



PREPAREDNESS,  
PREVENTION &  
RESPONSE PLAN

# PARTNERS IN THE DESIGN OF YOUR SUCCESS: EMERALD'S COMMITMENT TO RECONNECT



Throughout the COVID-19 pandemic, our focus at Emerald has been on the **health and safety** of our customers, our staff and our communities. In preparing for reopening our events, we have developed a **preparedness, prevention and response plan** designed to welcome you back.

This plan is a comprehensive, multi-layered approach that is fluid and will continue to evolve based on guidance

issued by the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC), and federal, state, and local governments.

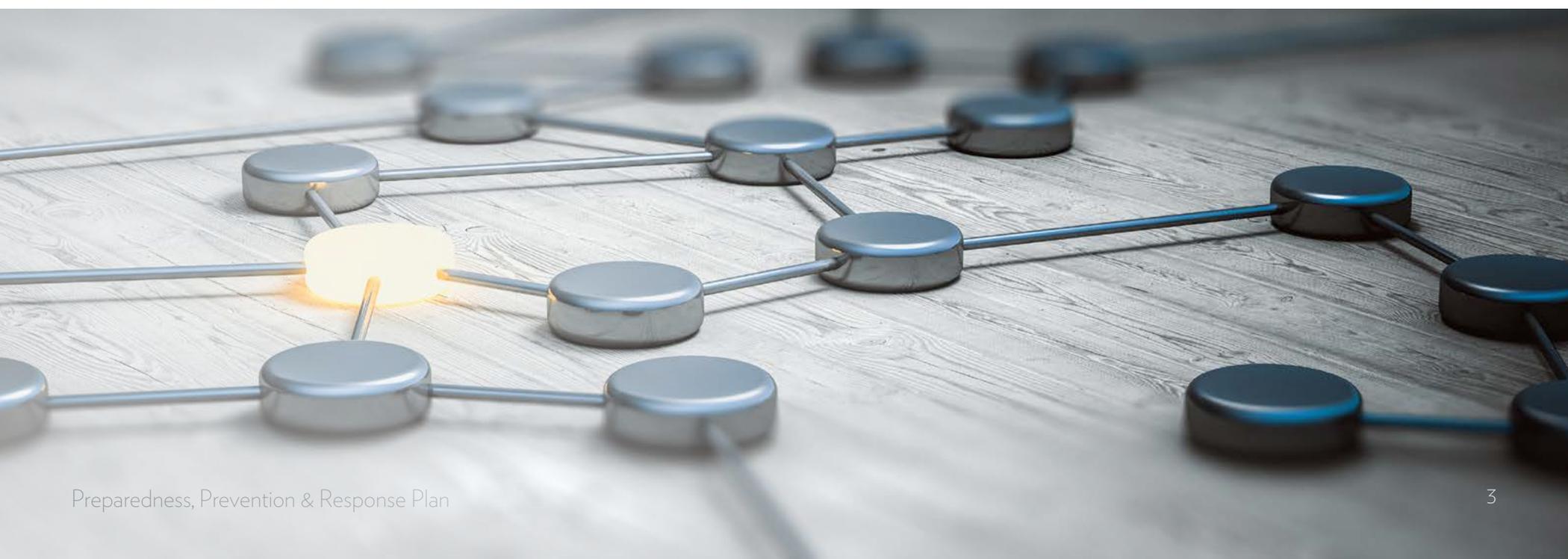
Emerald's preparedness, prevention and response plan is our commitment to **providing assurance and confidence** that our events have your health and safety as our number one priority.



# COLLABORATIVE APPROACH



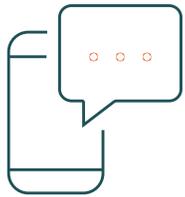
Emerald has formed a cross-functional **Response Team** responsible for reviewing, monitoring and implementing onsite health and safety guidelines. Members of this team include internal **Operations** and **Registration Leads**, **Show Directors** and **Executive Leadership**. In addition, we have partnered with industry associations/coalitions, facility management, key vendors and local and state entities to continue evolving and adapting all necessary safety standards and protocols for our industry.



# SCOPE OF PREPAREDNESS, PREVENTION AND RESPONSE PLAN



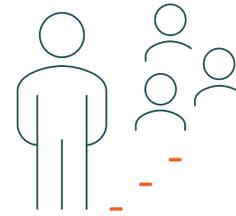
- Emerald Cross-Functional Response Team
- Event Planning Phase and Protocol
- Onsite Event Protocol



**Communication**



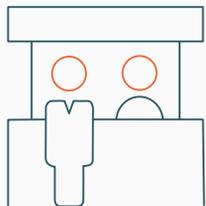
**General Cleaning,  
Sanitation  
and Disinfection**



