

DRAFT FOR COMMENTS ONLY

(Not to be reproduced or used as an Indian Standard)

BUREAU OF INDIAN STANDARDS

Preliminary Draft Indian Standard

**ORGANIZATION OF EXHIBITIONS -
RECOMMENDATIONS AND REQUIREMENTS**

(ICS 03.080.20)

**Travel, Tourism, Hospitality
and Related Services
Sectional Committee, SSD 02**

**Last Date for Comments: 13 Jan
2023
(19 July 2024)**

FOREWORD

(Formal Clauses be added later)

Trade Exhibitions act as a springboard for the growth of industry and economy of the country. They offer meeting platforms for sellers to showcase their products and services to buyers. They are also a preferred place for product launches and test marketing.

Exhibitions also play a vital role as a force multiplier for the economic innovation and product development across industry sectors.

These standards recommend good business practices for organizing exhibitions.

The composition of the committee responsible for the formulation of this standard is given in Annex A *(will be added later)*.

BUREAU OF INDIAN STANDARDS
Preliminary Draft Indian Standard

**ORGANIZING EXHIBITIONS – RECOMMENDATIONS
AND REQUIREMENTS**

(ICS 03.080.20)

1. SCOPE

This standard provides recommendations and requirements for exhibitions organizers and service providers responsible for the organizing the exhibitions.

2. REFERENCES

The following Indian standards contain provisions which, through reference in this text, constitute provisions of this standard. At the time of publication, all editions indicated were valid. All standards are subject to revision and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent editions of the standards indicated below:

<i>IS No.</i>	<i>Title</i>
IS/ISO 25639-1:2008	Exhibitions, shows, fairs and conventions Part 1: Vocabulary
IS/ISO 37500: 2014	Guidance on outsourcing
IS 17650 Part 1: 2021	Water efficient plumbing products — Requirements: Part 1 Sanitaryware
IS 17650 Part 2 :2021	Water efficient plumbing products — Requirements: Part 2 Sanitary fittings
IS/ISO 18788: 2015	Management System for Private Security Operations — Requirements with Guidance for Use
SP 7:2026	National building code of India

3. TERMINOLOGY

In addition to the definitions given in IS/ISO 25639-1 and IS/ ISO 37500 shall apply.

3.1 Attendee - person attending an exhibition including visitor, exhibitor staff, speaker, delegate, media representative and any other verified admission category.

NOTE - Attendee does not include staff from the organizer and service provider.

3.2 Booth - structure or space occupied for the display of products or services

3.3 Booth Space - area indoors and/or outdoors, occupied and contracted by an exhibitor whether paid or unpaid, for the display of products or services

3.4 Buyer - Any organization or individual buying space/stall in the exhibition from exhibition organizer.

3.5 Exhibition – an event in which products, services or information are displayed and disseminated.

NOTE - Exhibition excludes flea market and street market.

~~**3.6 Exhibitors** – organization or individual who book booth space and get the chance to interact with the visitors attending the exhibition show (attendees) and sell to them or get them to invest in their company.~~

Any organization or individual buying space/stall in the exhibition from exhibition organizer.

Note- Exhibitors get the chance to interact with the attendees and sell to them or get them to invest in their company.

3.7 Exhibition Manual - electronic or physical document containing event information, rules and regulations, plans and other information pertinent to exhibitors. ~~the exhibition~~

3.8 Exhibition Organizer: entity that is responsible to produce and manage the exhibition.

NOTES

1. An entity can be an organization, a body or an individual.
2. The organizer can appoint a third party (service provider) to manage the event.

3.9 External provider – Organization or individual (third-party entity) providing products or services to exhibition organizer or exhibitor. Also called as service provider.

Note: in contractual situation, external provider is sometimes called contractor.

~~**3.10 Service Provider** – third party entity that provides products or services related to the exhibition to exhibitor or organiser.~~

3.11 Service Level Agreements: Documented agreement between the client– service recipient and service provider that identifies services and service targets, including prerequisites for service levels and measures for performance.

3.12 Trade Exhibition – An exhibition that promotes trade and commerce and is attended primarily by trade visitors.

NOTE - A trade exhibition can be opened to the public at specific times.

3.13 Visitor - A person who attends an exhibition, with the purpose of gathering information, making purchases or ~~contacting exhibitor~~ explore business opportunities.

4. CLASSIFICATION OF EXHIBITION

4.1 Classification based on purpose

The exhibitions are broadly classified as below:

a) Trade Exhibition

An exhibition where exhibitor can showcase their products and services, and introduce themselves to industry partners and business visitors.

Notes

(1) This platform not only highlights innovations and offerings but also facilitates networking and collaboration among industry stakeholders.

(2) Generally, trade shows are also open to the public and are attended by company representatives and members of the press.

(3) Trade exhibitions typically target a broader audience, including business, professionals and consumers.

b) Consumer Exhibition

An exhibition where exhibitor display and sell their products and services directly to visitors i.e., customer.

