Supporting the Reopening of **Business Events**

WHAT MAKES EVENTS SAFE AND RESPONSIBLE

Ours is a united ecosystem, committed to working together to ensure participant health and safety.

Guided by Expertise

Business events around the world have leveraged current medical information and are actively working with local health officials to define what 'safety' means in a post-COVID-19 world. The following are examples of some of the many industry developed guidelines.

COMMON VALUES AND VOLUNTARY COMPLIANCE

The members of the Go LIVE Together coalition have voluntarily set, and will comply with, health and safety guidelines in accordance with CDC and WHO guidance, medical and scientific professionals, and local health officials. The Events Industry Council, through its global APEX COVID-19 Business Recovery Task Force, has established a platform for curating, cultivating and communicating the accepted practices that will enhance health and safety for in-person gatherings as well as processes and resources to support recovery efforts for the global events industry.

AIPC - ICCA - UFI Addressing COVID-19 Requirements for Re-Opening Business Events

American Hotel & Lodging Association (AHLA) Safe Stay Enhanced Industry-Wide Hotel Cleaning Standards

California Convention Center Coalition* Safe Reopening Plan Minimum Standards

Encore Global MeetSAFE Guidelines

The Event Safety Alliance Reopening Guide

Exhibition Services & Contractors Association (ESCA) Health & Safety Guidance for the Exhibitions Industry
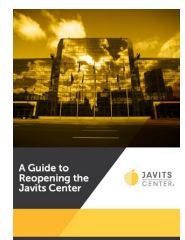
Freeman Safety Commitment and Safety Protocols

Global Biorisk Advisory Council (GBAC) STAR™ Accreditation Program

International Association of Exhibitions and Events (IAEE) Essential Considerations for Safely Reopening Exhibitions and Events

Guide to Reopening the Javits Center

Orange County Convention Center Recovery and Resiliency Committee Guidelines
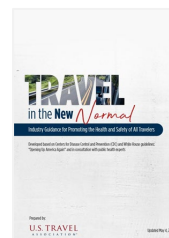
Questex Event Directive

R.I.F.E.L.: Event Safety and Security in the Context of COVID-19

Society of Independent Show Organizers (SISO) All Secure

U.S. Travel Association Travel in the New Normal

Venetian Clean Manual

BEYOND GUIDELINES

The business events industry has agreed to meet or exceed the following guidelines in accordance with CDC guidance to ensure the health of participants in business events.

MITIGANT	CDC GUIDANCE	BUSINESS EVENTS
PLANNING	• Have an Emergency Operations plan • Establish relationships with key community partners and stakeholders • Pre-identify a space to use to isolate staff or participants who become ill	**EMERGENCY OPERATIONS PLAN (EOP)** • Isolation plan for any participant who becomes ill (incl. staff, area, notification) • Relationships with key community partners to monitor risk and establish processes • Provisions for consideration of onsite medical staff • Clearly defined roles and responsibilities • Notification plan (e.g., contact tracing support) **ENHANCE CLEANING PLAN** • Clear roles and responsibilities to execute enhancing cleaning protocols • Training and frequent communication for staff • Time built into schedules for added cleaning and social distancing requirements (e.g., at move-in and move-out as well as during the event) **COMMUNICATIONS PLAN** • Health guidelines and expectations (e.g., handwashing, PPE use, social distancing, density control measures, who shouldn't attend) • How to get up-to-date information before and at the event
REDUCED CONTACT	• Promote messages that discourage people who are sick from attending events • Consider alternatives for attendees who are at increased risk for complications from COVID-19 • Order food online (such as catering), if possible • Use touchless payment, if possible. If you must handle money, use hand sanitizer right after paying • Identify alternative greetings in lieu of a handshake or "high-five"	• Option for virtual service desks • Option for use of physical barriers at registration, service desks, exhibits • Hybrid/digital options (to reduce incentives for high-risk individuals to attend) • Digital and pre-registration option to reduce lines • Option for touchless registration and payment • Consideration of digital business card exchange • Option for alternative greetings that do not require physical contact • Option for disposable menus (if needed) • Option for digital marketing and materials in lieu of printed • Considerations for online ordering • Considerations for pre-packaging food
ENHANCED CLEANING	• Provide COVID-19 prevention supplies to event staff and participants • Clean frequently touched surfaces and objects	• Deep cleaning of facility, pre- and post-event • Additional cleaning of surfaces and other high-traffic areas • Consideration of infrastructure upgrades (e.g., touch-free doors and entryways, UVC filtration, antibacterial counters) • Additional cleaning supplies provided to staff
PERSONAL PROTECTION	• Wear personal protective equipment in public settings where social distancing measures may be difficult to maintain	• PPE required for event personnel and available to attendees • Availability of hand sanitizers • Option for adding sanitation stations • Consideration for thermal screening at entryways • Consideration for testing and tracing • Option for rotating event personnel (registration, service desks, exhibitors) to limit exposure • Additional cleaning supplies provided for individual use (e.g., waste disposal, hand sanitizer, cleaners and disinfectants)
SIGNAGE & COMMUNICATIONS	• Use signage to help people understand the standards in place • Update and distribute timely and accurate emergency communication information	• Safety guidelines posted • Safe distance markers • Traffic flow markers (as needed) • Option for real-time event communications (see Planning)
DENSITY MANAGEMENT	• Comply with social distance guidelines	• Extended hours to ease crowding and enable social distancing • Real-time tracking of crowds to deploy social distancing measures as needed • Monitor adherence to safety guidelines and design • Utilize reservations as needed to control crowds • Consider alternative and outdoor venues for after-hour events • Enforce social distancing in dine-in areas and other closed meeting environments (seating limits)

