

Goyang Destination Week 2020

**INTERNATIONAL  
DESTINATION  
COMPETITIVENESS  
FORUM**

Countermeasure of Venue and City  
concerning the COVID 19 Pandemic

양주윤, 킨텍스 팀장

Frank Yang, Director Convention Marketing



**KINTEX**

KINTEX



**CANCELLED**

**POSTPONED**



ASIA - PACIFIC, LATEST ON CORONAVIRUS OUTBREAK

# S.Korea reports highest COVID-19 cases since March

367 new cases confirmed in past 24 hours following new wave of virus outbreak

Islamuddin Sajid | 21.08.2020



Coronavirus

Turkey registers 1,467 new COVID-19 cases

Coronavirus situation update in Eurasian countries

Scotland, N.Ireland suffer record COVID infections

**254** SHOWS CANCELLED (of 362 shows)

**USD 1,700mil** sales reduction



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INTERNATIONAL  
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## Content

1. KINTEX case
2. KINTEX Prevention Measures
3. Supports from Public Sector
4. Key Success Factors
5. VENUE for NEW NORMAL

# 1. KINTEX CASE INTRODUCTION

# Turning Point on May 6



[Business](#) [Markets](#) [World](#) [Politics](#) [TV](#) [More](#)

WORLD NEWS    MAY 3, 2020 / 3:42 PM / 3 MONTHS AGO

## South Korea to relax social distancing rules further, starting May 6

Cynthia Kim

2 MIN READ








## 7 Meetings to set prevention plan

First Exhibition in Korea

DONG-A CONSTRUCTION

FAIR

**Eisenkraft**  
Biegeerzeuge - Bending Tools - Dobladoras de hierro  
Dekoration - Home decoration - Diseño interior



## Overview

**Organizer : Dong-A Fairs**

**Venue : 1~2Hall (21,384sqm)**

**Period : 8~11, May 2020**

**400 Exhibitors(1,000Booths)**



## 45,400 Visitors

	8 <sup>th</sup> May(Fri)	9 <sup>th</sup> May(Sat)	10 <sup>th</sup> May(Sun)	11 <sup>th</sup> May(Mon)	Total
Visitors	8,600	12,600	16,100	8,100	<b>45,400</b>
Fevers	1	0	0	0	1

# Prevention Results

8<sup>th</sup> May ~ 17<sup>th</sup> August

**30** exhibitions

**59** conferences

**336,554** visitors



# Zero

COVID-19 confirmed case



## Presenting Best Practice



No confirmed cases due to KINTEX's strict prevention regulations

## Public Relations



## UFI Case Study

**UFI Blog**

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**Case Study: Learnings from KINTEX hosting the first exhibition held in South Korea after COVID 19**

As the Korean government shifted its months-long social distancing campaign to a more relaxed "distancing in daily life" campaign from May 6, KINTEX decided to reopen its exhibition halls for the first time since the most recent exhibition in January.

The event, the 53<sup>rd</sup> MBC Construction Expo, was organized by PEO Dong-A Fairs and held from May 8 to 11. Considering the timing of show in the midst of the COVID19 pandemic, the PEO and KINTEX agreed to establish a thorough set of contingency measures.

In preparation for the opening, nearby hospitals and quarantine authorities were notified of the event in advance in order to gain their cooperation. Both the PEO and KINTEX agreed that the PEO would primarily manage the hall entrance and inside the hall itself, while KINTEX would primarily be responsible for managing the venue entrance and lobby area. More than 50 employees in total from both companies were dedicated to quarantine activities for day of the show.

**Quarantine measures by area are as follows:**

@ Venue Entrance (controlled by Venue)

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00:00 03:38

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## UFI, ICCA, AIPC Manual

**Addressing COVID-19 Requirements for Re-Opening Business Events**

AIPC ICCA UFI

to change less and where solid barriers may be more useful and effective. This is particularly true of busy staff-customer contact points, such as check-in desks and info-points, where a solid barrier with a plexi-glass partition is likely to be the preferred option. Related, when looking at things like larger reception desks, consider types or models of barriers that come with wheels attached so they can be (more) easily moved.

2) Consider what material that barriers you buy is made of, this in light of the need to clean and wipe surfaces frequently. Cleaning agents, some including slightly abrasive chemicals, will be used with far greater frequency in the future than before. Make certain that surfaces likely to be sprayed or wiped often are made to last and do not wear because of the intense use of chemicals.

