



# Informa AllSecure

Enhanced Health & Safety  
Standards at Informa's Events  
in a post-COVID-19 world

## About Informa AllSecure

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**Informa AllSecure** is Informa's approach to enhanced health and safety standards at our events following COVID-19.

Whether they are exhibitors, attendees, visitors, speakers or sponsors, our customers come to events to connect, learn, know more and do more business, effectively, safely and with confidence.

That's why we have collaborated and co-ordinated with our **industry association partners** including **UFI, AEO** and **SISO, industry peers** including **Reed Exhibitions** and **Clarion, venue partners, suppliers** and **contractors**; as well as with a range of **health, government** and **local authorities**, to develop the **All Secure** best practice guidelines and standards that raise the bar on delivering safe, hygienic, productive and high-quality organised event experiences.



The **All Secure** standard is now being adopted across the events industry worldwide and will continue to be updated as enhanced programmes and new ideas emerge.

This booklet details **Informa AllSecure**, the adoption of the industry-wide standard for our business, including **a commitment to ten key priorities across all Informa's events**, as well as the fuller range of standards and recommendations that will be followed at our events wherever applicable and possible.

In a post-COVID-19 environment, **all Informa events will continue to prioritise the health and safety of Colleagues and Customers and, in the first instance, will be run in accordance with official government and local authority guidance, as well as any venue or location-specific regulations.**

**Informa AllSecure** adds a further layer of best practice standards and guidelines.

This comprehensive set of enhanced measures has been designed to provide Colleagues and Customers with confidence that at any Informa event around the world, from an international exhibition to a local conference, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality.

## Informa AllSecure 10 Key Commitments

### Cleaning & Hygiene:

1. **Enhanced cleaning:** All Informa events will undertake enhanced, deep cleaning before, during and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitisation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.
2. **Personal hygiene:** All Informa events will provide additional hand sanitising stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

### Physical Distancing:

3. **Non-contact registration:** All Informa events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.
4. **Physical contact:** All Informa events will request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.
5. **Physical distancing:** All Informa events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance. This will be managed through one or more control measures such as pre-show communications to participants, a one-way traffic system around show floors, staggered entry times, on-site signage and floor markings and on-site social distance ambassadors.
6. **Food and beverage stations:** All Informa event teams will work closely with venue partners to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

### Protect & Detect:

7. **Personal Protective Equipment (PPE):** Participants at all Informa events will be asked to wear a face mask on entry. Further items of PPE, such as gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.
8. **First aid:** All Informa events will have access to a qualified first aider and a separate quarantine area if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.
9. **Screening:** All Informa events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.
10. **Trace and contact:** Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.

# Communication

Under the **Informa AllSecure** standard, all **Cleaning & Hygiene, Physical Distancing** and **Protect & Track** measures will be supported by effective **Communications** to participants and all our event partners, onsite, and before and after the event, to ensure awareness and enable preparedness and confidence.

**The wider range of Communication measures and guidelines detailed below will also be applied wherever applicable and possible.**

## 1. Advance Information & Guidance



### Pre-Show Messaging & Exhibitor Manuals

- Providing information on **Informa AllSecure**, the **10 Informa AllSecure Commitments** and the specific additional standards being followed for the event before it starts, through channels including the event website, app and digital mailings
- Updating **Exhibitor Manuals**, websites and other relevant resources to include any **Informa AllSecure** standards the event is following and what it means for how exhibitors should plan, set up and operate, with guidance and details of where to go for questions

## 2. Mobile Messaging for Latest Updates



### Website, Apps, & SMS

- Keeping event mobile apps and relevant websites up to date with the latest information, and ensuring effective channels are in place for delivering any urgent news (e.g. apps, email, SMS)

## 3. Enhanced Signage & Display



### Event Signage

- Displaying prominent signage at the event to support relevant **AllSecure** measures and why they are being taken, such as hygiene and distancing reminders, reminders of COVID-19 symptoms and how to access onsite support

## 4. Regular Public Address Messaging



### Public Addresses

- Sharing relevant information and reminders through regular public address messaging and moderator or speaker remarks, including guidance on hygiene and distancing, as well as how to access onsite support



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## Enquiries

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