Note - This exhibition allows consumers visitors to interact firsthand with the offerings, gaining insights about latest products and services, feedback on demand of consumers visitors and making informed purchasing or use of service decisions.

c) Education exhibition

An exhibition in which exhibitors showcase their educational programmes and courses offered to the students, duration and seats availability of courses, eligibility criteria, admission process, facilities, institute ranking, locations and fee structure of the institute.

Note- Education exhibition offers an extensive array of educational resources, opportunities to network with peers, and insights into the latest trends in education. The exhibitors in such exhibition are generally institutions, but may include education consultants also.

Suggested that we remove this.

4.2 Classification based on Business Module

In context of business, the exhibitions broadly are classified as below:

a) Business to Business (B2B) Exhibition

An exhibition which focus on the specific industry in which exhibitors showcase and demonstrate their products and services to trade/business visitors.

~~A Business to Business (B2B) exhibition is an event events focussed on business partners of the industry in which where exhibitors of specific industry can showcase and demonstrate their new products and services to trade/business visitors~~

NOTES

(1) The exhibitor is typically specific to manufacturers, distributors of product or services specific or complementary to those industries authorized to the show.

(2) Attendance is generally restricted to these business stakeholders and is often by invitation only.

b) Business to Customer (B2C) Exhibition

An exhibition which focus on customer in which exhibitors showcase and demonstrate their products and services to public.

A Business to Consumer (B2C) exhibition ~~is an event where in which~~ general public can visit and purchase good and services displayed by exhibitors. ~~are brought together with exhibitors for display and selling of goods and services.~~

NOTES

(1) Exhibitors are typically retail outlets, manufacturers or service organisations looking to bring their goods and services directly to the end user.

(2) Consumers are benefitted from a diverse ~~and range of products~~, expert advice, education and entertainment.

4.3 Classification Based on Mode of Exhibition

Considering mode, the exhibitions broadly are classified as below:

- a) Virtual
- b) Physical
- c) Hybrid

5. GENERAL REQUIREMENTS

5.1 Statutory and Regulatory Requirements

Exhibition organizers shall comply with applicable statutory and regulatory requirements including permissions from local authorities to host an exhibition such as 'No Objection Certificate (NOC)' from the fire department, police permission and approvals from local government bodies, liquor license ~~as required. where needed.~~

5.2 Identification and Mitigation of Risk

The exhibition organizer shall carry-out risk assessment to identify potential risk involved in organizing exhibition. All ~~areas and sources~~ of uncertainty ~~and both beneficial and detrimental effects~~ that might be relevant to exhibitor, venue, attendee, visitor ~~should shall~~ be analysed ~~shall be taken into account~~ for risk assessment. Preferably, physical surveys ~~at venue~~ should be conducted to identify the risks involved.

The ~~output from feedback of~~ risk identification ~~analysis~~ shall be recorded as a list of risks, causes and consequences specified. A documented mitigation plan for identified risks shall be prepared by the exhibition organizer. The records of risk assessment shall be maintained.

NOTES

- (1) Risk assessment may include considering:
 - a) what uncertainty exists and what its effects might be;
 - b) what sources of risk are present or might develop;
 - c) what controls are in place and whether they are effective;
 - d) what, how, when, where, and why events and consequences might occur;
 - e) what has happened in the past and how this might reasonably relate to the future;
 - f) ~~which what~~ human aspects and organizational factors might apply.
- (2) A checklist for risk identification and mitigation for guidance may be used (refer Annex A).

5.3 Records

To the extent necessary, the exhibition organizer shall,

- a) maintain documented information to support the operation of its processes;
- b) retain documented information to have confidence that the processes are being carried out as per planned scheduled; and
- c) maintain the records of the workforce employed and needed, as per schedule;

6. Exhibition Planning

6.1 Operational Planning

For operational planning and control, the exhibition organizer shall, ~~ensure the following:~~

- a) constitute teams with designated team leaders for execution and monitoring the activities of the exhibition;
- b) define the roles and responsibilities of each member of the team and communicated;
- c) provide training to the members of the teams performing specific tasks;
- d) ~~Right Appropriate~~ mechanisms shall be in place to meet the requirements of each activity;
- e) ~~sign an agreement with external provider for effective and timely delivery; Appropriate~~ contracts have been negotiated with the suppliers/external providers and delivery shall be managed effectively;
- f) maintain communication with stakeholders for participation in the exhibition; and
- g) maintain documentation of operational planning activities and implementation;

Note – A checklist for operational planning for guidance may be used (refer Annex B).

