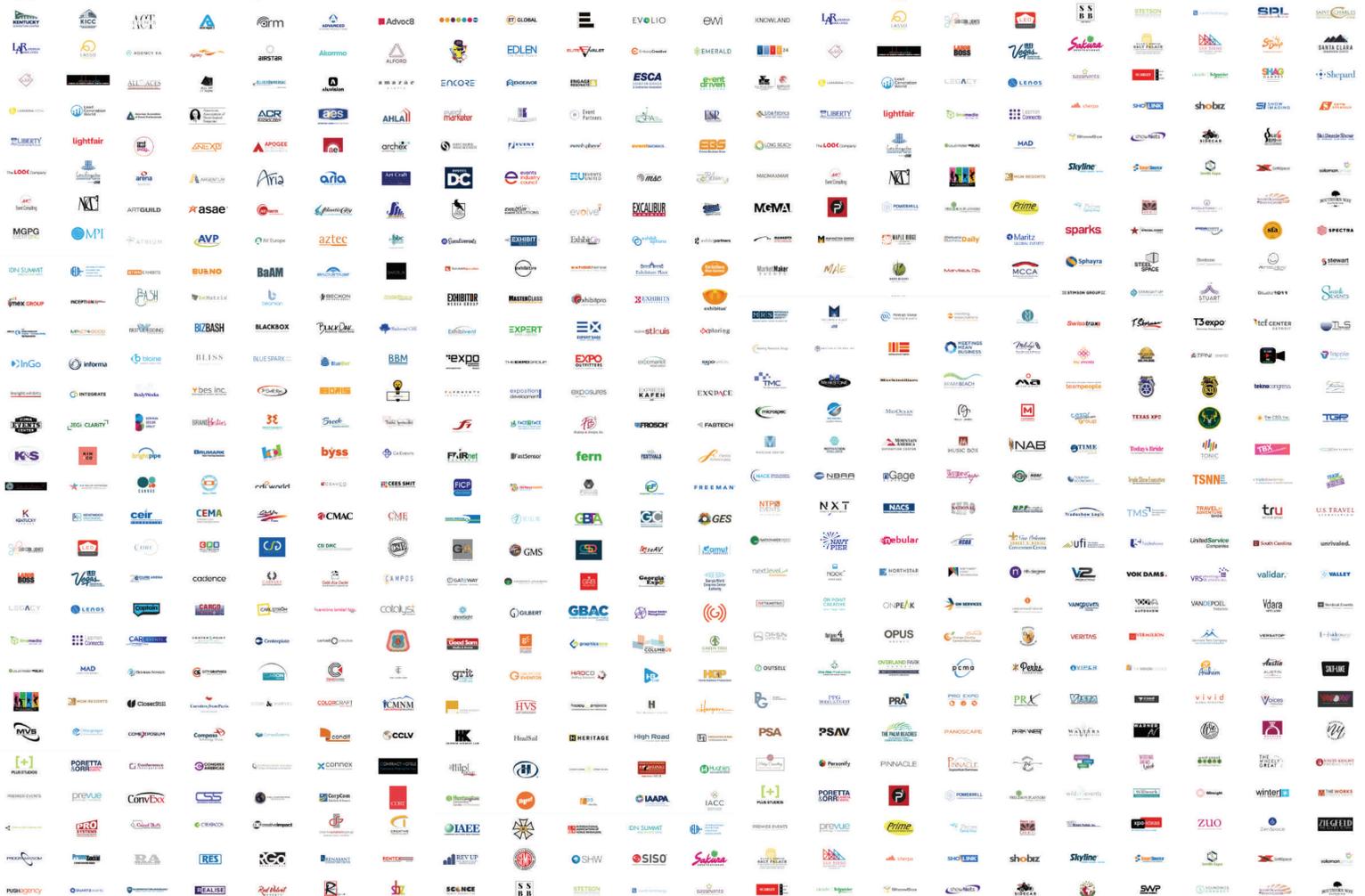




Business Events

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.



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



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!



