



International Trade Fair for Wines and Spirits

ProWine São Paulo

Oct - 20-22 | 2020

Transamerica Expo Center

HYGIENE AND SAFETY PROTOCOL

ProWine São Paulo 2020

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INTRODUCTION

The pandemic of COVID-19 has brought changes in people's behavior and their expectations regarding various services, including the organization of trade fairs. As a result, specific legal requirements and recommendations on health and hygiene precautions were established.

Emme Brasil and Messe Düsseldorf have designed this safety protocol based on the best practices recommended by UFI (Global Association of the Exhibition Industry) and WHO (World Health Organization) to mitigate risks of contamination during the event and ensure the safety of fairgrounds.

EVENT ACCESS ENTRANCES

All visitors, service providers, and exhibitors entering the event, regardless of the access option, will go through a series of controls to ensure safety within the venue and minimize the risk of contamination.

The following fair access measures will be implemented:

- Queues will be marked with a linear distance of 1.5 meters between each person;
- Temperature measurement of all participants. Those whose temperature is equal to or greater than 37.8°C will not be allowed to enter the event and will be taken to the medical station to re-check temperature and receive further guidance;
- Use of badge is mandatory;
- Sanitizers with 70% isopropyl alcohol in every entrance;

[\[Click here to see how it will be measured\]](https://www.youtube.com/watch?v=5TJpeqjxJko)
<https://www.youtube.com/watch?v=5TJpeqjxJko>

Additional access control procedures may increase queue times. Therefore, a separate entrance will be available to exhibitors and suppliers.

ENTRANCES WITH POSSIBLE QUEUING

At entrances with a higher probability of people gathering, there will be more staff, properly equipped with masks, face shields, and disposable gloves for personal protection, as to ensure the proper distancing.

People in line will be required to maintain a distance of 1.5 meters from each other.

We will offer a free locker service for all visitors.

ONLINE REGISTRATION

To avoid agglomeration, event attendees must sign up online (exhibitors, visitors, press members, and service providers).

Those who have not signed up online must sign up with their phones upon arrival to reduce queues and minimize contact with other people.

EVENT CAPACITY

The layout of the fair and congress rooms was redesigned to maximize physical distancing. Internal avenues will be expanded from 3m (primary) and 2m (secondary) to 5m respectively. As per the 1.5 meter distance recommendation, our occupation will be one person for every three square meters.

All entrances and exits will be strictly controlled to ensure the occupancy rate of the pavilions remains within the limit above.

GENERAL HYGIENE MEASURES

SANITIZING TOTEMS

ProWine São Paulo will install totems equipped with sanitizers (alcohol 70%) in all entrances, rooms, walkway intersections, and restrooms.

MOUTH AND NOSE PROTECTION/MASKS

All attendees are required to wear face masks. Disposable masks will be available to visitors and exhibitors at the entrance.

These measures may be relaxed based on the public measures imposed by the city of São Paulo during the event period.

RESTROOMS

Restrooms will be cleaned and disinfected frequently with products recommended by ANVISA.

To avoid agglomerations in the restrooms, a security guard will be in charge of ensuring occupancy according to the number of toilets and the 1.5m linear distance required in the queues.

DOORS

Doors will be kept open to avoid contact with door handles, except for fire doors, which will be equipped with electronic and automatic locks.

AIR CONDITIONING

For increased safety and comfort, Transamerica Expo Center will implement an internal protocol providing more rigorous maintenance on air conditioning systems using bactericidal filters, as recommended by NBR 16.401-3:2008, in compliance with the current laws of ANVISA RE 09/2003 and GM/MS ordinance No. 3523:1998.

CLEANING / TESTING SURFACES

Products exposed to the public, such as stands, must be cleaned frequently with disinfectants during the entire fair period.

Annex A contains the list of products recommended by ANVISA. Common areas and equipment will also be cleaned periodically. In our cleaning procedure, we added **ultraviolet disinfection on surfaces**.

The application of this system is done by night and takes around 2 seconds each time is done **and guarantees 99.99% efficiency against coronavirus and other pathogens**.

| Learn more about the equipment
<https://youtu.be/L6B5WGjSmtQ>

We will do surface testing daily to control critical points.

| Learn more about testing
<https://www.alsglobal.com/Safe-by-choice>

GLASSWARE

The glasses used at the fair will be sanitized by ProWine São Paulo using industrial washing machines at temperatures above 90°C and glassware sterilization products.

