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#idscologne

IDS 2021: #B-SAFE4business - Koelnmesse shows how it is done

In an exemplary trade fair, Koelnmesse is demonstrating hygiene and social distancing measures that comply with the Corona Protection Ordinance

In order to enable trade fairs like IDS 2021 with a physical presence and thus also exhibitors and visitors a safe trade fair experience also in times of the coronavirus, in the scope of the #B-SAFE4business Village, Koelnmesse is presenting the prototype of a trade fair, which integrates the stipulations of the Corona Protection Ordinance of the state of North Rhine-Westphalia into the event practice of international trade fairs on around 5,000 square metres of Hall 9 of the fair grounds. A campaign that explains the extensive protective measures of Koelnmesse for the exhibitors and visitors was already launched under the title #B-SAFE4business in June. The campaign has now been enhanced by a real experience in the form of the #B-SAFE4business Village. The #B-SAFE4business Village is open for customers of Koelnmesse upon invitation up until the end of October.

DHM + V + C - these five letters have become part of our new everyday routine: Distance, hygiene, masks + ventilation + Corona app. Simple behavioural measures with a huge impact. Observing these rules faces trade fair organisers with huge challenges worldwide. With #B-SAFE4business Village Koelnmesse is proving this is possible and that the trade fair organiser is well-prepared for events with several thousands of participants from all over the globe. To this end the entire customer journey was depicted - from paperless ticketing, to the newly-developed eGuard app for guiding the visitor flow, through to a wide range of stand construction concepts, which take the distance regulations into account even when space is limited. New event formats and digital technologies show how exhibitors can extend their reach using hybrid exhibition stands. Among other things, a food service and the hygiene concept of Koelnmesse are being presented for the service section. In addition to several Koelnmesse business sections, diverse service providers are also participating in the Village.

Booting the trade fair business back up is not only essential for Koelnmesse. As the world's leading trade fair for the dental industry, IDS plays a key role for a successful restart of the dental business during this pandemic. The extensive #B-SAFE4business measures offers the best possible framework for safe, personal exchange and thus also the decisive impulses for a spirit of optimism.

Official photo material of the #B-SAFE4business Village is available at <http://koelnmesse.onlinemedianet.de/download?guid=7784ED31-EA5D-4FE4->



IDS 2021
10.03. - 13.03.2021
<https://english.ids-cologne.de/>

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Film material on the #B-SAFE4business Village can be called up under the following link <https://www.youtube.com/watch?v=GhbFnccjTzY&feature=youtu.be>.

About IDS

IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and is staged by Koelnmesse GmbH, Cologne.

Note for editorial offices:

IDS photos are available in our image database on the Internet at www.english.ids-cologne.de/imagetdatabase

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