6.2 Exhibition Plan

The exhibition organizer shall create an exhibition planning document in consultation with stakeholders including external providers which shall include all the plans/procedures for organizing the exhibition show. The exhibition plan shall cover, but not limited to, the following aspects:

- a) Selection of ~~city and location~~ ~~and site~~ followed by finalization of venue according to the exhibition requirements;
- b) Detailed day by day activity plan and allocation of roles and responsibility of team members and external providers;
- c) Space requirement (Indoor/outdoor/covered/open space), floor plan/layout;
- d) Resource requirements including infrastructure, manpower, competency of key personnel, equipment, activities to be outsourced, external provider identification and monitoring;
- e) Visitor/crowd management with exhibition flow;
- f) Move in/move out plan of visitors with timelines;
- g) Exhibition inauguration and special activity planning;
- h) Disaster management plan including arrangements for medical assistance; where needed

- i) VIP Protocols, where needed;
- j) Pre-registration process for visitors;
- k) Selection process and criteria for selection of external provider; and
- l) Advertisement of exhibition and communication with exhibitors.

6.3 Exhibition Manual

The exhibition organizer shall prepare exhibition manual which shall include, but not limited to the following:

- a. Introduction about exhibition;
- b. Exhibition plan;
- c. Details of exhibition and execution plan ~~exhibitors and their products and services;~~
- d. Duration of exhibition;
- e. Constitution of teams, their roles & responsibility along with contact details;
- f. Site location & address/contact information;
- g. Venue layout;
- h. Exhibition Do's/Don'ts;
- ~~i. Details of partnerships/sponsorships~~
- j. Amenities and services (restrooms, first aid, F&B etc)
- k. Engagement activities (workshop, demonstrations, special activity opening ceremony, guest speakers);
- ~~l. Safety & security arrangements (establishment of helpline number(s), display of emergency contact number at prominent locations)~~
- m. Legal requirements and its compliance.

6.4 Venue Finalization

6.4.1 The exhibition organizer shall conduct a detailed venue analysis based on type and mode of exhibition before finalization that shall include the following:

- a) Location (city-centre, suburbs, airport vicinity etc.);
- b) Distance from main city centre and connectivity by road, train and air;
- c) Parking facilities;
- d) Logistics management (transportation, inward & outward movement of goods, storage etc.);
- e) Availability of accommodation hotels near the venue;
- f) Climatic Weather conditions and facilities for comfortable climatically-conditions;
- g) Size of the venue including hall sizes (length, width and height), hall clear height, size of hall entrance/exit, hall flooring and load bearing/clamp load capacity, in-hall pillars and other obstructions, etc;
- h) Accessibility (easy access especially for disabled (wheelchair/ramp passage etc);
- i) Evacuation arrangements in case of emergency;
- j) Venue infrastructure (electrical load, air-conditioning services, compressed air, drinking water, cooking gas, emergency lighting etc.);
- k) Sufficient number of toilets;
- l) Adequate number of meeting rooms and organizers office;
- m) Food and beverage facilities;
- n) Internet (Wi-Fi and leased lines) & cyber security;
- o) Availability of nearby hospital/clinic in case of emergency situation;

- p) Availability of PA system/CCTVs/DFMDs/HHMDs/Baggage Scanners etc;
- q) Fire safety measures and infrastructure;
- r) House-keeping facilities including garbage disposal; and
- s) Auxiliary areas (Registration, Lounges, emergency room etc.)
- t) Availability of local support services; and
- u) Legal compliance of venue premises.

~~Note: It is preferred to have an agreement between the exhibition organizer and venue owner on availability of infrastructure and terms and conditions of use including payment terms to avoid any confusion and dispute.~~

6.4.2 In addition, the analysis of following is recommended at the time of finalizing the venue:

- a) Design the exhibition space to facilitate easy movement of visitors;
- b) Ensure there are clear pathways, adequate space around exhibits, and multiple entry and exit points for visitors;
- c) Facilities for branding and signage;
- b) Outside open area for assembly point; and
- c) Conditions of cancellation of exhibition and rescheduling policy.

6.4.3 The exhibition organizer shall ~~provide~~ obtain appropriate insurance coverage to cover its risks and ~~third-party liabilities and visitors. for all stakeholders including their life and physical assets present inside the venue during the exhibition period. The exhibition organizer shall acquire a comprehensive insurance policy and share the details of the coverage with the stakeholders.~~

The exhibition organizer shall inform all its exhibitors / service providers / contractors to obtain ~~adequate~~ insurance coverage policy to cover their risks and third-party liabilities during the exhibition period.

6.4.4 In the event of selecting a non-registered venue such as private property, ground, park etc., the exhibition organizer shall first obtain permission from local authorities for organizing the exhibition.

6.4.5 An agreement shall be signed between the exhibition organizer and venue ~~owner~~ management on availability of infrastructure and terms and conditions including payment terms to avoid any confusion and dispute.

6.5 Control of externally provided services

6.5.1 The exhibition organizer shall identify the processes and services needs to be outsourced. Before selection of outsourced agency, the exhibition organizer shall determine and apply criteria for the evaluation, selection, monitoring of performance, and ~~re-evaluation of external providers~~, where needed, based on their ability to provide processes and services in accordance with the need and expectations.

