# The Spanish fairgrounds will be safe spaces in front of COVID-19




**Madrid, Jun 9, 2020 (**Issuewire.com**)** - It is no secret; the impact that COVID-19 had on Spanish society has been truly enormous, forcing the entire scheme of social interaction to change from one to the next moment.

In this case and logically, it has also begun to change the Spanish economy and the way of doing business.

Due to the nature of the business, one of the sectors that have received the greatest negative impact from this pandemic is that of the promotion of products and services at **trade fairs on Spanish fairgrounds**.

This is a great tool, to know effectively, the needs of customers and promote many products or services.

This is the appropriate time to use innovation and creativity in the organization of **trade fairs** and in **booth design at fairgrounds** such as IFEMA Madrid**,** Fira Barcelona**,** Feria de Valencia**,** Bilbao Exhibition Center**, etc.**

This with the main objective of providing different possibilities to exhibitors, in order to continue their activity in an appropriate way, the face of the reality imposed by COVID-19.

**What is the impact of fairgrounds on the economy?**

One of the main objectives for the use of **exhibition stands design at the trade shows** is to present a new product or service directly to potential clients.

This strategy allows direct interaction, to know the acceptance of the product or service and possible future improvements.

It is not only about the benefits that companies get from promoting themselves, but also the profits of the companies that organize trade fairs and congress that sustain the local economy.

Obviously, the implementation of social distancing, since the appearance of COVID-19, has prevented this interaction-taking place in exhibition stands in the last months.

In this logic, the avant-garde companies have chosen to make use of new tools and strategies for holding events, hand in hand with all the experience that event organizing companies have.

The objective is to return to normality as quickly as possible, where the exercise of economic activity can be guaranteed, with all the necessary measures for the safety of staff and clients.

**How should be like the exhibition booth design according to Adam Expo Stand**

The main fear that is latent in the population, especially with the return to normality, is that of possible COVID-19 outbreaks.

For this reason, it is very important to take certain measures that guarantee social distancing in daily life, apart from the use of technology and other issues of interest.

There are already many companies that are promoting all their products or services, based on innovative technology. So the reopening of the **stands design for fairs** and events must base on the application of the strictest sanitary controls.

One of the fundamental aspects is to maintain social distance, for which different strategies may be used.

The use of acrylic partitions works as a good measure to avoid direct interaction between people at the exhibition booths, as well as signal lines, to limit the improper approach of people.

It is also important to have a suitable **exhibition stand design** to guarantee correct air circulation and avoid the accumulation of polluting particles inside.

The most innovative booth designs are current, in order to consolidate the new normality.

**Trade fair stands and technology**

One of the great allies against the new coronavirus is the use of technology. This has been fundamental, in order to save lives in healthcare centers.

However, technology goes much further and thus the new stands design appear which bring many benefits.

At this time, one of the most requested technological products is the manual body temperature meter, which used to determine if a person is in a feverish state, before entering any space. In this case, it would be the fairground.

Sensors can be used to measure space capacity. Therefore, it is possible to establish the number of people, who can circulate in a certain area.

The use of UV lamps also begins to become more common. Its application in the case of **trade show booth** must be one lamp for each cubicle, to control viruses and bacteria in areas where is greater people mobility.

Companies specialized in exhibition stands design, production, and buildup, such as **Adam Expo Stand**, will apply all sanitary protocols to continue offering their services with the utmost dedication and professionalism in the new normality.

**Future prospects: Fairgrounds and COVID-19**

Undoubtedly, the fairgrounds are a fundamental part of the economy, so the restart of trade fairs, with all the measures to protect exhibitors from possible contagions with COVID-19, already scheduled for the coming months.

Actually, the control of the virus spread depends, on people's compliance with the established regulations.

This can be done much easier and more bearable, if accessory tools are used to control critical points.

The appearance of the pandemic caused by the coronavirus has caused modifications in all life aspects, to which activities at the fairground have not escaped. But this can be overcome, just by going through an adaptation process, that really benefits everyone.

The key to success will be in instilling a lot of awareness to all the care that must face this emerging disease.

And, when it comes to **exhibition booth design at fairgrounds such as IFEMA Madrid, Fira Barcelona, Feria de Valencia, Bilbao Exhibition Center**, the incorporation of new tools will favor the start-up of the fair activity.

We are at a moment of profound change, where adaptation and innovation will be fundamental, to successfully overcome this situation and reactivate the country's economy.




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