, the Irish Foodservice Suppliers Alliance (www.ifsa.eu.com) represents over 200 member companies across the breadth of suppliers to the foodservice industry including the catering equipment suppliers, food & drink producers, providers of consumables, interiors and hospitality technology.

Foodservice or 'Out of Home' is the term used to describe all food consumed and prepared out of home. It includes everything from restaurants, pubs, hotels and coffee shops to workplace, hospitals and education catering. The market value of the foodservice market in 2019 was estimated at €8.55bn in Ireland. This sector has been decimated by the COVID-19 crisis with our members reporting a 90%+ reduction in business and over 70% having had to cut staff numbers.

Our association which has been in existence for over 50 years (having previously been known as the Catering Equipment Association – CEA), aims to leverage our collective strengths and resources to deliver a suite of benefits for our members and offer support to end-users in the Foodservice sector across the island of Ireland.

We are the recognised hub by suppliers and end-users offering valued member benefits and an authoritative voice for the foodservice sector. Our activities include a wide range of exclusive networking, information, communication and sales events within the foodservice industry offering unique access to operators and end-users through our support of their competitions, networking initiatives and other activities.

Our activities are funded in the main by our bi-annual trade exhibition, CATEX. This is a business to business event which facilitates up to 300 exhibitors and 10,000 visitors over 3 days. The next event is scheduled to take place in February 2021. This event is the backbone of our sector and as such will serve as a lifeline for many businesses within the worst effected sector of the COVID-19 crisis – Foodservice, Hospitality and Catering.

We would like to declare our support for the initiative of the Irish Exhibition Organisers Association (IEOA) in proposing protocols and procedures to allow B2B to operate safely within social distancing and public safety recommendations and request that consideration be given to the importance of trade exhibitions and events to the economic recovery given the scope that exists to operate these events in a safe manner for all involved.

Yours sincerely,



Patrick Clement
IFSA Chair
On behalf of IFSA Board of Directors



The Hardware Show

Since its creation in 1971, The Hardware Show has become the single biggest and best event offering exhibitors the best possible opportunity to stage their products and meet with both existing and new potential customers.

Ames True Temper are proud of the fact that from the very first show to the most recent event, we continue to support The Hardware Show for a number of reasons.

In the hardware and gardening channels, innovation is key to continued success. The nature of the products we produce creates an expectation to continuously improve design and offer solutions to end users. The only real way of successfully presenting such innovations is through such events as trade shows.

There is no other event on the island of Ireland where under one roof we can get to meet over 2000 retailers in just a few days.

As our business has developed over the past number of years with many new additional brands and merchandising solutions, The Hardware Show has become the single most important event in our calendar.

Niall Nugent
Sales & Marketing Director

Registered in England | Company registration number: 10811776





Health Stores Ireland
Kilmore, Galway Road,
Tuam,
County Galway
Email: alan@healthstores.ie
Tel: 087 1006721
5th May 2020

Irish Exhibitions Organizers Association

Health Stores Ireland partners with Eventhaus, our suppliers, service providers and members to hold an annual sectoral event under the name Vitality. It is the focal point for our sectors activities and an important event where various areas from within the trade exchange information and ideas.

We recently polled our members about the importance of running our annual event under present circumstances. There was an overwhelming response in favour of doing so, with an acceptance that, like with all our retail operations, enhanced safety measures and protocols would be designed and applied to ensure participant safety.

On behalf of our members, I can assure you full cooperation and adherence with whatever measures are necessary to stage a safe, productive and enjoyable Vitality event.

The event and its promotion is extremely targeted and attracted 4500 visitors over 2 days last year .

We look forward to your cooperation in meeting the challenges of re-growing the independent retail sector of the economy with us. We see a safely run sectoral event like Vitality as a crucial part of rebuilding our impacted sector and playing a vital part in reopening the general economy.

Yours sincerely,

Alan McGrath

National Organiser.

Shannonbridge Pottery Ltd

Clondelara, Shannonbridge, Athlone, Co. Offaly

Eircode n37wv84

Tel: 00 353 90906 74333

E mail : info@shannonbridgepottery.com

21st April 2020

John Hick,
Director,
Eventpro,
Sandyford,
Co. Dublin.

Dear John,

Hope all is well, during these trying times.

The gift trade has taken a serious hit with the complete loss of the SPRING/SUMMER trade.