SPITTOONS

ProWine São Paulo will provide spittoons for all exhibitors. Exhibitors will offer visitors individual a disposable spittoon at each tasting, thus minimizing the risk of contagion. The contents of the individual spittoons should be disposed into the collective spittoons placed in each booth or the walkways.

ProWine São Paulo will ensure that all disposable spit buckets are properly recycled to minimize the environmental impact.

STREETS / AVENUES

As per UFI's best practices for effective cleaning, no carpet will be installed on the streets. Event access routes will be cleaned regularly.

EXHIBITORS (STANDS)

To ensure the safety of exhibitors, new measures for setting up stands were defined according to the best practices recommended by class entities, and official health agencies.

FOLDER RACKS

Folder racks are not allowed. We recommend using QR Code technology for downloading promotional materials.

NUMBER OF PEOPLE

The number of people allowed in the event venue was defined based on the total size of the pavilion and the minimum recommended distance of 1.5m between people. Therefore, exhibitors are expected **to optimize the staff in their booths to give space to a higher number of visitors.**

WATER SUPPLY

Water inlets and outlets will not be provided in stands.

HAND SANITIZERS

Exhibitors must provide general sanitizers in visible locations (e.g. 70% isopropyl alcohol solution).

GIVEAWAYS

To avoid contact, the distribution of giveaways and flyers during the event should be limited. Exhibitors who choose to distribute giveaways must ensure proper hygiene of all items.

CATERING

Hygiene requirements must be rigorously followed when preparing and handling food products. Only individually packed and premade food items may be provided in the stand. E.g., exhibitors are not allowed to place peanut bowls, snacks, cheese plates, etc. on the counters.

GENERAL RULES OF CONDUCT

Respect the distance between people; minimize physical contact; sanitize hands; wear masks.

CELEBRATIONS & PARTIES

Parties will not be allowed at the booths.

FOOD

There will be no food court at ProWine São Paulo. The Transamerica Expo Center has fixed food court facilities operating according to the food safety procedures recommended by the relevant agencies and the procedures set out in the Transamerica Expo Center safety protocol.

COMMUNICATION

The measures set out in this protocol were created by Emme Brasil based on best practices published by UFI, Brazilian associations of the event industry, and safety recommendations issued by national and international health agencies.

These required measures will be extensively disclosed to exhibitors, visitors, service providers, and press members to mitigate the risk of Covid-19 contamination.

STAND ASSEMBLER / STAND SERVICE PROVIDER

Work conditions: stand assemblers must abide by all applicable rules provided in the exhibitor manual, and particularly the rules set out in the special pandemic safety protocol. All workers are required to wear PPE during assembly procedures.

During the assembly period, all workers will have their temperature taken and those with a temperature equal to or greater than 37.8°C will not be allowed inside the venue.

FORUM / CONFERENCES / WORKSHOPS

For conferences and similar events, the seats will be arranged with a spacing of 1.5 meters between chairs and 2.4 meters between rows. Areas for standing public will not be allowed. The number of attendees will be limited, based on the available space and following the density rule (1 person per 3 square meters). Entrances and exits will be clearly separated from each other. In addition, the security staff will monitor the number of people attending the event and enforce proper distancing rules.

<https://prowinesaopaulo.com/>

If you need further information, please contact us.

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ANNEX A: PRODUCTS CERTIFIED BY ANVISA

http://portal.anvisa.gov.br/noticias/-/asset_publisher/FXrpx9-qY7FbU/content/saneantes-substituem-alcool-gel-no-combate-a-covid-19/219201

(ACCESSED ON JUNE 17, 2020)

PRODUCT	EXAMPLE
0.1% sodium hypochlorite (concentration recommended by the WHO)	Bleach
Bleaches 0.1% containing hypochlorite (sodium, calcium)	Bleach
Sodium dichloroisocyanurate (concentration of 1,000 ppm of active chlorine)	Chlorine or Clorox
Povidone-iodine (1%)	Iodine
Hydrogen peroxide (0.5%)	Hydrogen Peroxide
Peracetic acid (0.5%)	PAA
Quaternary ammonium (e.g. Benzalkonium Chloride 0.05%)	Quats
Phenolic compounds	----