



2021 NASCC: The Steel Conference Health and Safety Best Practices for Exhibitors

Safety is our top priority for NASCC: The Steel Conference. We've received some questions about responsible practices to protect everyone's health during the evolving coronavirus pandemic. Here are some suggestions to help you mitigate known risk factors.

We continue to pay close attention to the guidance offered by state and federal agencies and to news from the medical community, along with developments impacting the trade show, travel, and hospitality industries, and we encourage you to do the same. As we learn more about what the parameters will be for holding The Steel Conference in April, we will update these best practices.

BOOTH LAYOUT

- For island booths, we suggest you designate entry and exit points and create a booth tour experience using directional signage to manage the flow of traffic while inside the booth.
- Consider using signage to gently remind attendees of physical distancing while they're in your booth.
- Create an open flow experience for entry and exit and spread out attractions to help attendees maintain social distancing.
- Be thoughtful and strategic with furnishings and structures in your booth. You may want to leave lots of open space and use the furnishings you do have in your booth (tables, stands, etc.) to maintain a safe distance between your staff and attendees. You may also want to use buffers like Plexiglas.
- Use markers around product or demos that designate the recommended distances for social distancing. (We've seen some very creative approaches to these--have some fun with it!)
- Attendees may feel more comfortable in spaces with open ceilings--something to keep in mind when designing meeting rooms within your booth space.
- This is a great time to look into touchless lead retrieval technology so your team doesn't have to handle business cards.
- Booth giveaways, like swag and brochures, could also be perceived as safety risks. You may want to limit or eliminate handouts.
- While sanitizer will be provided throughout the exhibit hall, your staff and attendees may feel safer if it's also available within your booth.
- To facilitate clear, socially distanced conversations, we recommend that you keep any music and audio presentations to a minimum level. Consider providing wireless headphones for in-booth audio presentations (and disinfect the headphones between sessions).

CLEANING

- Attendees may feel safer if they see your staff conscientiously disinfecting your booth. You may want to give one person the task of disinfecting products, machines, equipment, screens, displays, and other surfaces inside the booth on a frequent basis.
- If you prefer, you may hire appropriate service providers specifically for these tasks.



BOOTH STAFFING

- AISC and our vendors require that all exhibitors and attendees wear face masks over their noses and mouths both in the Kentucky International Convention Center and at off-site Steel Conference events.
- It's going to be very hard for everyone to remember not to shake hands, etc. We recommend that you remind your staff not to do so, exchange business cards or order forms, etc. on a daily basis.
- Please provide PPE for staff at your booth (e.g., staff masks, shields, etc.). Both they and attendees will appreciate seeing your safety measures.
- Establish pre- and post-show staff quarantine protocols.

CUSTOMER MEETINGS

- To maximize your booth's capacity while the exhibit hall is open, you may want to arrange meetings outside the booth before and after show hours.
- If you arrange meetings within your booth, don't forget to leave enough time to disinfect the meeting area between appointments.
- The NASCC mobile app makes it easy to schedule one-on-one appointments with customers.