

TOC

EUROPE

EXHIBITIONS IN 2021:
WHAT TO EXPECT AT TOC EUROPE





Friends,

Now's the time to jump aboard the **Road to Rotterdam!**

As well as the exciting return to the live show, TOC in 2021 will also be releasing an innovative programme of monthly content building up to the big return in September. With 2020 witnessing an explosion of digital content uptake including webinars, reports, virtual events, video and podcasts, TOC will continue to build upon its extensive product range released in 2020. We will deliver complimentary inspiring insights and cutting edge research to the industry as it looks to recovery in 2021. All of the content we deliver will follow a narrative and be part of the Road to Rotterdam programme – leading us all back to our flagship event in September. **So, in a sense, TOC EUROPE is open now!**

SAFETY FIRST!

As you will see in this guide, there will be multitude of measures put in place to protect all attendees. We are monitoring closely the government guidelines and also following strict internal procedures so you can be confident that TOC EUROPE will be a safe environment for you to return to. We are of course hoping that between now and the event significant progress will have been made in controlling the virus so of course there is the possibility we will be able to relax some of the more stringent measures. As you will appreciate, this is not something that any of us can fully predict so we will continue to monitor the situation and keep you informed of any amendments to these measures as and when they occur. Moving the event back 3 months has given us full confidence that the event will deliver to the usual high standards that our customers have come to expect.

Myself and the TOC team are now preparing for the return of TOC EUROPE and we all look forward to seeing you in the not too distant future!

Paul.

Paul Holloway
Event Director | TOC Events Worldwide

TOC
EUROPE

NEW FOR 2021

ALL SECURE

TOC Europe will be following the Informa **AllSecure Guidelines** to deliver a safe event. AllSecure is comprised of a detailed set of enhanced measures to provide the highest levels of hygiene and safety, detailed information on the guidelines can be found on page 3.



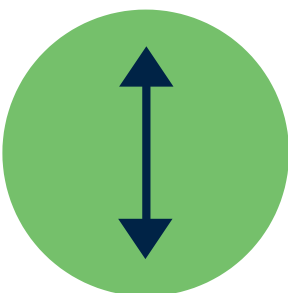
BETTER STANDS

At Informa Markets, **Better Stands** will target disposable stands replacing them with higher-quality reusable structures made with sustainable materials. New stand build regulations will be in place for TOC Europe 2021, more information on page 6.

STAND CAPACITY

To support social distancing and keep everyone safe, all stands are required to display the **maximum stand capacity** on the outside of their stand.

As an exhibitor it is your responsibility to balance stand staff and visitor at all times. We recommend planning meetings with clients in advance to manage stand capacity, further information on stand capacity can be found on page 4.



HEIGHT LIMIT ON STAND

The **maximum height of a space only stand is 4m**, no double decker stands are permitted.

Information on stand build regulations and guidelines can be found on page 4 in this document - detailed list of regulations will be available in the online exhibitor manual

REGISTRATION & BADGES

Online registration for all exhibition staff, contractors and visitors must be completed prior to arriving onsite. For safety reasons, no onsite registration will be permitted. Self scanning machines will be at the entrance to the halls and in all catering areas. Please see page 5 for additional information on onsite guidelines.



INFORMA ALL SECURE

TOC Europe will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

Placing your safety at the heart of our events

When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

All Informa events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow the ten [Informa AllSecure priority commitments](#). Wherever applicable and possible, our events will also apply the fuller range of standards and guidelines described in the [Informa AllSecure guidebook](#).

Please review the following information with guidance on stand build, stand capacity & what to expect at TOC Europe 2021.



STAND LAYOUT & CAPACITIES

- ✓ Keep your design simple, to maximise open space & help visitors maintain social distancing
- ✓ A maximum of 40% of stand area may be covered by stand elements (e.g structure, furniture and products)
- ✓ The maximum height of any stand is 4m - no double decker stands will be permitted.
- ✓ Layout must satisfy hygiene & physical distancing requirements
- ✓ Plan your stand with clearly marked entry and exit where possible
- ✓ Minimise physical touch points, physical products and shared equipment. Suitable structural measures (e.g perspex glass screens) & personal protective equipment (PPE; face covering & gloves) must be taken when minimum distancing can not be observed
- ✓ Exhibits, display cases, counters, displays, screens, etc. should be located inside the stand so visitors can leave the aisle to view them on the stand
- ✓ The maximum number of individuals allowed in your stand (this includes you as an exhibitor as well as visitors), at any point in time must follow local physical distancing requirements
- ✓ Balance the on-stand customer and exhibiting staff total capacity, at given point during show days
- ✓ Display the maximum capacity number visibly on your stand
- ✓ On-stand physical distancing must not supersede guidance set out below:

	9m ²	18m ²	27m ²	36m ²	45m ²	54m ²	72m ²	90m ²	108m ²	120m ²	150m ²	180m ²	225m ²
1.5 m	2	3	4	5	7	8	11	14	16	18	23	27	34

More information on rules & regulations will be available in the exhibitor manual.

The exhibitor manual will be live in May 2021 - you will receive an email with your log in details once available.

If you have any questions at this stage, please contact you account manager or our Customer Service department at toceuropecs@informa.com

- ✓ Registration for all exhibitors, contractors and visitors should be completed prior to arriving onsite
- ✓ Upon completing registration you will receive a badge
- ✓ Self-service scanning of badge for entry & exit
- ✓ One-way systems will be in place throughout the halls
- ✓ Face covering must be worn at all times (including build, show open & breakdown)
- ✓ Refrain from handshakes and embraces & observe social distance at all times
- ✓ Hand washing stations & anti-bacterial gel dispensers will be available throughout the halls
- ✓ Observe maximum capacities on stands & feature areas
- ✓ Catering outlets will only take contactless payment, no cash



BETTER STANDS

At Informa Markets we are committed to sustainability through;

- ✓ Inspiring sustainable development
- ✓ Running an environmentally responsible event
- ✓ Running a socially responsible event

As a part of our **Better Stands** programme we will work towards replacing disposable stands with higher-quality reusable structures made with sustainable materials.



To promote Better Stands, we are implementing key changes to our stand construction regulations. We are asking all exhibitors to work with their appointed contractor to design a stand which has a core structure that is made from reusable or recyclable materials. Stand contractors should include details of materials within the submitted stand design and build methodology that will be approved by our official Health and Safety partner, Abraxys.

What do I need to do?