6.5.2 The records of externally provided services and evaluation and selection of outsource agencies shall be maintained. The service level agreement with outsource agencies shall be signed, where needed.

6.5.3 The exhibition organizer shall ~~inform~~ ~~ensure~~ the requirements and expectation ~~terms of engagement~~ to ~~from the~~ ~~outsourcing agency/Service provider~~ ~~external provider~~ ~~prior to award of contract~~ ~~to communication~~. The exhibition organizer shall communicate to ~~external provider~~ about its requirements ~~related to, but not limited to, the following services:~~

- ~~a) The requirement the processes related various misc services to be provided.~~
- ~~b) infrastructure such as carpets, furniture, electrical support, Heating/cooling system; CCTV camera etc.~~
- ~~c) training and experience expectation of manpower;~~
- d) Safety and security including firefighting;
- e) Housekeeping;
- f) Booth/stand builder
- g) Logistics;
- h) Equipment including audio video equipment, internet, public addressing systems; and
- i) Food and beverages etc.

~~Note: The exhibition organizer may use the services of external agency for activities other than above depending on need.~~

7. RESOURCES

The exhibition organizer shall determine and ensure availability of resources needed to meet the requirements of exhibitors, visitors, attendees, and other stakeholders to ensure successful organization of exhibition. The organizer shall be capable to arrange own resources or may use services of external supplier for meeting the requirements of resources. In case, services of external provider are being taken, there should, preferably, be an agreement signed between outsourcing agency and the exhibition organizer to ensure supply of resource(s) as per the agreement in the given timelines.

The following resources ~~should~~ ~~shall~~ be made available, where needed, but not limited to, for organizing an exhibition:

7.1 Carpets

The carpets (for both indoor and outdoor usage) at exhibition shall comply to the following:

- a) The quality of carpet provided shall meet the end purpose and should conform to Indian safety standards, where available.

~~Note: Wool fabric can also be used in place of carpet.~~

- b) The thickness and condition (new/used) of the carpets shall be in line with requirements and suitability in context of exhibition as decided by the exhibition organizer;
- c) The laying of carpets shall be done by trained and skilled manpower;
- d) Carpets shall be made secure using double side tapes or any other suitable material.

NOTES

- (1) The exhibition organizer may use external provider to supply carpets.
- (2) Adequate number of additional carpets should be available at venue to meet last minute requirements or replacement of any damaged carpets.
- (3) In order to adhere to the exhibition timeline, the exhibition organizer/service provider should ensure to deliver and remove carpets from the project site as per the agreed schedule.

7.2 Furniture

The exhibition organizer shall determine the need and type of furniture required for the exhibition in different booths and other various locations. The furniture shall be laid by trained and skilled manpower well in advance considering timelines of exhibition. The requirement of extra furniture shall be identified and intimated to external provider, where applicable, prior to start of exhibition. Comprehensive last minute checks shall be done to ensure that quality, dimensions and reliability of furniture to meet the requirements.

Note- Exhibition timelines should be respected and all furniture should be removed from project site as per agreed time schedule.

7.3 Electricity Support

The requirement of electrical load, cabling, installation of electrical accessories, lighting and electrical equipment such as generators, switch boards, circuit breakers, meters etc. shall be identified and compliance of statutory and regulatory requirements including prior permission of concerned authorities shall be obtained by the exhibition organizer. In case, services are provided by the external provider, a service level agreement shall be done between exhibition organizer and external provider containing requirements of electricity support.

In addition, the compliance of following, but not limited to, shall be ensured by exhibition organizer:

- a) Adequate electrical load shall be available to run equipment and electric installations especially equipment/devices having heavy load including air conditioners, heaters, audio visual and LED walls, outside installations etc;
- b) The load calculated for running the all equipment lighting and other installation shall be calculated in advance to avoid any discontinuity of electricity, short circuit or fire;
- c) Electrical equipment, accessories and material used at site shall conform to the prescribed Indian safety standards, where applicable;
- d) Electrical equipment, accessories, installation and material covered under mandatory compliance shall only be used; and
- e) No open wires shall be left naked at any place of the exhibition premises.

7.4 CCTV Camera

In order to ensure safety and security, CCTV cameras ~~should~~ shall be installed at appropriate locations, if not already installed by venue owner, and the following shall be ensured:

- a) The exhibition organizer shall ensure that CCTV cameras are installed at

- prominent locations in the premises of venue to monitor the activities, crowd management, real time information on the overall conduct of the show and capture any unlawful activities;
- b) One control room shall be set up and trained manpower shall be deployed to monitor the activities captured by CCTV cameras to coordinate with the concerned team to resolve the issue;
 - c) The recordings shall be done for entire period of exhibition and kept in safe custody for appropriate period of time by the exhibition organizer but not less than one month from date of end of exhibition. Only authorized personnel should be permitted to view the footage in case of any safety and security issues.
 - d) The information shall be displayed at prominent places regarding placement of CCTV cameras to avoid any privacy issue.
 - e) CCTV cameras installed at the venue of exhibition shall conform to relevant Indian standards.

