



TRUST GULF PRINT & PACK OPENING GULF PRINT & PACK SAFELY



GULF PRINT
& PACK 2021

In order to re-open Gulf Print & Pack following COVID-19, we have reviewed how Gulf Print & Pack will operate and what practices we will need to put in place.

We have developed the **TRUST TARSUS** framework based on the operational guidelines produced by industry bodies, including SISO, IAEE and UFI, that will be the basis for our Trust Gulf Print & Pack plan.

The health and safety of all of our event stakeholders will always be our highest priority and will guide every decision we make in the planning and scheduling of our events. We know that face-to-face events have been changed by COVID-19 and whilst we all continue to adapt, we want to reassure you that we will focus on:

- + Working in partnership with the Dubai Municipality, Dubai Health Authorities, Dubai World Trade Centre and event partners to meet local safety standards at Gulf Print & Pack 2021
- + Carefully selecting event suppliers that can meet our health & safety criteria
- + Creating alternative ways to participate for those unable to attend in person
- + Supporting the commercial, labels and package print industry as they rebuild their businesses; we will listen to and act on your feedback
- + Delivering ROI to our customers; we will make sure the people you need to meet & do business with are at Gulf Print & Pack

These guidelines will remain fluid in order to keep up with new information and medical advice as and when it comes to light.

TRUST GULF PRINT & PACK IS OUR COMMITMENT TO RUN FACE-TO-FACE EVENTS AS SAFELY AS POSSIBLE. WHEN YOU PARTICIPATE AT GULF PRINT & PACK YOU CAN EXPECT:

REVISED EVENT FORMATS



PHYSICAL DISTANCING. We will follow physical distancing & crowd density guidelines as directed by the local Dubai authorities.



REGISTRATION. We will minimise waiting times and increase entry points at Dubai World Trade Centre to facilitate quicker admittance to our events. Online pre-registration is mandatory as on-site registration is not possible at this time.



FLOOR PLANNING. We will increase aisle widths and use dedicated travel lanes to help manage traffic.



CONFERENCE AREAS. Conference and meeting room seating at Dubai World Trade Centre will be set up to follow local distancing guidelines.



FOOD & BEVERAGE. Catering outlets will be designed to uphold health & safety precautions – such as individually packaged food, spaced seating and contactless payments.



ADDITIONAL STAFF. We will increase our show teams to ensure biosafety measures are adhered to and provide additional support where needed.

INCREASED CLEANING & HYGIENE



VENUE DEEP-CLEAN. Dubai World Trade Centre will be required to deep-clean their facility prior to build-up and show open along with regular cleaning throughout the event.



ENHANCED CLEAN SPACES. Exhibitors will be encouraged to regularly clean their exhibit area; and to replace promotional materials with digital ones.



HAND SANITISERS. Stations will be positioned at key locations throughout Dubai World Trade Centre; exhibitors will be encouraged to provide hand sanitising points at their stand.



WASTE MANAGEMENT. Waste collection and removal will be increased during Dubai World Trade Centre.



PERSONAL CONTACT. All attendees will be encouraged to maintain distances while networking and abstain from handshaking or other forms of physical contact.



FACE MASKS. Wearing a face mask is mandatory at all times including inside the halls. Gloves are optional.

CLEAR, VISIBLE COMMUNICATIONS



PRE-EVENT COMMUNICATIONS. Health and safety measures specific to Gulf Print & Pack will be communicated and updated often on our event websites, email updates and social media channels.



DEDICATED CONTACTS. Gulf Print & Pack will have a dedicated representative to handle any health and safety queries; Tarsus Support will provide additional assistance and guidance.



EVENT SIGNAGE. Specific health and safety signage will be displayed prominently around and within Dubai World Trade Centre.



UPDATED EXHIBITOR MANUALS. Our exhibitor manuals will contain the latest Dubai Authorities requirements.