Our Company, as you have known for many, many years rely on two main events. ,Showcase Ireland & The Autumn Gift & Home Fair in Citywest, in August.

The business ordered at Showcase as I stated, has evaporated as all outlets are now closed.

Please petition, on our behalf about an Event happening in August /September so that we can get the Christmas trade, otherwise we can say goodbye to this year, & without a doubt, there will be redundancies or closure here.

In my opinion, the events are "slow" moving and our stand size is normally 15 metres long, & commanded by myself only. So, there is always only one customer I am dealing with at anytime. So social distancing, I think, can easily be adhered too.

Please do you best for the trade.

Yours truly,

Charles Hoysted
Director

Internorm Windows UK Ltd
Unit D, Colindale Business Park
2-10 Carlisle Road
London NW9 0HN | UK
T +44 (0) 208 205 9991
F +44 (0) 208 905 8744
office@internorm.co.uk
www.internorm.co.uk

Company No: 6425405
VAT No: 936720316

4 May 2020

Dear Brian Corry

Hope all is well, during these trying times.

Our Company, as you have known for many, many years rely on two main events for our Irish distribution network in the Autumn; Selfbuild & Improve your Home show in Dublin in September and Love your Home show Titanic Exhibition Centre, Belfast in October.

These two exhibitions alone will create over 500 leads for our partner network in Ireland, so these events are crucial to their revenue for the last quarter of the year.

In my opinion, the events are "slow" moving and although our stand is 60 sqm, there is plenty of space on there, so social distancing, I think, can easily be adhered too.

Please petition, on our behalf regarding the events happening in September/October so that the we can salvage the last quarter of the year for our partner network in Ireland, otherwise without a doubt, there will be redundancies or closures.


Andreas Sinner
Managing Director Internorm UK



Wholefoods

NATURAL FOODS & HEALTHCARE

To whom it may concern,

Founded in 1983, Wholefoods Wholesale is Ireland's largest distributor of natural products and healthcare. In recent years, it is our experience that there is a strong consumer demand for B2C shows as Irish society has developed an increased interest in overall health products, eco-friendly and sustainable alternatives.

As a wholesaler, we embrace shows such as Vitality as it gives us a unique opportunity to support our brands within the Irish market by providing them an additional avenue to connect directly with consumers. The education and sampling opportunities that are conducted at these shows lead to increased brand awareness, loyalty and footfall in health stores nationwide. These consumer shows have now become an undisputed part of marketing plans and are an integral part of supporting local independent retailers who are under enormous competitive pressure. We also leverage off shows like Vitality to champion and showcase indigenous Irish suppliers wherever possible.

Yours in health,

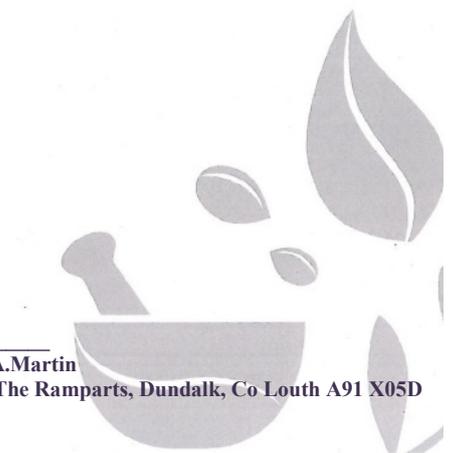
Alan Martin
General Manager

+353 (0)1 7783300

Wholefoods Wholesale Ltd.
Unit 3 Kylemore Ind. Est.
Killeen Road, Dublin 10

www.wholefoods.ie

Directors: C.Molloy, A.Martin, P.Gaffney, K.Burke, R.Byrne, G.Cashen, B.Coakley, Secretary: A.Martin
Registered in Ireland No 106546. Vat IE4632396O Registered Office: Charles McCann Building, The Ramparts, Dundalk, Co Louth A91 X05D



