Business Events
Controlled. Safe. Secure.

10,000+ businesses committed to healthy, safe events. We’re a coalition of over 1,400 organizations, representing tens of thousands of companies of every size across the business events ecosystem. More importantly, we represent millions of American jobs and billions of dollars in economic impact.
OUR GOAL: To safely reopen business events and help the country recover from the devastating impact of COVID-19.

We’ve worked tirelessly—and in accordance with guidance from the CDC and other health officials—to make our goal a reality.

WE NEED YOUR LEADERSHIP

Business events are marketplaces that facilitate commerce and provide opportunities for tens of thousands of businesses—mostly small, women- and minority-owned businesses—across America. We have the ability to produce these events in safe settings that drastically reduce the risk of transmission. Now we need your help in getting them seen as “controlled gatherings” and prioritized in reopening plans.

These events were the first to be shut down. Millions of jobs will be permanently lost if they’re the last to reopen. We implore you to not let that happen.

6,640,000
JOBS DEPEND ON BUSINESS EVENTS

UNION WORKERS • RIGGERS • ELECTRICIANS • STAGEHANDS • WRITERS • DESIGNERS • DIRECTORS ENGINEERS • ENTERTAINERS • MEETING PLANNERS • CONFERENCE MANAGERS • VENUE MANAGERS PRODUCERS • CATERERS • TECHNICIANS • CARPENTERS • ENGINEERS • MARKETERS • SECURITY HOSPITALITY • FACILITIES • OPERATIONS • ...AND MANY, MANY MORE!

PUT MILLIONS BACK TO WORK AND DRIVE U.S. ECONOMIC RECOVERY.

$29B
GROUND TRANSPORTATION

$30B
RESTAURANTS AND RETAIL

$32B
AIRLINES

$55B
HOTELS

$396B
EVENTS

$1 TRILLION
GROSS PRODUCTION

$130 BILLION
TOTAL TAX REVENUES

1,700,000*
RELY ON EVENTS TO DRIVE REVENUES

*50% OF THEM ARE SMALL BUSINESSES

$700 – $970 BILLION
GENERATED AT EVENTS

TRADE SHOWS • EVENTS • EXHIBITIONS • MEETINGS • INCENTIVES • CONFERENCES

GOLIVETOGETHER.COM
There needs to be judgment according to the situation on the ground.

—Dr. Anthony Fauci, May 27, 2020
WHAT MAKES EVENTS SAFE AND RESPONSIBLE

The next generation of business events will be more closely guided, distanced, and designed for the health and safety of all.

Guided by Expertise

All around the globe, business event organizers are leveraging current medical information and actively working with local health officials to define ‘safety’ in a post-COVID-19 world.

COMPLIANCE THROUGH COMMON VALUES

The members of the Go LIVE Together coalition have voluntarily set, and will comply with, health and safety protocols developed in accordance with guidelines from the CDC, WHO, 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 across the global events industry, thereby enhancing safety at in-person gatherings and fueling recovery efforts.
### MITIGANT

#### PLANNING
- Have an Emergency Operations plan
- Establish relationships with key community partners and stakeholders
- Pre-identify a space to isolate staff or participants who become ill

#### REDUCED CONTACT
- Promote messaging that discourages 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 immediately
- Identify and promote alternative greetings, in lieu of a handshake or high-five

#### ENHANCED CLEANING
- Provide COVID-19 prevention supplies to event staff and participants
- Clean frequently touched surfaces and objects

#### PERSONAL PROTECTION
- Wear personal protective equipment in public settings where social distancing measures may be difficult to maintain

#### SIGNAGE & COMMUNICATIONS
- Use signage to help people understand the standards in place
- Update and distribute timely and accurate emergency communication information

#### DENSITY MANAGEMENT
- Maintain a distance of at least 6 ft (or 28.3 sqf) between people

### CDC GUIDANCE

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### BUSINESS EVENTS

#### 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)

#### ENHANCED CLEANING PLAN
- Clear roles and responsibilities to execute enhanced 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

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#### DENSITY MANAGEMENT
- Maintain a distance of at least 6 ft (or 28.3 sqf) between people
- 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)