3) Consider the specific surface and area of use for people routing and distance-marking materials. A wide range of materials, markings, awareness signage and unique solutions are being developed and designed on an ongoing basis to support one-way floor routing and physical distancing. In effect, a whole new workplace furniture niche is emerging. In choosing markings, consider where they will be used, including lighting and likely "wear and tear", and aim to combine floor marks with signage on walls or screens where possible for reinforcing the message or direction. Materials include:

- Carpets printed with distance marks
- Circular carpets with a diameter marking a particular distance
- All manner of stickers, strips, and arrow signage
- Rubber and plastic floor mats with signage
- Floor mats for use in elevators (usually, for just 2 persons)
- Wall-mounted pull-out marks

4) Consider augmenting signage and markings with distancing (alert) technology. In several countries, companies have developed a small personal "light alarm" that people can clip on that goes off showing a blinking red light when the sensor gets closer than a set distance from another person wearing a similar light alarm with a similar sensor. Using this technology helps people self-police, and can also help event or venue staff monitor attendee compliance. If you use such technology, draw up a procedure for the distribution, placement and cleaning of such devices.

5) Consider using and marking outdoor areas as part of a one-way routing scheme. To promote one-way routing of people, some facilities are now directing persons to walk one way within a building or hallway, and the other way just outside the building, thus using the exterior of buildings as a one-direction pathway. In some cases, companies are building separate little roofs and structures to cover or enclose such exterior walkways. Similarly, normally closed service-ways or non-public "back stage" hallways to storage areas are now being put into use in some centres to create new two-way interior building walking routes. If you use an outdoor area as part of your physical distancing routing scheme, do not forget to ensure proper safety and security (could include CCTV cameras) monitoring.

6) Use extensive signage to reinforce proper (floor) routing patterns. Until people have visited a venue more often, they will need guidance on which way to go. The more this information can be reinforced with signs, maps, instructions on screens or handouts, the better. Evolving good practice indicates that alert tasks accompanied by simple graphics, with good or strong color contrasts, works best. Consider digital signage and try to reduce stand-up signage that may affect attendees' flows.

Good practice from KINTEX in South Korea: Floor markings for entrance line-up. Image courtesy of Frank Yang, Director of Marketing & Business Development, KINTEX.

AIPC - ICCA - UFI Good Practice Guidance | Addressing COVID-19 Requirements for Re-Opening Business Events 13

※ AIPC : 세계컨벤션센터협회  
ICCA : 국제회의컨벤션협회  
UFI : 세계전시산업연맹



The show must go on with thorough quarantine.

동 지침은 기본 가이드라인이며, 행사 기간 및 성격, 참가객 등 특성에 따라 안내·적용하시기 바랍니다.

## 「코로나바이러스감염증-19」 킨텍스-주최자 방역관리 매뉴얼 [제6판<sup>1)</sup>]

2020. 7. 1

**KINTEX** 코로나바이러스감염증-19  
비상상황실

1) 보건당국(고양시 재난대책본부\_5.4 / 5.28 / 5.31, 일산서구보건소\_5.4 / 5.28) 요청사항 및 협의결과 반영  
2) 3판(전시행사)에 정부(중대본)의 '시험 방역관리 지침'을 적용한 4판(전시행사+회의행사) 작성  
3) 4판에 중대본 '방역관리자 업무 안내(6.3)' 적용 및 6월 1주차 행사 시, 보건소 보안 요청사항 반영  
4) 5판에 확진자 방문(6.13)에 따른 역학조사 결과(6.23) 및 6월 2~4주차 행사 시, 보건소 보안 요청사항 반영

The show must go on with thorough quarantine.

### I 전시(이벤트) 행사

□ 목적 : 철저한 방역관리를 통한 행사기간 중 코로나19 확산 방지

□ 전시장 4단계 방역관리 실시

○ 1단계 : 전시장 건물 출입통제(1차 체온측정)\_킨텍스&주최자

① 입/출구 구분 및 제한운영

- (1전시장) 입구와 출구 GATE 구분
  - 입구(3개소) : 2, 3, 5A / 출구(3개소) : 1A, 4, 5A
- (2전시장) 입구와 출구 동선 분리 운영(차단봉 사용)
  - B1(4개소) : 에스컬레이터(중앙, 6홀), 엘리베이터(7B, 10A)
  - 1층(2개소) : 공공보행통로 전면, 후면
  - 2층(1개소) : 메인로비 전면

