

COVID RESPONSE GUIDE

Create Safe and Successful Live Events
in a COVID World.

WHAT'S NEXT?

As we move forward producing live events in a different landscape it takes a sharp focus on physical distancing, sanitization, and communication. We have seen COVID alter overall participant comfort levels for engagement and interaction, but through thoughtful and intentional planning organizers have been able to create successful live experiences that connect the right people in order to move communities and businesses forward.



**PLANNING
CONSIDERATIONS**



**WORKPLACE &
EVENT SITE
PROTOCOLS**



**EVENT
TOOLKIT**

PLANNING CONSIDERATIONS

To support organizers in strategizing and executing safe live events, we've compiled considerations to guide your discussions. Use these topics in your brainstorming in conjunction with CDC, local government, and facility protocols for hosting live events.



CLEANING & SANITIZATION

NEUTRALIZE ENVIRONMENTS

Creating and maintaining clean environments will be paramount to the success of live events. To ensure you're staying focused in your planning, keep cleaning and sanitation at the center of your conversations and continuously ask if the solution being put in place supports safe and healthy environments.

- Compile cleaning and sanitation guidelines and procedures from your vendors, facilities, and local governments to include in pre-show and onsite communication plan.
- Offer sanitizing services to exhibitors through general service contractor or facility
- Place hand washing and sanitizing stations throughout the event campus
- Create dedicated cleaning taskforce to implement and police sanitization plan
- Confirm all cleaning responsibilities are performed with proper PPE equipment
- Create a disinfection plan for common areas and surfaces, including:
 - Countertops
 - Tablets and keyboards
 - Seating areas
 - Bathrooms
 - Door handles
- Encourage hand washing and good hygiene for participants before and after human interactions
- Setup and monitor trashcans for mask and glove disposal (separate from regular trash)

HEALTH MONITORING

SCREEN & SURVEY PARTICIPANTS

Implement health and screening checks for all event participants to support maintaining clean environments and create emotional comfort to those entering and interacting within the event campus. Implement the screening that works best for your audience, examples of procedures at event hotel(s) and facilities include:

- Required temperature and wellbeing survey stations at entry locations. Survey questions should follow CDC recommendations. Individuals with high temperatures or who don't pass survey standards will not be permitted into the event.
 - Survey standards and the addition of temperature checks should be disclosed to all participants prior to the event.
 - For individuals with high temperatures, implement the following:
 - Designate an isolation room with medical staff on call
 - Create transportation plan to safely transfer patient to a healthcare facility or hospital if recommended by the on-site medical staff
- Vaccine & Testing tracking apps such as [CLEAR Health Pass](#), [Crowd Pass](#), V-safe, and others can allow attendees to upload their vaccination record and/or a negative COVID test result if required for entry.
- Implement technology that has GPS-enabled coronavirus tracking capabilities
- Develop and communicate a safety plan so that if a participant gets sick at the event they understand immediately where to go and who to alert
- Develop special accommodations for participants who fall into vulnerable demographics

REGISTRATION & COMMUNICATION

CREATE ORDERLY FLOWS

Leverage registration to set the precedent for the duration of the event by implementing health and safety solutions into the entire process.

- Add directional signage at facility entry points with intentional traffic flows to registration.
- Add queue lines with floor markers indicating appropriate spacing at registration counters and kiosks
- Mail registration badges in advance or provide participant-facing printers for direct retrieval of badges and other materials
- On-site registration to be self-check-in as primary option and secondary options to be behind protective plexiglass dividers
- Incorporate facial recognition technology to identify individuals and reduce interaction between people.
- Implement touchless technology solutions and consider a cash-free event
- Develop cleaning procedures that include designated staff for sanitizing and disinfecting equipment after participants use a device or physically interact with an area.
- Provide participant amenity bags distributed at check-in that contain a mask, hand sanitizer and an event-specific COVID-19 prevention information card.