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

\$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

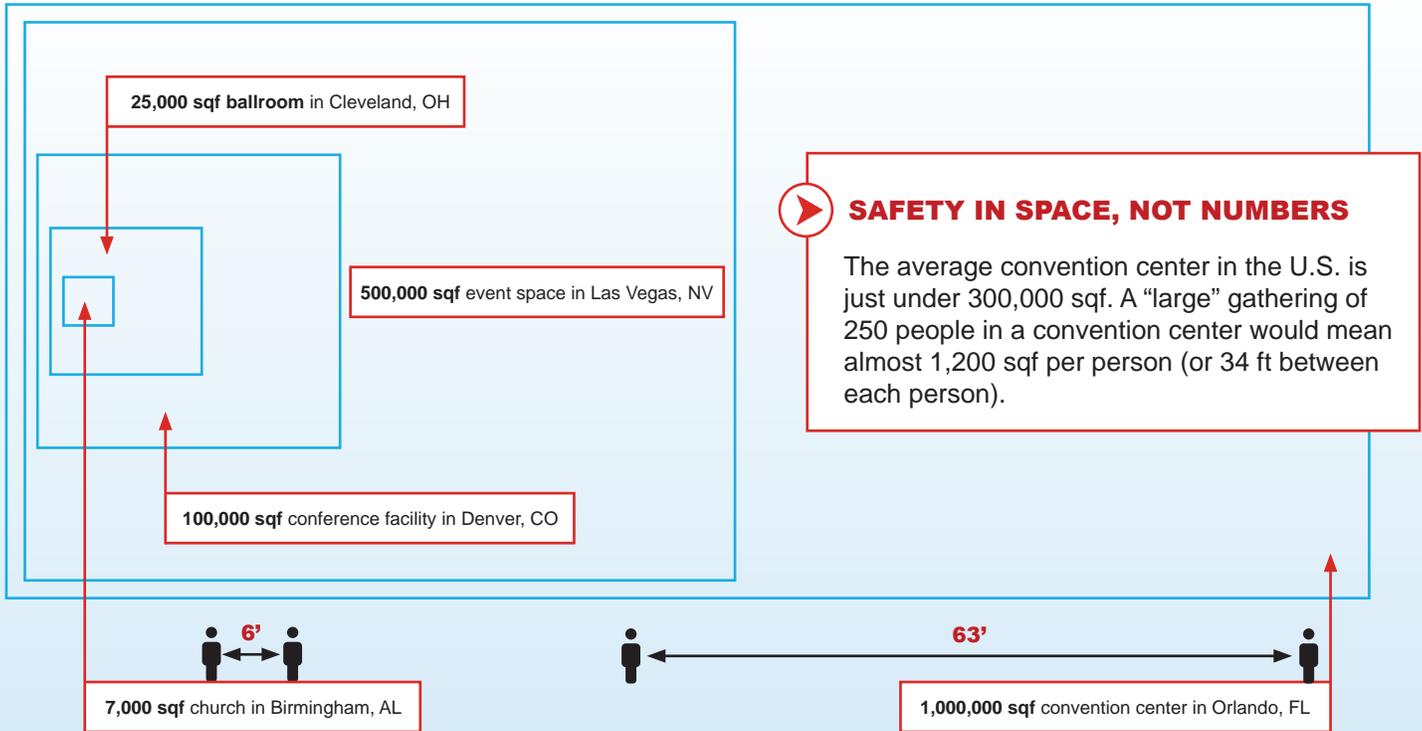
*80% OF THEM ARE SMALL BUSINESSES

\$700 – \$970
BILLION
GENERATED AT EVENTS

GOLIVETOGETHER.COM

BUSINESS EVENTS ARE “CONTROLLED GATHERINGS”

Each and every event can be designed, planned, and managed to mitigate the risks of COVID-19 transmission and ensure compliance.



SAFETY IN SPACE, NOT NUMBERS

The average convention center in the U.S. is just under 300,000 sqf. A “large” gathering of 250 people in a convention center would mean almost 1,200 sqf per person (or 34 ft between each person).

INCENTIVES TO SELF-POLICE

Business events exist to enable meaningful connections. Non-compliance negatively impacts the entire ecosystem, limiting others' ability to conduct business. Participants are therefore highly motivated to engage in safe practices.

GREATER CROWD CONTROL

The flow of people at an event can be controlled to minimize transmission risks. Through a combination of scheduling, space design, and crowd management technology, we can monitor and adjust crowd density in real time to ensure compliance.