- 행사 특성 및 개최장소에 따라 탄력적으로 운영 예정

\* 세부 출입통제 및 인원배치 내역 첨부 배치도 참조

※ 출구(1전시장 1A, 4, 5A)에 운영요원 1명 배치 : 킨텍스 1명

- 외부 참가객 입장 저지 및 출입 동선 안내

② 모든 참가객은 마스크 착용 및 손소독제 사용 후 입장

- 마스크 미착용 참가객에게 마스크 판매(배부) 및 손소독제 배치(킨텍스)

③ 입장절차 및 거리두기 안내

- 입장절차 T보드 설치 및 1.5m 거리두기 바닥 유지선 부착(킨텍스)

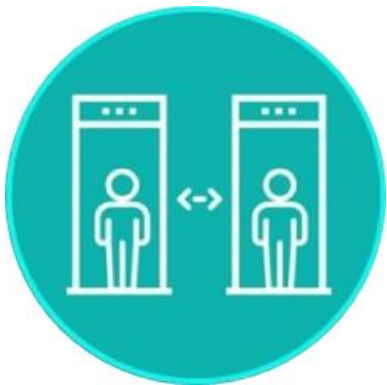
④ (1차)체온측정 및 소독메트 설치

- 참가객 대상 체온측정(발열 기준 : 37도\_기온에 따라 37~37.5도 적용)
  - 1차 체온측정 동선(2줄) : (1)안면인식 체온계, (2)비접촉식 체온계
  - 운영요원 2명 배치 : 킨텍스 1명(안면인식), 주최자 1명(비접촉식)
  - 체온측정 장비는 킨텍스 지원
- 37도 이상 참가객 대상 2차 체온측정 : (예비)비접촉식 체온계 활용
- 모든 전시장 입구에 소독발판메트 설치(킨텍스)

## 2. PREVENTION MEASURES

## 1. VENUE ENTRANCE

- ✓ Social Distancing, Masks
- ✓ Access restriction for person with symptoms
- ✓ 2 Ambulances on standby at all times