EDUCATE & INFORM

Create and implement clear and concise pre-event and onsite communication strategies to educate event participants of all measures being taken to address safety and health. Strategies to consider:

- Replace printed content pieces with digital strategies, like QR Codes to reduce sharing of materials.
- Signage placed throughout the airport, hotels, and event facility reminding people to keep physical distance, wash hands, and use PPE
- Provide signage that states what the organization is doing to keep attendees safe at the event
- Provide clear directional signage and traffic flows through the event campus so attendee understand how to safely interact with the environment.
- Verbal announcements via intercom systems at convention center, tradeshow floor and hotels
- Utilize social media, text, and email to deliver messaging
- Include safety and cleaning solutions in the Exhibitor Manual with ordering information

EXHIBITION

CROWD CONTROL & ORDER

Understanding crowd density will be key in effectively activating safe and orderly exhibitions. Use the below considerations and crowd density guidelines on page 8 to develop your floorplan and procedures.

- Increase aisle width to accommodate expected participant counts
 - Work with your contractor/facility/electrical vendor to ensure electrical access as custom aisle widths might alter this
 - Consider 8' depth of booths, adding 4' to aisles
- Spread Inline booths apart, where space allows
- Setup one-way aisles so that attendees are moving in the same direction
- Place floor markers indicating appropriate spacing at key locations around the tradeshow floor where lines could generate (management booths, check-in areas, food and beverage centers, etc.)
- Set up signage indicating what steps your organization has provided to ensure the safety of the attendee and exhibitors.
- Set up signage reminders of key CDC guidelines
- Make regular announcements reminding attendees about the social distance recommendations and hand washing
- Offer elevated cleaning services for each exhibitor as part of their exhibit package
- Set up stations where attendees and exhibitors can pick up face masks and/or gloves
- Place hand washing stations throughout the exhibit hall and lobbies
- Adjust tradeshow hours and access to allow for sanitization and hygiene breaks
 - Split tradeshow hours to allow for two cleanings per day
 - Have specified hours/assigned appointments for attendees to be on the show floor to reduce density of exhibit hall
- Consider 8' tall side rail between inline booths
- For exhibitors that sell product from their booth, encourage touchless payment processing or provide recommended cleaning procedures after each transaction
- Distribution of kits to exhibitors that include masks, gloves, sanitizer, etc.

EXHIBITION

CALCULATE FLOOR TRAFFIC DENSITY

*Foot Traffic/Flow and Density Crowd Density Standard (CDS) IAVM has created a framework for floor density as follows:

Current physical distancing requirements in the United States are based on a 6-foot radius (approximately 2 meters) space separating individuals. With each person having a radius of 3 feet of space (6 feet between each other), the physical distancing space per person is approximately 28 sq. ft (2.6 sq. meters) per circle.

If physical distancing requirements are practiced during an event, then total available space for the event might have to be divided by the physical distancing space requirements per individual to determine the maximum number of space occupants.

Therefore, the maximum number of attendees when physical distancing is required equals the gross square footage, which includes the exhibit hall, registration area, lobby areas and meeting rooms.

To calculate floor capacities, divide your total square footage/meters by the number of square feet required per person. For example, for 100,000 gross square feet (9,293 gross square meters) of space with the venue requiring 6 feet (approximately 2 meters) as the recommended physical distance between people (which therefore requires 28 square feet or 2.6 square meters per person), divide 100,000 by 28 and your capacity would be 3,571 people. (This calculation assumes each individual must have at least 28 square (2.6 square meters) feet of space.

**This content was copied direct from the IAEE “Essential Considerations for Safely Reopening Exhibitions and Events” published on June 6, 2020.*

MEETING ROOMS

FORMATS FOR PHYSICAL DISTANCE

Creating functional learning environments that mitigate the spreading of germs includes a combination of grid layouts, the right furnishings, and proper health add-ons and procedures.