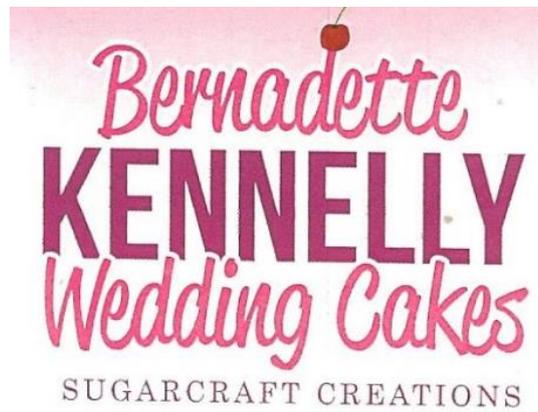


It can be said without any shadow of doubt that Aston Formal Wear's participation at this show and the Bride of the Year Show forms an integral part of our marketing mix. The only other access we have to our potential customers is via promotion of our website. A quick top of the head calculation would suggest that we spend more than half of our annual marketing outlay at the two exhibitions run by Eventhaus.

Through the years exhibiting at these fairs we have seen weekends we have handed out over 1,000 promotional fliers. If one takes the average cost of a wedding at €25,000 that suggests there could be a potential spend of €25m in the hall. It could be said that most of that is a discretionary spend - the very spend that our economy could well do with as it reawakens after the current restrictions.

While we clearly don't know how these restrictions will affect the overall market or our business in particular, I am in no doubt that being able to promote our service on a person to person will continue to be an integral part of our marketing. From my experience of dealing with Eventhaus I am certain that they have the professionalism to safely run future exhibitions.

CHRIS MORAN, ASTON FORMALWEAR



I have attended The Wedding & Honeymoon Show for many, many years now. This show provides the opportunity to inspire couples planning their wedding.

I am a small, cake-making business and without this show my business has no profile, voice or representation in the wedding industry.

The audience at the show creates such a high standard to couples at the show in all aspects of wedding planning, creating business for everyone.

I would be very disappointed if The Wedding & Honeymoon show was not to proceed.

BERNADETTE KENNELLY

TIPPERARY CRYSTAL

Allied Imports Ltd.
Allied House
Unit 804 Northwest Business Park
Phase 3
Ballycoolin
Dublin 15
Ireland

Tel: +353 1 8809150/8809152
Fax: +353 1 8809156

Dear John,

I am contacting you in my capacity as Managing Director of Tipperary Crystal, over the last number of years we have established our TIPPERARY CRYSTAL brand as one of the premier Irish Giftware brands.

Part of this success has been due to the Autumn Gift & Home trade fair at City West which you run. This trade fair allows us to meet up with our accounts from across Ireland to show our new designs and innovative product.

It allows our customers place orders and it also gives the opportunity for new customers to purchase from our selection of product.

I want to express in the strongest way the importance of the Autumn Gift & Home show to our business model. The importance is the actual orders placed for product and the invoiced raised but also the follow on orders for product that sells through. We estimate that there is a multiplication factor of five times on sales taken at the trade fair. These sales support our retail partners and the employees that they pay. 600 retail partners with an average of 3 employees each equates to 1,800 jobs supported by our sales started at the Autumn Gift & Home Fair.

I do not mind if the show is delayed or even if the location is changed but I would view it as a necessity to continue to have the trade fair in 2020 and it vital for the giftware industry. Thanks for your time and please call me anytime to discuss the contents of this email.

Best Regards,

TIPPERARY CRYSTAL
Robert Scanlan
Managing Director

Hardware Association Ireland
Blackchurch Business Park
Naas Road, Rathcoole
Co. Dublin
D24 C796



E info@hardwareassociation.ie
T (01) 298 0969
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W www.hardwareassociation.ie

The Irish Exhibitions Organisers Association

Hardware Association Ireland (HAI) is the national trade association representing hardware, building materials, DIY, homewares and garden at retail, wholesale, and manufacturing level.

The sector has a turnover of €2.4 billion (CRO), pays wages in excess of €800million and is a significant contributor to the public purse. It directly employs 26,000 people and it underpins the jobs of a further 147,000 builders and tradespeople.

HAI members play a key role in the construction supply chain, providing an efficient and effective route to market for building material products and a vital source of credit to customers.

We represent more than 400 employers in the industry, and our members operate in one of Ireland's key economic sectors. New builds, renovations and retrofitting are major barometers of and a contributor to the nation's economic success.

The Hardware Show is the key event in the sales and marketing calendar of the sector. It generates €ms in direct business and similar into the hospitality and other sectors. Due to its sheer scale it is organised every two years. It is the best attended and supported show in the country. In 2019 we had the most successful trade show on record - with over **150** exhibitors and **2,000** attendees.