THE BUSINESS EVENTS ECOSYSTEM HAS RISEN TO THE OCCASION

Successful business events are taking place around the world.

This is achieved by adhering to the **All Secure Guidelines**, which are industry-wide, medically-vetted health and safety procedures and measures that meet or exceed CDC requirements and local or state guidelines. These include:

- Mandatory face masks
- Daily temperature checks prior to entering show floor
- Physical distancing requirements as directed by local health authority and government guidance both on the show floor and in public spaces
- Continuous sanitization and deep cleaning measures, especially in high-touch areas, across all shows

Plus - Leading venues and suppliers have become **GBAC STAR™** accredited and much of the hotel industry is adhering to the **Safe Stay® Guidelines**.

A UNITED ECOSYSTEM

JOINING FORCES TO REOPEN BUSINESS EVENTS

What is the ECA?
The [Exhibitions and Conferences Alliance (ECA)](#) represented the common interests of the U.S. exhibitions and conferences industry to legislators. A coalition of eight industry associations, including representation from exhibition organizers **Emerald, Informa Markets, Reed Exhibitions, and The Tarsus Group**. ECA promotes the impact of the sector, drives general industry awareness, drives legislation on behalf of business events, advocates for the industry's common interests, and works with partners globally as needed, in order to maintain a favorable operating environment within the United States.

[Go LIVE Together](#) is a campaign of the ECA, focused on ensuring that local, state, and federal legislators support policies that will accelerate recovery for the workers and businesses that rely on in-person events for their livelihood.

