

Welcome

**#B-SAFE**village  
4business





# #B-SAFE 4business

koelnmesse

## The centrepiece of a trade fair is personal contact

To help make networking as safe and successful as possible, even in the era of the coronavirus, Koelnmesse has developed a series of measures in accordance with the [Coronavirus Protection Ordinance of the German State of North Rhine-Westphalia](#) and in close coordination with the authorities in Cologne. The measures dovetail seamlessly and govern the ways people interact at our trade fairs.

**The goal: to provide the highest level of safety in a setting in which business can grow again.**

The #B-SAFE4business campaign consists of four, interdependent sub-areas: VISIT SAFE, MEET SAFE, SHOW SAFE and STAY SAFE. In addition to hygiene and distancing rules, the focus is also on exhibitor guidelines as well as organisation and services.

For example, the exhibition spaces at Koelnmesse are equipped with state-of-the-art ventilation systems that permit separate switching of outgoing and exhaust air. Thanks to the digital guidance system on trade fair grounds, information can be targeted to important hotspots, with reminders about the rules currently in effect. These are just two of the measures that go to make up #B-SAFE4business.

For information on all the measures, go to [www.koelnmesse.com/besafe](http://www.koelnmesse.com/besafe).

## #B-SAFE ~~village~~ 4business ~~village~~

Planning measures and bringing them to the attention of others is one thing. And based on the #B-SAFE4business Village, Koelnmesse can show how implementing these measures looks in reality.

In Hall 9, Koelnmesse has constructed the # B-SAFE4business Village, a prototype for the kind of trade fair permitted under the Coronavirus Protection Ordinance of the German State of North Rhine-Westphalia. Within the village the following measures were presented and tested:

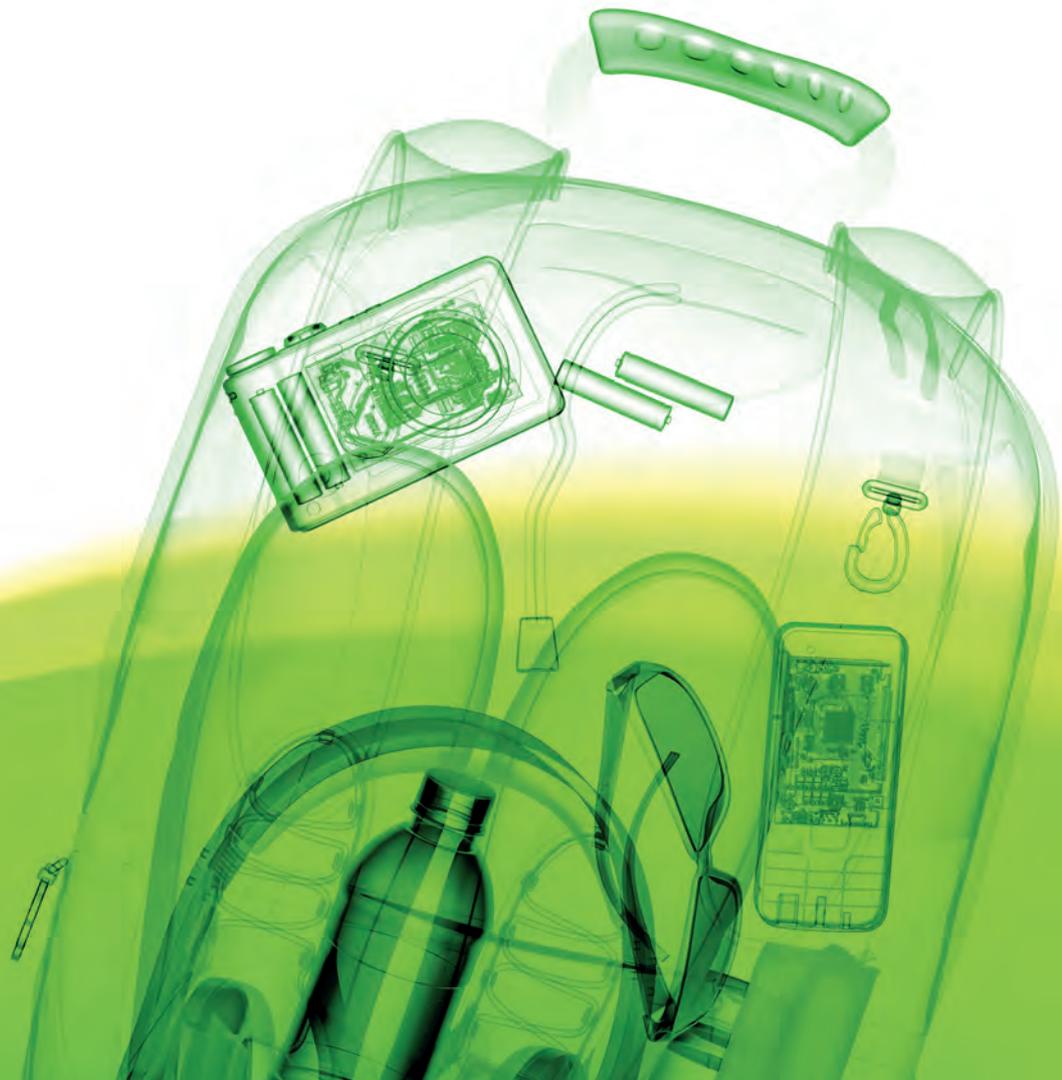
## Cleaning concept

During its trade fairs, Koelnmesse offers professional, disinfecting cleaning by specially trained, recognisable specialist staff who work according to the latest standards of hygiene. In critical areas such as contact surfaces, etc., this is carried out with an increased frequency of cleaning and through the disinfection of surfaces, spray disinfection and wipe-down disinfection.

Cleaning is performed at coordinated cleaning intervals, pursuant to cleaning plans, with supervisors documenting all work steps and inspections. Transparent work schedules permit tracking of any chains of infection. Koelnmesse's service partner for the cleaning concept introduces itself at the Village and is available to answer customers' questions.

## Human Security Radar (HSR)

This body scanner permits screening of people that is contactless and hence coronavirus-compliant. Koelnmesse uses the HSR system at the entrances to the trade fair grounds. It is a free-flow system that enables safety screening of thousands of people per hour. It detects improvised explosive devices, firearms and other weapons, and it is perfectly designed to assist with distancing and low-contact security checks.





## eGuard

eGuard, a new smartphone app, is part of the measures Koelnmesse has put in place to ensure the highest level of professional safety. For the app is to deliver accurate information about visitor density at any point of the trade fair grounds, use of the app is mandatory for all people throughout their stay in the trade fair halls and must be actively running in the background of the smartphone. The app **does not collect any personal data**. It gives users an opportunity to stay away from halls with high visitor density. It gives our safety teams a way to take steps to prevent or disperse large groups of people. There is also a brief **explanatory video** that explains how the app works. The anonymous smartphone app can be downloaded from the App Store: [koelnmesse.com/app-eguard](https://koelnmesse.com/app-eguard).

## Hygiene Guard

Koelnmesse has developed the position of the Hygiene Guard to help ensure compliance with defined hygiene standards at the trade fair stand. Depending on the exhibitor's wishes and specifications, the tasks of the trained hostesses and hosts include, for example, checking compliance with the hygiene regulations by those with access to the stand, such as mouth nose protection/symptom detection (forehead measurement using loaner equipment that can be booked separately), hand hygiene and the maximum number of visitors. Hygiene guards can also be booked for hygiene measures at the stand itself: These measures include disinfecting surfaces at time intervals, refilling dispensers of disinfectant and monitoring minimum distancing.

## eSlot Management

Koelnmesse's new eSlot Management is an online booking portal for arrivals to the trade fair grounds, complete with desired time window, during set-up and dismantling. The booking portal is used to register individuals and vehicles arriving at Koelnmesse. Also offered are dynamic retrieval management of vehicles to the parking position and intelligent route guidance using NUNAV routing technology. A self-check-in counter for arriving drivers as well as a mobile application for area/gate managers reduces personal contact on the trade fair grounds to a minimum.