7.5 Equipment

The exhibition organizer has the responsibility to ensure availability of required equipment at the venue in sufficient numbers and shall meet the following requirements:

- a) Identify the need of security equipment after the consultation with the **venue and** local authorities to avoid any security breach and compliance of applicable regulatory requirements. Take the help of security experts, if needed;
- b) Determine the requirement of equipment (electrical or mechanical) for exhibition which **may** include equipment such as heating, ventilators, air Conditioners, refrigeration (HVACR), fans, audio video, public addressing systems and other mechanical equipment;
- c) In case, the equipment is not already installed or available at venue site, the services of external agency may be taken to meet the requirement;
- d) Create an AV deployment plan to disseminate information among attendees;
- e) All equipment shall be tested in advance before deployment to ensure their suitability to the purpose and backup equipment should be provisioned; and
- f) The equipment used shall be BIS standard mark, where available.

7.6 Public Address Systems

Considering that public address systems are an important communication tool to contact all the persons present inside and around the venue of an exhibition, the exhibition organizer shall ensure the following:

- a) Set up adequate number of public address systems and install at appropriate locations to meet the purpose;
- b) Trained manpower shall handle the public equipment and announcements to effectively share any important information with the attendees. Multi-lingual announcements should be made with due considerations to local language spoken in the area;
- c) Prepare a protocol, where needed, for public address announcements in case of emergencies including security issues, accidents etc.

- d) acoustic intensity of sound system shall be adequate to ensure that all concerned are able to listen the announcement without any problem and disturbance.

7.7 Internet and Laptop/Desktop

The exhibition organizer shall,

- a) determine the requirements of Laptop/Desktop, Wi-fi and LAN as necessary.
- b) ensure sufficient bandwidth of Wi-fi and LAN to meet the purpose;
- c) **If required**, identify the locations and deploy Wi-Fi access points (APs) to cover the exhibition area with good signal strength;

Note: The exhibition organizer may choose to take the services of external agency to provide internet connections and laptop/desktop. In this regard, the requirements may be shared with the service provider in advance which shall include locations inside venue needs the services of internet connections and laptop/desktop.

7.8 Parking Facilities

The exhibition organizer shall preferably plan the availability of parking facilities at the venue for the attendees along with manpower to handle parking of vehicles and ensure the following:

- a) Advance communications should be sent to all stakeholders about availability of onsite parking options;
- b) Parking requirements for freight forwarders, service providers, exhibitors should also be considered and sufficient extra space should be planned for any unforeseen surge in visitors during the exhibition;
- c) The parking area should not be too far from the venue;
- d) Parking area should be well lit with proper direction signage;
- e) A clear protocol for parking entry and exit be created.
- f) A contingency plan to handle any parking incident such as theft, security or accident shall be established and responsibility to handle the situation should be assigned to the security team by exhibition organizer.

Note: The exhibition organizer may choose to take the services of external agency to handle parking facilities as per the established plan.

7.9 Facilities

The exhibition organizer shall ensure the availability of following facilities at venue of the exhibition:

- a) *Washroom* — Separate washroom(s) for male and female with proper sanitization shall be available. Washrooms shall be cleaned at regular intervals as per the frequency decided in exhibition plan and records shall be maintained;
- b) *Drinking Water* — Ensuring safe and BIS certified drinking water **availability** at venue of exhibition;
- c) *Cloakroom* — **If required**, in order to cater the need of visitors from outside city, cloak room for luggage shall be set up for working hours on day to day basis. A protocol/framework for operation of cloakroom shall be prepared and displayed at the counter of cloakroom;

- d) *First aid* — The venue of exhibition shall be equipped with a first aid kit to manage minor medical exigencies. The personnel deployed shall be adequately trained for administration of first aid measures;
- e) *Lost and Found Counter*— **If necessary**, A counter dedicated to lost and found of child, belongings should be established at the venue and the following should be ensured:
 - i) Internal Communication to quickly coordinate with security, information points, and other staff members to announce details about lost children or belongings should be established;
 - ii) Maintain a detailed logbook/digital records of all lost and found incidents, including date, time, name of complainant, descriptions of child/article and last seen etc.
 - iii) The found articles shall be shared among all using public addressing system and after due verification of owner, the lost items shall be returned immediately and records shall be maintained;
 - iv) When a lost child is brought to the counter, the staff should record essential details, such as the child's name, age, physical description, and the guardian's contact information etc;
 - v) If the child remains unclaimed or child not found at venue after a reasonable period, the matter shall be brought to the notice of local police along with all available information including physical description.