Its continuance in February 2021 is critical for the economic health of the sector and it will be a major building block in the regeneration of our economy.

With every good wish, I am

Sincerely

A handwritten signature in black ink that reads 'Martin Markey'.

Martin Markey

Chief Executive Officer

Mob: +353 87 2226532

LL: 01 2980969

Date: 13 May 2020

Department of Business, Enterprise and Innovation
23 Kildare Street
Dublin 2
D02 TD30

COVID-19 - REQUEST FOR EXHIBITION INDUSTRY RECOVERY SUPPORT

Dear Sir/Madam

Interflow Logistics are an Irish exhibition logistics company responsible for the safe delivery and on-site handling of standfittings, exhibition displays and other exhibition materials destined for national and international exhibitions. The majority of our work takes place on site with our drivers and ground handlers physically participating in the movement of cargo at the venue.

Due to the impact of COVID-19 on the industry with the closure of venues and mass cancellation of events we are now effectively shut down. We are faced with the uncertainty of not knowing when we will be able to return to work again.

Participating in an exhibition not only requires planning and investment capacity from our part but also the possibility for exhibitors and visitors to travel and attend events.

To help us return to work we need exhibitions to take place. For exhibitions to take place they must be assessed according to their type and not according to the rigid total number of people. All events are important for various economic and social factors, however, exhibitions are not comparable to sports events, concerts or festivals. Decision makers should differentiate in a targeted manner and not consider exhibitions as a 'mass gatherings'.

How **Exhibitions** differ from **Mass gatherings**

Mass gathering: if the number of people it brings together is so large that it has the potential to strain the planning and response resources of the health system in the community where it takes place

Trade exhibitions: exhibitions that promote trade and commerce and are attended primarily by trade visitors. A trade exhibition can be opened to the public at specific times.

Congress meeting with exhibition: organised formal meeting, or series of meetings, comprised of groups of representatives belonging to a common interest group, in which issues, ideas and policies are discussed. New products are sometimes showcased. A congress meeting with exhibition is not open to the public.

The exhibition industry recognises that unspecified mass gatherings are highly visible events with the potential for public health consequences if they are not planned and managed carefully. We believe that exhibitions are far safer to attend. Measures can be put in place during the build-up (planning phase), the exhibition itself (operational phase) and following the event (post-event review) to protect all exhibition stakeholders: Ensure personnel and personal safety, Enable physical distancing, Increase health and safety measures, Implement crowd control, Encourage and enforce measures.

I would respectfully request our government to allow exhibitions to re-open based on the assured implementation of agreed health and safety standards.

Yours faithfully

Niall Thompson

MANAGING DIRECTOR
INTERFLOW LOGISTICS



clevamama®

ClevaMama
Swords Enterprise Park,
Feltrim Rd, Drinan,
Swords, Co. Dublin,
K67 XA30

May 2020

To Whom It May Concern,

At ClevaMama we heavily rely on both consumer and trade shows not only for sales but we also use such opportunities to launch our latest innovation direct to trade and consumers respectively. Over the last 10 years we have found these shows invaluable to the growth of our brand throughout Ireland and more importantly throughout the year.

As a nursery brand our target audience starts from pregnancy to 3 years plus which is the exact attendees to such shows. The shows are a strategic part to our marketing plans and product launches and without such shows would cause be a big blow each year.

Yours Sincerely,

Suzanne Browne,
ClevaMama



Dorel Ireland
Unit 25 Canal Walk, Parkwest
Dublin 12, Ireland. D12KT54
Tel 003531 8983170
Mobile 0035386 6015768
Direct line 003531 8983172

May 2020

To Whom It May Concern,

I would like to take a moment to explain the importance of the Pregnancy and Baby Fair to the nursery industry in Ireland

These events allow expectant parents to see the full collections available in the market under one roof , this is a big advantage to consumers as rather than having to visit several retail outlets they can just visit the show and fulfil 100% of their needs.

It's an expensive time for parents too and the show can provide them with well needed offers and promotions, they can save up to 30% on large ticket items such as strollers and car seats.

On a business front the show accounts for 20% of our annual turnover, we would directly employ stand builders, electricians, logistics, signage firms and sales teams so the show creates a lot of employment locally.

Your sincerely,

Pauline Harmon
Sales Manager
Dorel Ireland