## Conceptual design and construction of entire event formats

The Koelnmesse Stand Construction Service has the capability to design areas, halls or entire events, all from a single source. A uniform and appealing design is ensured. Exhibitors can expect economical and easy opportunities to participate, along with individual design options that use graphics, logos, video, etc. The Koelnmesse consultants and sales managers have in-depth expertise in organising events, group stands and special shows.

In addition to this service, the Koelnmesse Stand Construction Services Team sees to it that all necessary coronavirus measures are factored into planning and carried out during the trade fair.

### Digital stand extension

If exhibitors cannot come to Cologne due to global travel restrictions yet would still like to take part in the events, the digital stand extension offers an attractive solution.

Koelnmesse takes care of set-up, decoration and personal representation of the exhibitor using a professional representative. Professional hardware is available to permit online participation in the trade fair. The exhibitor can use this hardware to interact with visitors at all times via live video chat.



### Coronavirus scan

Along with the official trade fair app, we offer not only a wealth of information about the event, the exhibitors and the event programme but also maximum safety for our exhibitors and visitors.

The Coronavirus Protection Ordinance of the German State of North Rhine-Westphalia requires central registration of the contact details for all attendees before they enter the trade fair grounds. This is why admission tickets to events at Koelnmesse are not be sold offered at the box office on the trade fair grounds. Tickets must be ordered in advance online instead.

When entering a stand or food-service area or our programme of events, we kindly request that you scan the QR code at the entrance and exit. This process is comparable to registering at a restaurant. The scan furnishes contact details to the health authorities and facilitates rapid contact tracing if that should become necessary. Simply scan using the function for the purpose that is included in the app available for download free of charge from the App Store.





## Catering

Koelnmesse offers a variety of coronavirus-compliant service options where catering is concerned, too. Airline trolleys offer nearly unlimited flexibility. They can be used for any occasion and create a quick, hygienic and mobile way to provide catering services to guests.

Our catering partner, Aramark, uses SiSiSi, a quick-steam technology based on water vapour, to provide the best in stand and crew catering. The machines are characterised by a high hygiene factor, easy handling at the touch of a button and short preparation times.

Entrance to the food-service areas in the halls is contact-free. Separation of entrances and exits, perimeter boundaries to the hall corridor and distancing markings in queuing areas help ensure compliance with the minimum distance of 1.50 m. Stand-up displays also provide information about the rules of behaviour required to guard against infection. The wearing of mouth nose protection is mandatory when in a queue or leaving one's seat.

There are rules in effect for the maximum number of guests per seat unit under the Coronavirus Protection Ordinance. No more than four people may be seated at any table. The coronavirus scan can be used for guest tracing. If the minimum distance of 1.50 m between tables cannot be maintained, structural elements such as Plexiglas partitions are used to separate the tables.

Entrances and exits are equipped with stations for use to disinfect the hands. Primary work surfaces are disinfected at adjusted cleaning intervals. All contact surfaces - such as work surfaces, cushions, chairs, tables, menus, spice dispensers, etc. - are cleaned after each use. Everyday items, such as menus, toothpicks, etc., may not be displayed openly on tables and counters. Self-service is not permitted.

## Digital solutions for your trade fair stand from simple to professional production

The Koelnmesse cooperation partners Müllermusic and Ueberkopf offer a standard livestream from the stand or a livestream from the studio.

The offer includes a production day in the studio with a remote camera, streaming solution for e.g. social media, webinar or employee information via Teams, professional lighting, two wireless-microphone sets and a production day from the studio with two usable HD studio cameras and a professional dome camera, stream in full HD for a web server, 15m<sup>2</sup> rear-projection screen, professional direction (incl. picture-in-picture), professional and atmospheric lighting, and four sets of wireless microphones.



Additional features available include picture-in-picture, integration of video calls, a lower-third split screen, chat feature, downloads and an individual login.

## Camera-based people-counting system

The camera-based people-counting system makes it easy to record and govern streams of visitors at the stand. A visitor-guidance system is made possible through the use of several cameras and displays, as well as optional distance detection including triggering of a warning message and the optional display of individual content (e.g. advertising, data on product availability).

The system can be expanded to include an analytical tool (online access required). Individual, automatic checks are also available to determine e.g. whether individuals are wearing mouth nose protections.



For questions please contact:  
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