**Entrance/Exit  
Separation**



**Visitor Tracking**  
By QR Access Control



**Hand  
Sanitizer**

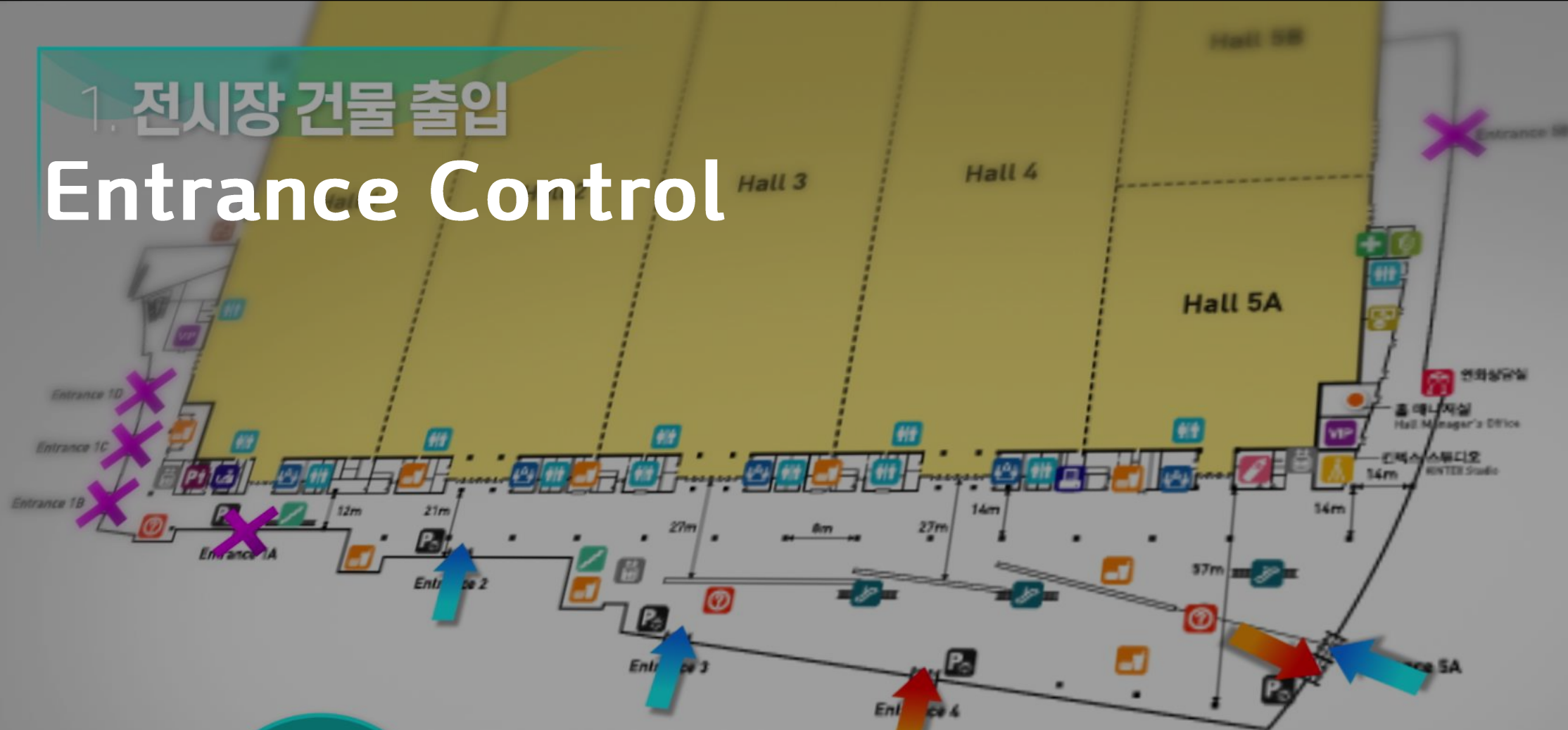


**1<sup>st</sup> Body  
Temperature**



**Plastic  
Glove**

# 1. 전시장 건물 출입 Entrance Control



**Separated Entrance & Exit**  
**Keep Social Distancing and Minimize Contact**  
**Entry Prohibited for person with symptoms**

# 1. 전시장 건물 출입

## Visitor Tracking

### QR Code Access Control

Registering Personal Information through QR code  
Use for tracking infected people if it occurs

1. 전시장 건물 출입

# Venue Entrance



## 1<sup>st</sup> Body Temperature Measure

안면인식체온계로 정확하게 발열체크 실시

## Facial Recognition Thermometer

1. 전시장 건물 출입

# Venue Entrance



Plastic Gloves Distribution  
Hand sanitizer placement

전시장 입장시 비닐장갑 착용을 의무화

## 2. LOBBY (Registration)

- ✓ More Registration and Entrance for Social Distancing
- ✓ Minimizing On-site Registers
- ✓ Visitor Dispersion by rush hour guidance



Social Distancing  
@ Registration



Entrance/Exit  
Separation



2<sup>nd</sup> Body  
Temperature



Medical  
Staff



2. 로비 전시회 입장을 위한  
등록 절차

# Hall Entrance

2차 체온측정  
Hand sanitizer placement  
No Food and Drink

비닐  
착

2. 로비 전시회 입장을 위한  
등록 절차

# Hall Entrance

Medical Staffs stand-by for each entrance



홀 입구 간호인력 배치  
발열자 발생 시 즉각적인 조치를 위해  
홀 입구에 간호인력을 상시 배치

의료신

supreme.

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## 3. INSIDE OF EVENTS

- ✓ Patrol Staffs to check Masks and Plastic Gloves
- ✓ CCTV recording of major traffic lines
- ✓ One-way Traffic Guidance



Mask  
Control



Distance  
Between Booths



Density  
Control



Plastic Barriers  
on Desks



100%  
External Air  
Intake



Virtual Meeting  
Infrastructure

### 3. 전시홀 내부

# Hall Inside

**Mandatory to wear Masks and Plastic Gloves**  
**No Food and Drink**  
**Prohibited for babies under 36 months**

마스크 착용 의무화  
전시홀은 마스크 및 비닐장갑을 착용 의무화해야 하며 식음료 섭취,  
취식 금지 (만 36개월 미만의 영아는 전시홀 입장이 금지됩니다)