- When possible, create separate entry and exit points.
- Place hand washing/sanitizer stations at entry and exit points.
- Format spaces so there is appropriate spacing between each chair.
- Add dividers to the space to create protective boundaries.
- Provide disposable facemasks throughout the meeting space.
- Provide additional trash cans and signage to support throwing all personal waste away.
- Use A/V to broadcast general sessions and meeting room sessions that are available to attendees to watch from their media devices.
- Place signage reminders of key CDC guidelines for large gatherings, including physical distancing and hygiene best practices.

STANDARD TABLES IDEAL FOR DISTANCE

- **Rectangular communal tables**
 - 6': 4 per table (1 on each side, including short ends)
 - 8': 6 per table (2 on each side, 1 at each short end)
- **Rounds**
 - 72": 6 per table
 - 66": 5 per table
 - 60": 4 per table
- **Classroom seating**
 - 6' x 18": 1 per table
 - 8' x 18": 2 per table

HOTEL & CATERING

HOTEL

Hotel and accommodations are all part of the ecosystem of your event experience. Work closely with hotel and travel partners to ensure the safe arrival, departure, and stay of all event participants.

- Collaborate with hotels to create a dual registration process for hotel check-in and event registration into one transaction to reduce additional interactions
- Place signage in hotel common areas with event map so participants can formulate an entry & navigation plan prior to arriving at event
- Obtain safety and health procedures from all event hotels to ensure proper protocols are being followed in conjunction with CDC and city guidelines.
- Integrate hotel safety and health procedures into pre-show and onsite communication strategy.
- If buses are included in event transportation plan, develop a strategy that allows for limited riders and cleaning.

FOOD & BEVERAGE

Cleanliness in preparation and serving has always been a priority in food service at events. We can anticipate elevated expectations in food prep communication, cleanliness of meal areas, and how food is being delivered and disposed.

- Exchange food stations/buffets with boxed meals
- When possible, create separate entry and exit points to meal areas
- Add cleaning personnel to continuously clean and disinfect meal areas
- Setup environments where attendees can eat while still social distancing
- Stagger mealtimes and implement an assignment-based meal schedule
- Include sanitizing stations and dividers in meal areas
- Use sustainable plastic and disposable utensils and packaging
- Develop and publish food safety plan
- Consider partnering solutions in lieu of receptions

HYBRID MEETINGS

INTEGRATE VIRTUAL STRATEGIES

Creating hybrid events—live events that incorporate virtual strategies—enable participants who are unable to attend live events an alternative way to engage and interact with your content. Hybrid events extend the reach of events far beyond the boundaries of the facility walls, increasing the audience and value of your event.

- Extend the reach of your program and content to remote attendees.
- Create satellite (viewing) rooms to promote physical separation by using the streaming feed from the virtual broadcast.
- Bring remote (non-attending) exhibitors back to the show, along with their revenue, by creating a remote booth broadcast from their facility. Virtual booths allow for two-communications and private meeting rooms. Applies to both domestic and international exhibitors.
- Presenters and session leaders can be brought in (live) to any general or breakout session w/ two-way communications.

RESOURCES

Use this comprehensive list of resources to stay updated on protocols, guidelines, and compliance as the COVID pandemic continues to unfold.

Center for Disease Control and Prevention (CDC)

<https://www.cdc.gov/>

World Health Organization (WHO)

<https://www.who.int/>

Global Biorisk Advisory Council (GBAC)

<https://gbac.issa.com/>

International Association of Venue Managers (IAVM)

<https://www.iavm.org/>

United States Department of Labor (DOL)

<https://www.dol.gov/>

Professional Convention Management Association (PCMA)

<https://www.pcma.org/>

International Association of Exhibitions and Events (IAEE)

<https://www.iaee.com/>

Society of Independent Show Organizers (SISO)

<https://www.siso.org/>

The Global Association of the Exhibitions Industry (UFI)

<https://www.ufi.org/>

Exhibition Services and Contractors Association (ESCA)

<https://www.esca.org/>

SHEPARD WORKPLACE & EVENT SITE PROTOCOLS

To support the production and maintenance of clean and healthy environments—both Shepard offices and event sites—we've put a series of solutions and standards in place for all associates and event personnel.



