

SNEAKERMESS

By Sneakers Luxembourg



Sneakermess Covid-19

Hygienemaasures

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Sneakermess Luxembourg organizes sneaker events every 6 months, i.e. 2 trade fairs per year.

Over the past 6 years, we have gained extensive experience in areas such as talent management and workflow management, enabling us to get used to an ever-growing team that regularly requires innovation and positive restructuring.

Thus, in the limited and difficult period of the "reopening phase" after Covid-19, we can confidently demonstrate our ability to organize successful fairs.

It is our top priority to guarantee the health of our visitors and our team.

That is why we will do everything we can to create a safe environment for all.

- We strictly follow all government recommendations, in addition to other safety measures that we believe are essential to create a healthy and safe environment.
- Our health and safety plan has four main pillars:
 - Hygienic measures to reduce potential infections.
 - Manage visitor numbers and their distances.
 - A room layout that offers enough space for all visitors.
 - A communication plan, online and offline.

Hygiene measures:

Use of disinfectants:

- We provide you with disinfectants at the entrance at all our trade fairs.
- Disinfectant stations are installed around the sales area. With special attention to the cash register area.
- Our team will disinfect our hands at regular intervals.

Masks:

- Masks must be worn in the hall by visitors and staff at anytime, with the exception of the Food Village (consumption and removal of the mask only permitted when sitting)
- Protective screen: at the checkout

Air:

- Every location we book is equipped with ventilation systems or has large outdoor areas where we can design our sneaker stalls.

Visitor management

The correct management of our visitors is our main concern and our focus, because this is fundamental, so that the exhibition hall is not overcrowded.

To achieve this, we have developed the following rules:

- Access only for one visitor per 4 sqm according to the regional rules and regulations. When the maximum capacity is reached, a new visitor will only be allowed in if another visitor leaves the hall.
This is constantly monitored by our team at the entrance.
- Distance markings along the queue in front of the entrance and at the checkout -Mind. 2m distance in the queue – the markings will be glued to the floor.
- In order to shorten the queue, we strongly advise our visitors to register in advance via our website www.sneakersluxembourg.lu to book a certain entry time.
- There will be two different queues, one for pre-registration and one for the box office. Registered visitors receive priority access.
- This will lead to a greater distribution of the flow of visitors in the exhibition hall.
- Each visitor must register with their contact details at the online prepayment – this will determine the time of entry, so that one can trace how many visitors are in the hall at the same time.

Floor plan

The floor plan is organized in such a way that we can offer our visitors the best possible access and overview of our sneaker stalls.

Additional measures will be taken to ensure that the rules of social distancing are clear and easy to follow.

- All sneaker stalls will be separated at a distance of at least 2 metres, so that visitors can shop safely and at the right distance in the exhibition hall.
- The sneaker stalls are divided on the walls or with a physical separation, so you can only walk from one side.
- Entry and exit are carried out by separate paths

Communications plan

Online mode:

- Communication regarding health and safety regulations will be present at the publication of the sneaker measurement promotion on social media
- Before the event starts, Instagram and Facebook updates on health and safety regulations are constantly posted.

Offline mode:

- Posters with our health and safety regulations will be placed at the entrance of the exhibition hall.
- Small posters with the most important rules and hints will be attached to the main areas (cash registers / stalls).
- The wearing of the masks is remembered.

A clear and transparent communication plan is the key to ensuring our visitors safety and a pleasant feeling when shopping with us.
It is important to regularly remind our visitors to follow health and safety regulations carefully at all times.

Summary

The reopening of our trade fairs is based on the strict requirements of the health department and is in accordance with the regulations.

Furthermore, as a company, we are able to ensure the health and safety of our visitors and our team.

Every plan is only as good as its implementation, so we depend on each of our visitors to act sensibly and responsibly.