What is Epistemix?
[Epistemix](#) empowers leaders to make better decisions by simulating how diseases, ideas, and behavior spread through communities. We leverage decades of epidemiological experience, diverse datasets, and scientific best-practice to build computational models that forecast the health impacts of policy interventions, so that organizations can take informed action. We are currently working with companies, event organizers, school districts, and state governments across the United States to evaluate opening strategies and gauge COVID-19 response.
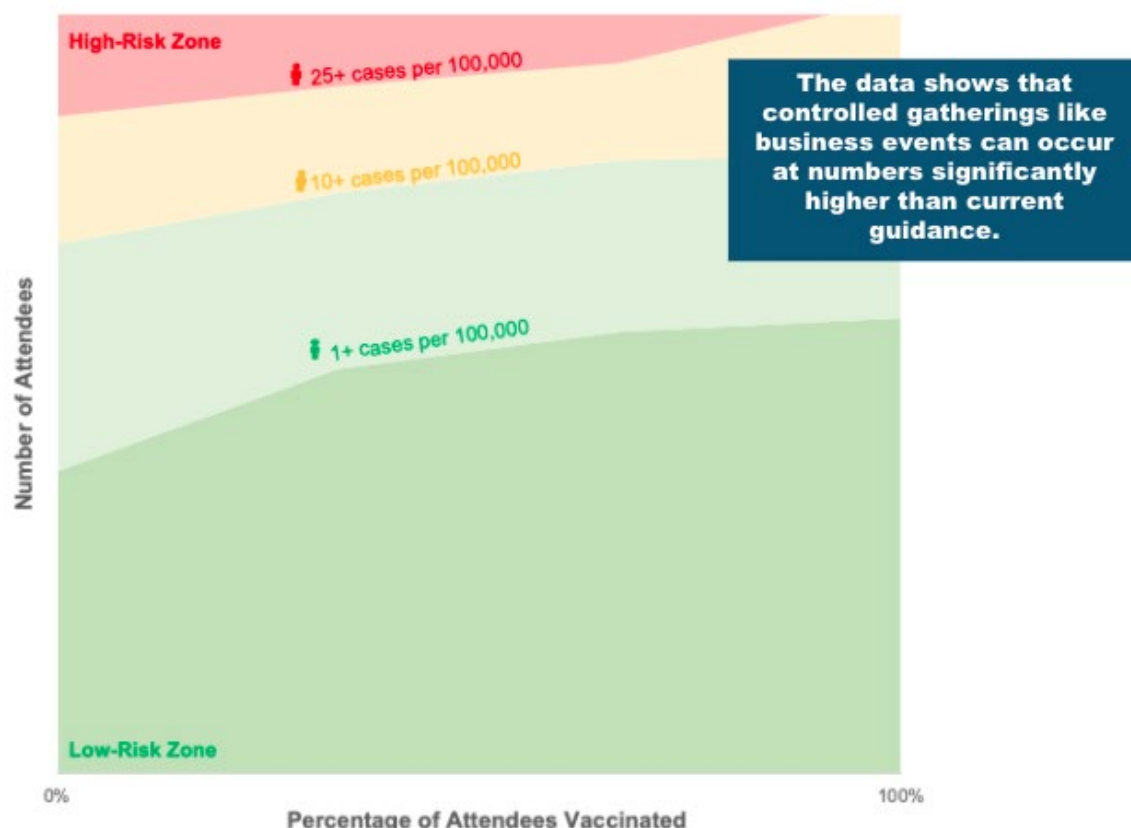
FORECASTING COVID-19 INFECTION RISK AT EVENTS

The Exhibitions and Conferences Alliance (ECA) partnered with Epistemix, a world leading provider of analytical tools designed to understand the spread of infectious diseases, to model anticipated risk levels for events planned in 2021.

Epistemix developed a model of COVID-19 using its FRED Modeling Platform based on its 1:1 synthetic representation of the U.S. population and calibrated using the latest data on the epidemiology of the COVID-19 virus, historical infection and hospitalization rates, vaccine efficacy and rollout plans.

USING THIS MODEL, WE CAN:

- Forecast the potential level of immunity at a given date, based on historical infection rates at a given location, different assumptions about vaccination rates, and the future potential impact of new variants

- Estimate the likely number of infectious people who may attend based on the size of the event and origin of attendees

- Calculate the number of infections we might expect at the event, given the range of protective measure that could be implemented

High-Risk Zone

25+ cases per 100,000

10+ cases per 100,000

The data shows that controlled gatherings like business events can occur at numbers significantly higher than current guidance.

1+ cases per 100,000

Number of Attendees

Low-Risk Zone

0%   100%

Percentage of Attendees Vaccinated

SCIENTIFIC DATA TO BACK BUSINESS DECISIONS

"Our team has spent decades building epidemiological models to combat smallpox, measles, HIV, SARS, MERS, the opioid crisis, and other epidemics," said Dr. Don Burke, President of Epistemix. "The mathematical and scientific data we're utilizing to custom-build these models **will support leaders in making the best decisions possible** as they plan for conventions to help invigorate the trade show industry while preventing the spread of the virus."

DID YOU KNOW…

The scientific model by Epistemix predicts nearly a **0% transmission rate of COVID-19** at an event **hosting 20,000 people** in New York in August, 2021.

LOW RISK

THANK YOU!

@GoLIVETogether   LinkedIn Group   Facebook Group   @GoLIVETogether

EXHIBITIONS & CONFERENCES ALLIANCE

GO LIVE TOGETHER