

29 October 2021

IBTM World Barcelona launches enhanced safety protocol ahead of in-person event

- *Attendee safety takes centre stage ahead of face-to-face tradeshow* -

IBTM World Barcelona has revealed the health and safety measures for its in-person event, which this year will take place between 30 November - 2 December at Fira Barcelona.

The business events industry is preparing to reconnect in-person in the Catalan capital for three days packed with inspiring education, quality one-to-one business meetings and networking while respecting a robust set of safety measures. All attendees are encouraged to plan their travel to the venue and print their badges ahead of time to allow for a smooth entry at the event.

Inside the venue, attendees are required to wear masks and maintain a 1.5 metre social distancing as per the current Spanish regulations. Exhibitors will incorporate this requirement into their stand design and stand demonstrations will be one-to-one to avoid congregations. Other measures in place include increased ventilation incorporating outdoor fresh air, hand sanitiser stations and the highest standards of cleaning before, during and after the event.

IBTM World Barcelona is a forum to connect with existing contacts as well as create valuable new ones, and an elbow bump is the recommended greeting to ensure a safe, seamless and productive event experience for all attendees. Event health and safety precautionary guidelines are subject to change as directed by the local authorities.

David Thompson, Event Director, said: "It has been exciting to see the incredible response and appetite from our community to get back to doing business in person. Our primary focus this year remains on the safety of our exhibitors, partners, visitors and employees so that everyone involved has a fantastic and fruitful event experience. We are cutting no corners and we will apply all safety guidelines and regulations with the utmost diligence to ensure attendees can wholeheartedly and confidently focus on the power of doing business face-to-

face and benefit from the practical takeaways and business relations acquired on the show floor.”

Kerry Prince, Brand Director, RX (the organisers of IBTM World), said: “Having already successfully run a series of events in 2021 as part of our RX portfolio, we have been able to take some of the learnings from those shows and apply them to the strategic planning of IBTM World. Our team has worked extensively with industry peers to create a safe working standard called “All Secure” for holding events in a COVID-impacted world, and IBTM is working closely with the local authorities and the Fira Barcelona to implement all other necessary precautions.”

Global suppliers and destinations attending include Ras Al Khaimah Tourism Development Authority, Melia Hotels & Resorts, Conference Compass, Bahrain Tourism & Exhibitions Authority, Munich Convention Bureau, Latvia Tourism and Flanders Meeting and Convention Centre, Croatian Tourist Board, Basquetour, Visit Czech Republic, Visit Austria and Visit Norway.

For more information and to register for the event, please [click here](#).

- Ends -

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Notes to Editors:

About IBTM

IBTM is a world-leading showcase for the meetings and events industry with a portfolio of events and products offering business solutions across five continents. The portfolio includes IBTM World, IBTM Africa, IBTM Americas, IBTM Asia Pacific, IBTM Wired and IBTM Connect. www.ibtmevents.com

IBTM World, the leading global event for the meetings and events industry, is the must-attend three-day event for the worldwide meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Fira Barcelona every December for IBTM's flagship show, with over 74,000 business meetings taking place.

Next event: Tuesday 30 November to Thursday 2 December 2021 at Fira Barcelona

<https://www.ibtmworld.com/> followed by IBTM World Online, from 14-15 December 2021.

IBTM Americas, the leading event for the meetings and events industry in North America, Latin America, Europe and beyond, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Centro Citibanamex in Mexico City every August.

<https://www.ibtmamericas.com/>

IBTM Asia Pacific, the leading event for the meetings and events industry in Asia Pacific, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media are expected to visit Marina Bay Sands in Singapore for the inaugural event in June.

Next event: Tuesday 5 to Wednesday 6 April 2022 at Marina Bay Sands in Singapore

<https://www.ibtmasiapacific.com/>

IBTM Wired is the newest addition to IBTM's global portfolio of events and intelligence for the meetings, incentives, conferences and events industry. The event takes place annually online and unites thousands of industry professionals from around the world for four days of one-to-one business meetings, sparking new connections and renewing existing ones and a programme of live and on-demand education sessions.

<https://www.ibtmwired.com/en-gb.html>

IBTM Connect is the leading online knowledge hub for the global meetings, incentives, conference and events industry. Established in 2020, it is packed with cutting-edge content to help inspire and educate the global meetings and events industry, with regularly updated industry news and insights, as well as on-demand interviews and webinars with high-profile industry experts.

About RX (Reed Exhibitions)

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

RELX About RELX

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.*

*Note: Current market capitalisation can be found at <http://www.relx.com/investors>