**Personal Protection  
and Social Density**



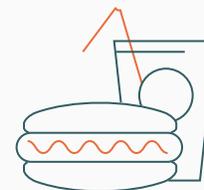
**Registration  
Areas**



**Exhibit Halls**



**Meeting Rooms**



**Food and  
Beverage Safety**

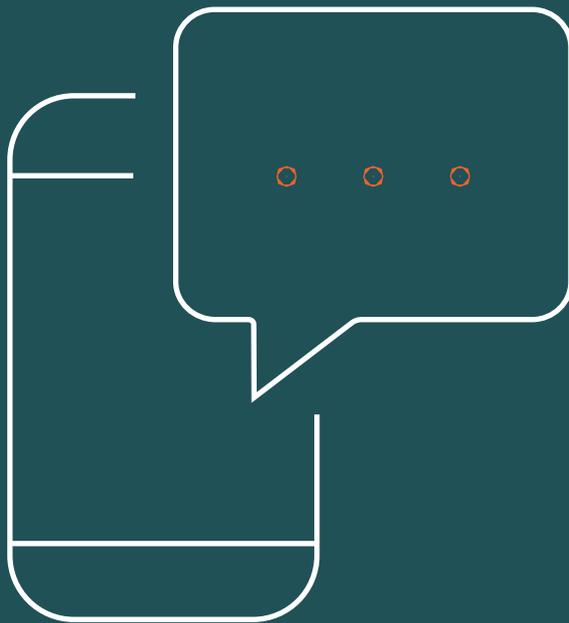


**Emergency  
Protocol**

- A **comprehensive risk assessment** will be conducted at the beginning of an event planning phase, and reviewed and updated regularly.
- Each event will **communicate specific health and safety information** via its event website(s), social media channels and email.
- All exhibitors, attendees, sponsors, speakers and partners will receive an **event welcome packet** before they arrive onsite which will outline all the health and safety guidelines and protocol being implemented at the event.



## Communication



- Emerald's Response Team will have regular check-ins with state and local public health officials and other area agencies for daily updates and additional guidance
- Daily announcements will be made within the exhibit halls and meeting rooms regarding health, safety, physical distancing and cleaning information and updates

## General Cleaning, Sanitation and Disinfection:



- We are committed to meet and exceed all cleaning protocol as outlined by the facilities and industry associations. As a result, we will be working with each facility to ensure daily, heightened cleaning and sanitizing regimen of all public spaces, exhibit halls, meeting rooms and registration areas
- We will work with our facility partners to implement the GBAC STAR™ venue accreditation program and/or other applicable cleaning, disinfection and infectious disease prevention
- Trash will be removed from the exhibit halls with greater frequency
- Hand sanitizer stations will be positioned at key locations throughout each facility, with regular use encouraged to all attendees and exhibitors
- Through our exclusive cleaning provider, exhibitors will have access to enhanced cleaning and disinfection regimens for exhibits
- We will create and install highly visible signage related to health and safety protocols that will be strategically placed throughout each facility to reinforce safety precautions

## Personal Protection and Social Density Protocol



Attendees, exhibitors, speakers, sponsors and partners will be required to wear face masks at all times and maintain appropriate social distance. Masks will be available at registration upon request.

We will work with each facility to develop cohesive social-density safety guidelines, which will include:

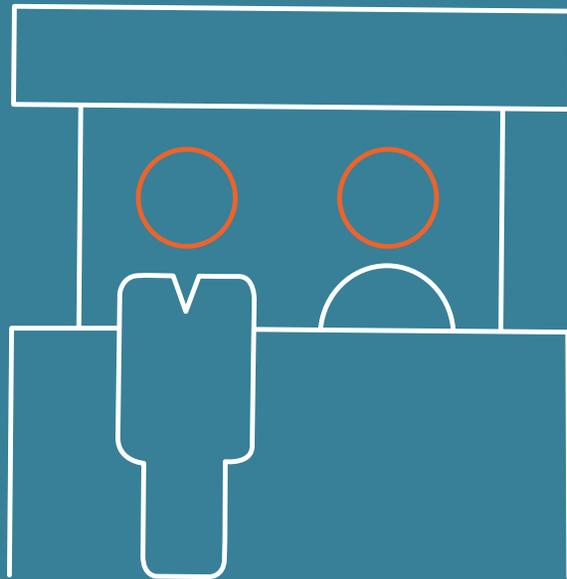
- Working with facilities and event staff to help lead our attendee flow-management process
- Increasing stanchions to manage and minimize lines - creating larger waiting areas
- Providing floor graphic indicators to remind and promote proper social distancing guidelines
- Initiating a no-contact policy (e.g. avoid shaking hands, allocated dedicated space for exhibitors and attendees to interact safely)

