

# In-Person Event SAFETY GUIDE

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## CONFIRM THE RULES

When planning for your event, it's important to note that states, cities, venues, and show producers may all have their own rules and regulations for in-person events. These can vary from mask or vaccination mandates to rules about booth proximity.

Confirming these rules beforehand will ensure your exhibit layout works and your attending staff will be compliant and in the know..

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## CONSIDER HOW YOUR PRODUCT IS HANDLED & SANITIZED

Many attendees go to trade shows for a chance to touch and feel products. Consider the products you plan to display. How often will they be handled by attendees? Do attendees try your products on? How will you keep your products sanitized?

Understanding how your attendees will interact with your products will help guide your sanitization program to ensure attendees can safely experience your products.

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## ASSEMBLE PPE

Make sure you're bringing adequate PPE for your team members, audience, and exhibit to keep people safe and your exhibit clean. Take an inventory of the items you'll need at the show such as masks, hand sanitizer, shields, and cleaning products so you're prepared on the show floor.

Check what the show will be providing beforehand to avoid a duplication of efforts or take extra precautions.





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#### OFFER CONTACTLESS EXPERIENCES

Contactless touchpoints can be impactful while promoting a healthy environment. AR integrations allow attendees to use their own smartphones to experience your exhibit in fun, engaging, and safe ways. A/V can also be used strategically to tell your brand's story without the need to touch.

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#### GIVE YOUR AUDIENCE OPTIONS

Hybrid events (events that exist in both the physical and digital space) can increase your exhibit presence by catering to those who are not willing or able to travel to the in-person event. Creating a simultaneous virtual presence can bolster visibility while providing a way for your entire audience to engage with your brand on and off the show floor.



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#### CONCLUSION

In-person events require significant planning and coordination. With safety still top of mind for most showgoers, it's crucial to factor in appropriate health and safety measures for your exhibit, staff, and show attendees to ensure everyone's event experience is successful.

## ABOUT GILBERT

Founded in 1986, Gilbert is a design, experiential marketing, and construction firm based in New York. Learn more about our [services](#) and contact an expert consultant [here](#).

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