### 3. 전시홀 내부

# Hall Inside



여기는  
입구

**Density Control**

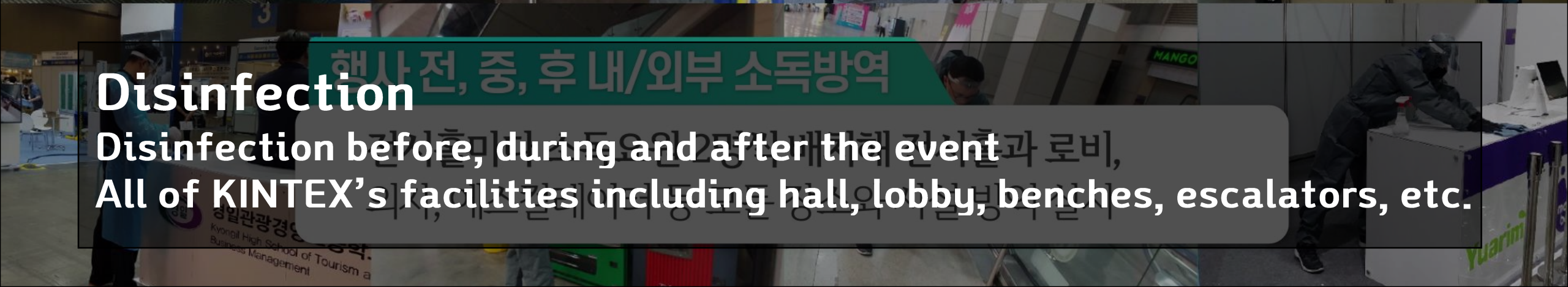
Limit Number of Visitors for a hour

Distributed visitors through advance notice of rush hour

# 4. 전시장 내외부 소독방역 Hall Inside



**Disinfection**  
Disinfection before, during and after the event  
All of KINTEX's facilities including hall, lobby, benches, escalators, etc.



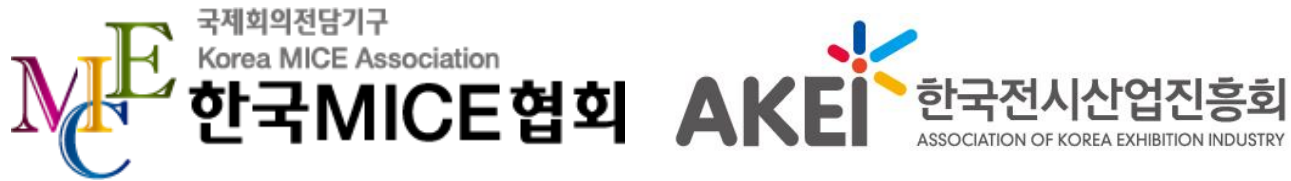
## 3. Supports from Public Sector



- COVID-19 Prevention Activities
- Hybrid Meeting
- Meeting Technology
- Expansion of Subsidy
- Deregulation







- Prevention Guide Line
- Information of Government Support
- COVID-19 Prevention Activities
- Promotional Campaign
- Support for Exhibitors

## 전시회, 지하철보다 안전합니다

전시회는 일반 대중행사가 아니고 전문적으로 조직된 안전한 행사입니다.  
전시장에서는 현재 가능한 모든 코로나19 방역조치가 시행되고 있습니다.

5~6월에 50개 전시회가 열리는 동안 발생된 코로나19 확진자는 0명입니다.  
확진자가 전시장에 다녀갔음에도 불구하고 이로 인한 추가 전파 사례는 없었습니다.

철동같은 방역 전시회를 통하여 기업 비즈니스를 창출하고 국가 및 지역 경제에 기여할 수 있도록  
전시업계가 포스트 코로나 시대 경제 회복에 앞장서겠습니다.

마스크 · 비닐 장갑 · 안전 가리개 · 아크릴 차단막 · 소독 매트 · 체온계 · 소독 · 거리 두기  
동선 관리 · 출입구 분리 · 전시장내 통로 간격 확보 · 공기질 관리 · 출입자 관리  
사전 문자 안내 · 안내문 부착 · 거리 공간 · 구급차 대기 · 종합상황실

AKEI 한국전시산업진흥회  
ASSOCIATION OF KOREAN EXHIBITION INDUSTRY

한국전시장운영자협회 KEOA KEDA 사 한국전시디자인설치협회 KESPA  
Korea Exhibition Design Installation Association Korea Exhibition Service Association

## 기업 활동 재개를 위한 전시 마이스 산업 정상화 호소 기자회견



전시장 집합금지 명령 해제  
**전시회는 필수기업활동!**  
한국전시디자인설치협회, 한국전시서비스협회  
2020. 5.