## Registration Areas



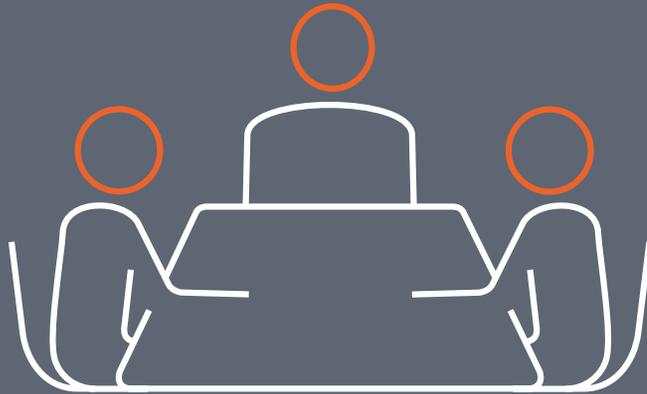
- ✓ Online, advanced registration practices will be encouraged
- ✓ We will introduce new credential options, including digital badges, remote badge printing and badge print on-demand from your smart device upon entry to the venue. These initiatives will reduce contact and eliminate waiting in line for credentials. Credential options will vary for each event
- ✓ Our registration teams will reconfigure onsite registration areas to allow for physical distancing and implementation of queue lines where six-foot distancing can be safely enforced
- ✓ We will add transparent barriers to registration counters for enhanced safety and to support physical distancing measures

## Exhibit Halls



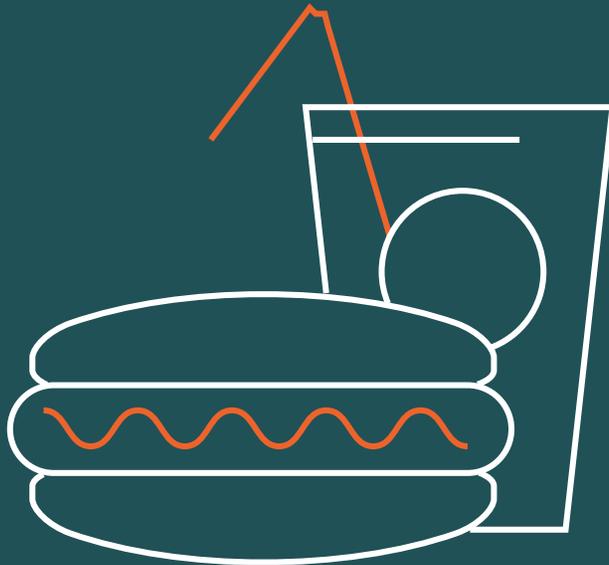
- All events will have onsite concierge desks to provide customer service support
- We will encourage open booth design focused on limiting groups congregating and allow for open entry and exit points
- Our teams will work with each facility to ensure physical distancing protocols within the exhibit hall
- Based on facility recommendations, aisle widths may be increased
- We will confirm and communicate general service contractor and freight management health, safety and cleaning protocols

## Meeting Rooms



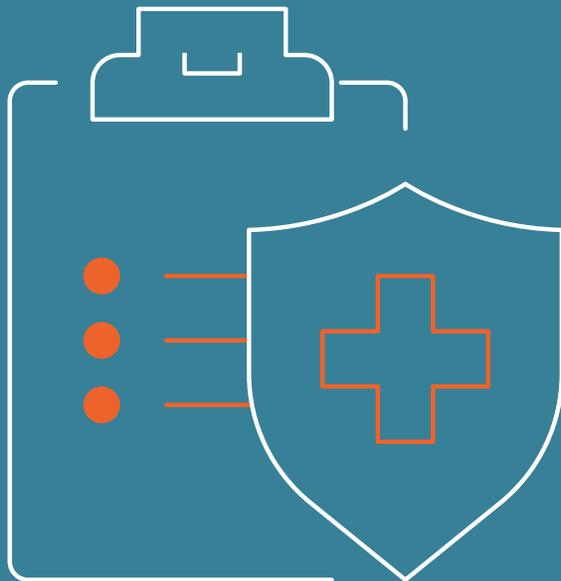
- As recommended by the facility, we will design safe distancing seating layouts
- Entrances to meeting rooms will be staggered, where needed
- Where possible, we will provide recorded sessions after the event

## Food and Beverage Safety



- Seating areas will be properly distanced
- Concessions will offer only pre-wrapped, “grab-and-go” food options
- Self-serve, buffet-style food service will be replaced with boxed or wrapped individual meals served by trained catering staff
- The food safety options will be published both pre-show and onsite via the caterer

## Emergency Protocol



- We will work with the facility and onsite medical teams on an emergency response protocol, establish isolation areas and open line of communication with the local health department
- Event staff will conduct pre-event site inspections to ensure facility is in compliance with all established protocols
- Medical personnel will be onsite at all Emerald events to provide medical assistance to anyone not feeling well

We understand and appreciate the impact COVID-19 is having on our business-to-business customers and are committed to supporting our customers' businesses, both large and small. While we face this global crisis with you, know that we are not only **One Emerald**, we are **One, United Community**.

Please [click here](#) to connect with us with any questions and/or comments. Be sure to also check with your specific event website for more information.

Please find below additional resources to help you answer questions and obtain further information.

[Center for Disease Control and Prevention \(CDC\)](#)

[World Health Organization \(WHO\)](#)

[U.S. Travel Association](#)

[International Association of Exhibitions and Events \(IAEE\)](#)

[Society of Independent Show Organizers \(SISO\)](#)

[The Global Association of the Exhibitions Industry \(UFI\)](#)

[Global Biorisk Advisory Council \(GBAC\)](#)

[United Service Companies](#)

[Go LIVE Together](#)

### About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit <http://www.emerald.com>