7.10 Booth Contractor

The exhibition organizer may deploy booth contractor to make booth for exhibitors as planned and approved by the exhibitors. In order to avoid confusion, the requirements including size, interior, electricity requirements, material to be used for booth should be communicated in writing to booth contractor along with timelines for completion of work. The exhibition organizer shall ensure the compliance all regulatory requirements while executing the work.

8. OPERATIONAL REQUIREMENTS

8.1 Registration

The exhibition organizer shall prepare a plan for registration of visitors including associated technical equipment, documentation and types of registration badges may require to be issued based on categorization and venue access eligibilities of visitor. ~~The organizer should prepare a catalog about details of exhibition including venue, date(s), registration requirements and entry fee, if any.~~ In addition, the following may also be ensured:

- a) Set up sufficient number of registration counters at the venue for on-site registrations and pre-registered for visitors for smooth entry of visitors;

- b) Pre-Registration of visitor should be encouraged to ensure seamless entry to exhibition venue;
- c) The registration process of online and offline registration along with entry fee should be clearly outlined; and
- d) Badges/wristbands should be issued to the visitors at registration counter as necessary.

NOTES

- (1) In case of rush of visitors, establish dedicated registration counter for specially abled persons, senior citizen and children, ~~in case of rush of visitors~~
- (2) If needed deploy self-service kiosks for quick check-in and on-site registrations, if needed.
- (3) Use advanced ticketing/registration systems ~~to monitor number of visitor numbers to offer timely entry;~~

8.2 ~~Front Desk~~ **May I Help you Counter**

The exhibition organizer shall set up a **May I help you counter** ~~front desk at the entrance of venue~~ and constitute a team of trained personnel having one team leader to handle the activities ~~of front desk~~ and give focus attention to the visitors to ensure the following:

- a) Welcome and greet all the visitors coming to participate in the exhibition;
- b) The ~~front desk~~ team shall have ability to communicate with the guests in at least the local language and/or in the most relevant languages;
- c) Regular review shall be done regarding presence of visitors inside the venue to avoid overcrowd situation and allow further entry to the visitors depending on capacity of venue;
- d) Provide information to the visitors about exhibition, timings and duration, venue layout and facilities available at the venue;
- e) Provide ~~catalogs to the visitors, if needed, which shall contain~~ complete information about the exhibition including details of exhibitors and their locations inside venue of exhibition;
- f) Convey information, if demanded, on available options of nearby accommodation and transportation;
- g) **Provide** contact details of police station, fire station, hospital/clinic ~~at the front desk.~~

8.3 Role and responsibilities

The exhibition organizer shall ensure that the responsibilities and authorities for relevant roles for key activities are documented, assigned, communicated and understood by the concerned person. The following shall be ensured:

- a) The work shall be allotted based on experience and skill of a person;
- b) Before the start of exhibition, all the concerned officials and staff shall be briefed on the scope of allotted work and process to follow to meet service delivery expectations;
- c) The ~~official and~~ staff shall be provided adequate training before assigning the work;
- d) All the staff working onsite shall be informed about duty reporting time in advance;
- e) Arrangements for ~~buffer support~~ staff shall be made available on demand to handle situation in case of absenteeism or no shows.

- ~~f) All the officials and staff members shall be issued identity cards and also provided unique and similar uniform for identification;~~
- g) No official or staff member having sickness shall be allowed to perform any type of duty; and
- h) The exhibitors and their officials/staff shall be informed about their responsibilities including proper information needs to be displayed for products and services being exhibited.

8.4 Security and safety

In order to prevent of any theft or burglary, maintain general discipline, controlling crowd and enable smooth entry/exit of all attendees, the exhibition organizer shall prepare a security and safety protocols. The established protocols should imperative to prevent accidents effectively and therefore; the use of fire alarms, public address systems, ~~and backup electricity~~ should be taken into account, where necessary. The exhibition organizer may appoint a professional security agency, if needed. The compliance of following shall be ensured by the exhibition organizer/external provider during exhibition days:

- a) Identification of potential areas for venue security and determine the requirement of number of security persons needed;
- b) Communication of security requirements to the external provider, where applicable;
- c) Preparation of security plan and review of local regulations applicable;
- d) Training and experience records of security personnel engaged in security arrangements;
- e) Briefing to all security personnel shall be done on daily basis;
- f) Special considerations for senior citizens, women, specially abled persons and children attending the exhibitions;
- g) Availability of security equipment and their functionality; and
- h) Display of signage such as "DO NOT TOUCH" where needed shall be placed for protection of the attendees.