DISTANCING BY DESIGN

Business events occur in convention centers, conference centers, and hotel meeting rooms—large, empty spaces that allow for customization. Each and every event can be designed to minimize transmission risks without limitations due to pre-existing fixtures.

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.



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



Exhibition Services &
Contractors Association
(ESCA) Health & Safety
Guidance for the
Exhibitions Industry



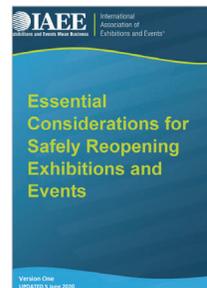
The Event Safety Alliance
Reopening Guide



Freeman Safety
Commitment
and Safety Protocols



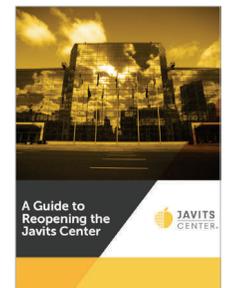
Global Biorisk Advisory
Council (GBAC) STAR™
Accreditation Program



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



International Association of
Venue Managers (IAVM)



Guide to Reopening
the Javits Center



Orange County Convention
Center Recovery and
Resiliency Committee
Guidelines



PSAV MeetSAFE
Guidelines



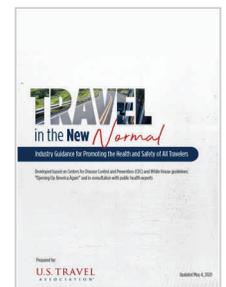
Questex Event Directive



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



Society of Independent
Show Organizers (SISO)
Best-Practice Guidelines
Developed for Health &
Safety at All Events



U.S. Travel Association
Travel in the New Normal

Coalition Members: Anaheim Convention Center, Visit Anaheim, Long Beach Convention & Entertainment Center, The Long Beach Convention & Visitors Bureau, Los Angeles Convention Center, Los Angeles Tourism & Convention Board, The Moscone Center (San Francisco), San Francisco Travel, Ontario Convention Center, The Greater Ontario Convention & Visitor's Bureau, Palm Springs Convention Center, Greater Palm Springs Convention & Visitor's Bureau, Pasadena Convention Center, Pasadena Convention & Visitors Bureau, Convention Center and Civic Auditorium, Riverside Convention Center, Riverside Convention & Visitors Bureau, SAFE Credit Union Convention Center (Sacramento), Visit Sacramento, San Diego Convention Center, San Diego Tourism Authority, San Jose McEnery Convention Center, Visit San Jose, Santa Clara Convention Center, Santa Clara Convention & Visitors Bureau

BEYOND COMPLIANCE

The business events industry is prepared to meet or exceed CDC guidelines, in order to ensure the health and safety of all participants.



MITIGANT	CDC GUIDANCE	BUSINESS EVENTS
 <p>PLANNING</p>	<ul style="list-style-type: none"> • 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 	<p>EMERGENCY OPERATIONS PLAN (EOP)</p> <ul style="list-style-type: none"> • 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) <p>ENHANCED CLEANING PLAN</p> <ul style="list-style-type: none"> • 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) <p>COMMUNICATIONS PLAN</p> <ul style="list-style-type: none"> • 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
 <p>REDUCED CONTACT</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 versions • Considerations for online ordering • Considerations for pre-packaging food
 <p>ENHANCED CLEANING</p>	<ul style="list-style-type: none"> • Provide COVID-19 prevention supplies to event staff and participants • Clean frequently touched surfaces and objects 	<ul style="list-style-type: none"> • 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
 <p>PERSONAL PROTECTION</p>	<ul style="list-style-type: none"> • Wear personal protective equipment in public settings where social distancing measures may be difficult to maintain 	<ul style="list-style-type: none"> • PPE required for event personnel and available to attendees • Availability of hand sanitizer • 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)
 <p>SIGNAGE & COMMUNICATIONS</p>	<ul style="list-style-type: none"> • Use signage to help people understand the standards in place • Update and distribute timely and accurate emergency communication information 	<ul style="list-style-type: none"> • Safety guidelines posted • Safe distance markers • Traffic flow markers (as needed) • Option for real-time event communications (see Planning)
 <p>DENSITY MANAGEMENT</p>	<ul style="list-style-type: none"> • Maintain a distance of at least 6 ft (or 28.3 sqft) between people 	<ul style="list-style-type: none"> • 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)