

ISE Publishes Guidelines for a Healthy ISE 2021

Written by Bob Snyder
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A risk assessment-- carried out to World Health Organization guidelines-- rates the overall risk of transmission and further spread of COVID-19 at ISE 2021 as 'low'-- if the Fira de Barcelona and ISE implement certain safety conditions.



Fira de Barcelona, risk consultancy AON and the Hospital Clinic of Barcelona jointly devised strategies for upcoming events at the Fira.

The assessment looked at the risk factors associated with events as well as the impact of specifically formulated safety measures. More than 60 processes or services were evaluated and analyzed, identifying 948 mitigation points.

Now ISE publishes these measures, a comprehensive set of guidelines for exhibitors, ISE and Fira staff to create a healthy and safe environment at ISE 2021.

A Guide to Safe Exhibiting is organised into four sections:

- Actions by Fira de Barcelona and ISE
- Stand Design

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- Stand Management
- Visitor Guidance.

Each section contains essential measures in the areas of health and safety, traffic flow and visitor management, staff, stand personnel and supplier working, and social distancing.

Mike Blackman, Managing Director of Integrated Systems Events, says: “We have understandably had many questions from exhibitors and others about how ISE 2021 will be affected by the continuing public health situation. A Guide to Safe Exhibiting explains the adjustments that we and our exhibitors will need to make to ensure that the show is as safe as it can possibly be. The situation continues to evolve and we will update the Guide if any changes to the strategy are required. We remain committed to holding ISE 2021 at the Fira next February as an in-person event.”

ISE 2021 will take place at the Fira de Barcelona, Gran Vía on 2-5 February 2021.

Go [A Guide to Safe Exhibiting](#)