NOTES

- (1) Mock drill may be considered to ensure safety and security arrangements are adequately and functional.
- (2) Refer IS/ISO 18788 for guidance on management of security operations

8.5 Temporary Manpower

In order to handle situations such as absenteeism or last minutes' urgent requirements during exhibitions, the exhibition organizer should have plan and able to arrange additional trained manpower. The external provider shall also be identified, if needed, to provide additional manpower on urgent basis to deal with such situations. Before deputation, a copy of identification document(s) of each temporary manpower engaged shall be obtained and also briefed about the venue and activities needs to be performed. ~~An identity card may also be issued to temporary manpower which shall be displayed at front of their dress.~~

8.6 Logistics

In order to ensure delivery of goods at the venue and send them back after the exhibitions are over, the exhibition organizer shall ensure availability of logistics. The exhibition organizer may appoint external provider. The following shall be

ensured to meet the requirements of logistics:

- a) The requirements for logistics shall be identified and informed to the external provider
- b) ~~The adequate manpower including drivers of the vehicles are engaged;~~
- c) ~~The copy of driving licence and identification documents of logistic team shall be obtained before deployment of work;~~
- d) The parking area, entry and exit routes are identified and informed to logistic staff;
- e) Suitable loading and unloading arrangements are available; and
- f) **The external provider shall ensure that** All vehicles and material handling equipment present onsite shall be in good working condition, functional and meeting the legal requirements, where applicable.

Note- Additional equipment and spare parts should be available at site to meet any emergency/breakdown requirements.

8.7 House Keeping

In order to maintain cleanliness of the venue, the exhibition organizer shall ensure deployment of housekeeping staff. The exhibition organizer may take the services of external provider for housekeeping for the venue site. The following shall be ensured to maintain cleanliness of the venue:

- a) Housekeeping areas shall be identified;
- b) Housekeeping plan shall be prepared in consultation with exhibitors;
- c) Supervisor(s) shall be assigned for monitoring of housekeeping activities;
- d) Consideration shall be given to toilets, food & beverages (F&B) areas and the areas of having high crowd density;
- e) Availability of housekeeping equipment, material and consumables shall be ensured;
- f) Trained manpower shall be deployed and their duties and responsibilities shall be assigned;
- g) Provisions of waste disposal shall be made available;
- h) A supervisor to monitor the activities of housekeeping and related complaints shall be deployed; and
- i) Suitable dress code shall be given for identification of housekeeping staff.

8.8 Food & Beverages (F&B)

The exhibition organizer shall ensure that food and beverage arrangements are available preferably outside the exhibition halls at suitable location for all stakeholders. The exhibition organizer may take the services of external provider for running and maintaining food and beverage facilities. ~~F&B services provider shall be FSSAI certified.~~

In addition to above, the following shall be ensured by the exhibition organizer/external provider:

- a) The exhibition organizers shall finalize F&B plan in consultation exhibitors and external provider which shall include menu, sitting arrangements, number of stalls, and waste collection bins etc.;
- b) Depending on attendees expected, the number of food and beverage joints

- shall be established;
- c) Proper hygiene shall be maintained;
- d) All required arrangements including cutlery, equipment (cooling/ heating) shall be available;
- e) The compliance of all applicable government regulations shall be ensured;
- f) The prices of each items displayed in front of each stall;
- g) Various payment options shall be available;
- h) The dining area shall be cleaned at regular intervals/on demand;
- i) Feedback on quality of food and beverage as well as services shall be obtained by the exhibition organizer and complaints, if any, shall be resolved promptly; and
- j) The exhibition organizer should conduct regular inspections of food quality, hygiene, and services at least once a day.

8.9 Fire Safety

The exhibition organizer shall ensure the compliance of the following fire safety requirements shall be ensured **in discussions with the venue**:

- a) There shall be adequate equipment and implemented measures **at venue** against fire. All the equipment used for fire safety/firefighting such as fire extinguishers etc., ~~fire hydrants, dry raisers, automatic fire detectors, manual alarms, sprinklers, muster point, water motor pump and~~ evacuation, signposting, shall be available and operational;
- b) Where available, the fire safety/firefighting equipment used in the venue of the exhibition shall be BIS certified;
- c) Evacuation routes and emergency exits shall be duly signposted, permanently free from obstacles and easily opened from the inside without any form of lock (such as chains padlocks);
- d) The compliance of regulatory requirements including requirements of local authorities shall be ensured by the exhibition organizer. ~~Fire and Building Safety Certificate of the premises, if mandatory, shall be obtained from the concerned government authorities in advance; and~~
- e) The equipment or devices used in fire safety shall be BIS certified, where Indian standards are available and published.

NOTES— For further information on fire safety in building National Building Code, SP7: 2016 may also be referred.

8.10 Crowd Management

The exhibition organizer shall ensure number of visitor entering any booth shall not create any unwanted situation or stampede and shall ensure the following:

- a) A protocol for crowd management shall be prepared as document and shared with security in-charge of venue and individual booth;
- b) Assess the capacity of venue of each individual booth in context of number of person can be accommodated;
- c) The security at each point of entry shall make the assessment on presence of current presence of attendees inside the booth and restrict entry to maintain safety and any unwanted situation; and
- d) ~~The security persons shall be given access to the CCTV cameras to assess the number of persons inside the venue and booths.~~

9. CUSTOMER FEEDBACK

The exhibition organizer shall ensure to take feedback from customer in structured format on their experience of exhibition and services provided. ~~It shall be ensured that immediate corrective action shall be taken on the feedback which are adversely affecting the quality of services and overall experience of visitors.~~ The exhibition organizer shall analyze the feedback to identify areas of strength or weakness for further improvement in the processes.