국난극복과 민생회복을 위한 을지로위원회 민생현장간담회 세 번째

## 전시·컨벤션·이벤트산업 고용유지를 위한 현장간담회

| 일시 : 2020. 5. 8.(금) 14:00 | 장소 : 서울 강남 코엑스 전시장 1층 A1, 2층



검색



🏠 필터



## [코로나 시대] 백화점은 문전성시, 전시회는 문전박대!?

조회수 161회 · 17시간 전



코리아빌드 경향하우징페어

백화점 문은 환히 열려있는데 왜 전시장 문은 굳게 닫혀있는걸까요? 왜 정부의 모든 규제 대상이 전시회(박람회)만 국한되는걸까요?

새 동영상

<https://youtu.be/MDCMg5zx4zs>

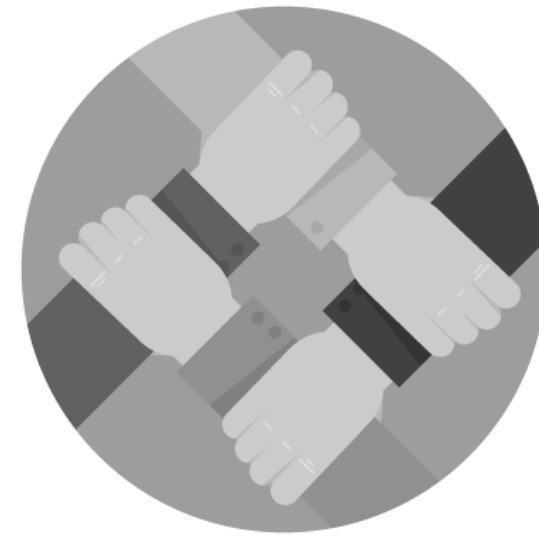
## 4. KEY SUCCESS FACTORS



**Active Investment  
driven by Venue**



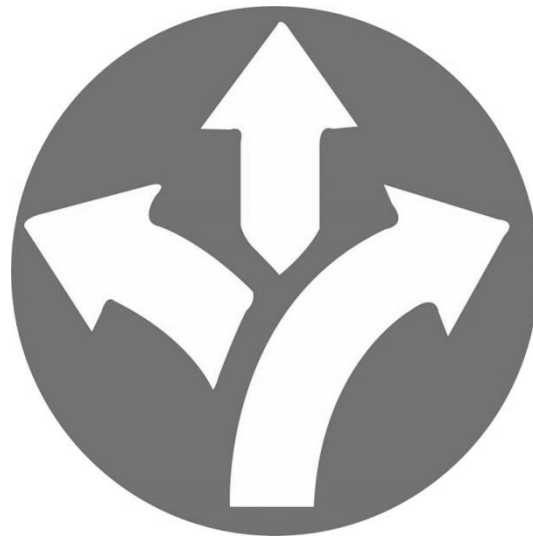
**Most strict Prevention  
Standards by Venue**



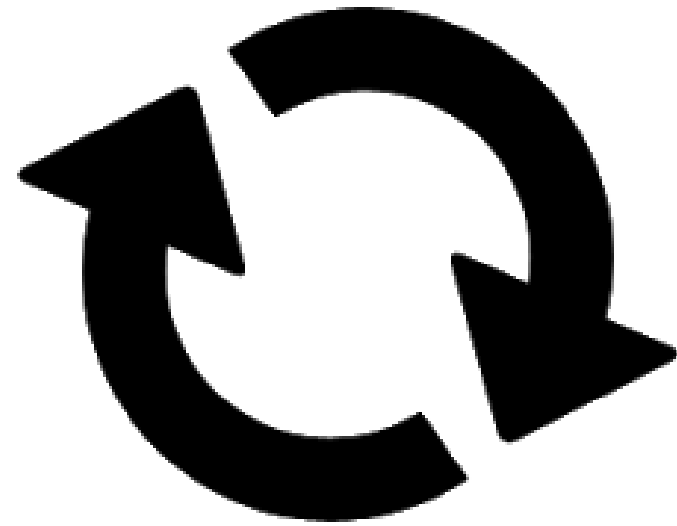
**Tight Cooperation System  
with Stakeholders**



**Dedicated Staffs**  
Weekend/Overtime



**Flexible Operation**  
Real-time Sharing



**Endless Control**  
and Update

## 5. Venue for NEW NORMAL



**ICC SYDNEY**

**ICC  
SYDNEY**

**ICC  
SYDNEY**

**HYBRID EVENTS**







You're watching with  
**3755**  
friends



KINTEX

# KINTEX

Hybrid Event System



# KINTEX Video Conference Center



**Thank you! 감사합니다!**

**KINTEX**