10. SUSTAINABILITY

The exhibition organizer shall focus on sustainability aspects while organizing an exhibition. The following aspects shall be considered:

a) Waste Management

The waste management plan shall be prepared and shared with the stakeholder for their support and implementation. The attendees shall be informed through templates and poster to use waste bins. The waste material shall be suitably segregated and disposed-of on daily basis.

b) Energy Conservation.

The following measures shall be taken:

- i) Use energy-efficient lighting, electric equipment;
- ~~ii) Use of renewable energy sources like solar panels for electric power requirement to the extent possible; and~~
- iii) Ensuring that all electrical devices/equipment are switched off when not in use.

c) Use of biodegradable Materials.

To the extent possible, the material used for any work including booth constructions and promotional activities shall be made biodegradable materials such as bagasse, bamboo, palm leaves, paper & cardboard, wood etc.

d) Digital Documentation

In order to reduce the use of paper, options such as digital tickets, brochures, and screens ~~should be promoted shall be use~~. All the information relevant to the exhibition shall be shared or communicated using electronic means to minimize ~~avoid~~ use of printed material.

~~e) Eco-friendly Transportation~~

~~In order to reduce carbon emission, eco-friendly transportation such as electric transportation for public transportation and CNG driven goods transportation shall be used in exhibition.~~

f) Water Conservation

Water efficient Sanitaryware and sanitary fittings conforming to Indian Standards shall be used, where available, to avoid wastage of water by attendees at the site of exhibition.

Note- Refer IS 17650 Part 1: 2021 and IS 17650 Part 2: 2021

g) Awareness and Education on Sustainability

The education on sustainability aspects shall be given priority. In order to promote and provide education on sustainability, various means such as digital signage, electronic screens, public announcements shall be adopted.

**Annex A
(5.1)**

Recommendation for Identification of Risk

RISK IDENTIFICATION CHECKLIST		
Exhibition Name:		Date :
Organizer:		Time:

Location:				
S.L No	Task	Description	Status	Comments
1	Check for all source of uncertainty that might be relevant in organizing exhibition	Look around to find any physical dangers.	<input type="checkbox"/> Done	
2	Identify all potential risks	Write down all risks, their causes, and consequences.	<input type="checkbox"/> Done	
3	Rate the risks	Decide how likely and dangerous is each risk. Categorize the risk.	<input type="checkbox"/> Done	
4	Check current safety measures	Assess if current safety measures are adequate.	<input type="checkbox"/> Done	
5	Plan for risks	Mitigation Plan prepared to deal with each identified risk	<input type="checkbox"/> Done	
6	Keep records	Detailed of records to be prepared and maintained for risk assessments and plans.	<input type="checkbox"/> Done	
7	Regular updates	Regularly check and update risk assessments and plans.	<input type="checkbox"/> Done	
8	Update workforce records	Make sure all workforce records are up-to-date.	<input type="checkbox"/> Done	
9	Inform everyone	Tell all stakeholders about the risk management plan and their roles.	<input type="checkbox"/> Done	
10	Train the team	Train everyone on how to identify and deal with risks.	<input type="checkbox"/> Done	
Additional Notes:				

**Annex B
(6.1)**

Recommendation for Operational Planning

Operational Planning Checklist		
Exhibition Name:		Date:
Location:		Time:
Organizer:		

SL. No	Task	Description	Status	Comments
1	Operational team	Establishment of a team to execute and monitor exhibition activities.	<input type="checkbox"/> Done	
2	Define roles and responsibilities	Clearly define and communicate the roles and responsibilities of each team member.	<input type="checkbox"/> Done	
3	Conduct training	Train the team members to carry out their respective tasks effectively.	<input type="checkbox"/> Done	
4	Implement mechanisms and allocate resources	Ensure appropriate mechanisms and resources are in place for all activities.	<input type="checkbox"/> Done	
5	Manage supplier contracts	Contracts with suppliers and manage delivery effectively.	<input type="checkbox"/> Done	
6	Stakeholder communication	Set up effective communication channels with all stakeholders.	<input type="checkbox"/> Done	
7	Maintain documentation	Keep comprehensive records of all operational planning and implementation activities.	<input type="checkbox"/> Done	
8	Regular review and update	Regularly review and update operational plans and processes as needed.	<input type="checkbox"/> Done	
9	Monitor and adjust	Continuously monitor operations and make necessary adjustments in real-time.	<input type="checkbox"/> Done	
Additional Notes:				