WORKPLACE & EVENT SITE

We have established and implemented the following health and safety protocols for Shepard associates and event personnel to safely re-open branches and begin staging live events.



MANDATORY MASKS

All associates and union personnel required to wear a mask while inside a Shepard office and on event site.



SOCIAL DISTANCING

Personnel will be encouraged to respect physical distance through signage and communication.



REQUIRED TRAINING

All associates will receive mandatory training and courses on COVID-19 safety and infectious disease prevention.



HEALTH SCREENING & TESTING

Health screenings and a negative COVID test taken within 5 days of working are required for all non-vaccinated associates on show site or visiting a Shepard office.



HAND HYIGENE

All personnel is required to follow hand hygiene protocols placed in restrooms and common areas.



TEAM MEETINGS AREAS

General meeting areas will follow social distancing guidelines and any additional preventative measures.

WORKPLACE & EVENT SITE

We have established and implemented the following health and safety protocols for Shepard associates and event personnel to safely re-open branches and begin staging live events.



EXHIBITOR SERVICE CENTER

The Exhibitor Service Center will have enhanced safety measures, including sneeze guards and physical distance dividers.



DAILY SAFETY BRIEFINGS

Incorporate COVID-19 preventative practices to existing daily safety briefings.



DELIVERY PROCEDURES

All deliveries must be dropped off in designated areas.



VIRTUAL CUSTOMER SERVICE

Offer virtual- and- technology-forward customer service solutions--ChatBots, Video Service Centers, Text and more--to reduce physical interaction.



SAFETY SIGNAGE

Provide signage with health and safety reminders to be placed at entrance and exit points in offices and on event site.



PAPERLESS COMMUNICATION

Utilize and effectively implement all technology-based communication to reduce sharing of printed materials.

CLEAN & DISINFECT

We implemented the following solutions to neutralize environments and safeguard participants from unwanted germs. Following GBAC Star accreditation guidelines and utilizing cleaning products approved by government regulatory agencies, we are committed to the highest standard of cleaning and disinfecting for all live events we serve.

EVENT SITE CLEANING

If Shepard is designated as the official cleaning contractor, we commit to the following standards:

- All cleaning services will be *GBAC STAR Certified
- Registration and common spaces will be cleaned and disinfected post set-up
- Carpet will be shampooed prior to delivery and installation
- Pipe, drape, and table skirting will be cleaned using anti-microbial detergent prior to delivery and installation

OFFERED ORGANIZER & EXHIBITOR SERVICES

Organizers and exhibitors will be offered add-on services to support cleanliness for their dedicated spaces throughout the duration of the event, including:

- Electrostatic fog spraying services with GBAC-approved disinfectant.
- Hourly surface cleaning and disinfectant services.

**GBAC - The Global Biorisk Advisory Council® (GBAC) helps organizations and businesses prepare for, respond to, and recover from biological threats, and biohazard situations and real-time crises. We offer education, training, certification, response management, and crisis consulting for situations where environments require a much higher level of cleaning, disinfection, and restoration.*

PLANNING TOOLKIT

A set of solutions to help organizers reimagine event spaces that lead with health and safety.



CRAFT YOUR FUTURE EVENT SPACE

Elevated health and safety expectations in response to COVID present a new set of challenges in creating event spaces aimed at participant comfort and security. While the increase in vaccination percentage will help, the key to creating safe, successful conferences and events will require a combination of smart layouts, effective signage, and added health and safety measures.

Shepard's suite of solutions is intended for use alongside facility offerings and regulations and government guidelines to help craft safe face-to-face environments and successfully execute live events.



**OPEN & INTENTIONAL
LAYOUTS**



**CLEAR & VISIBLE
SIGNAGE**



**PROTECTIVE
ADD-ONS**

OPEN & INTENTIONAL LAYOUTS

Environment layouts—from registration and lounges to theaters and other common areas—should combine intentional traffic flows with clear signage to ensure safe distance and order are always maintained.

REGISTRATION OPTION A

KEY FEATURES:

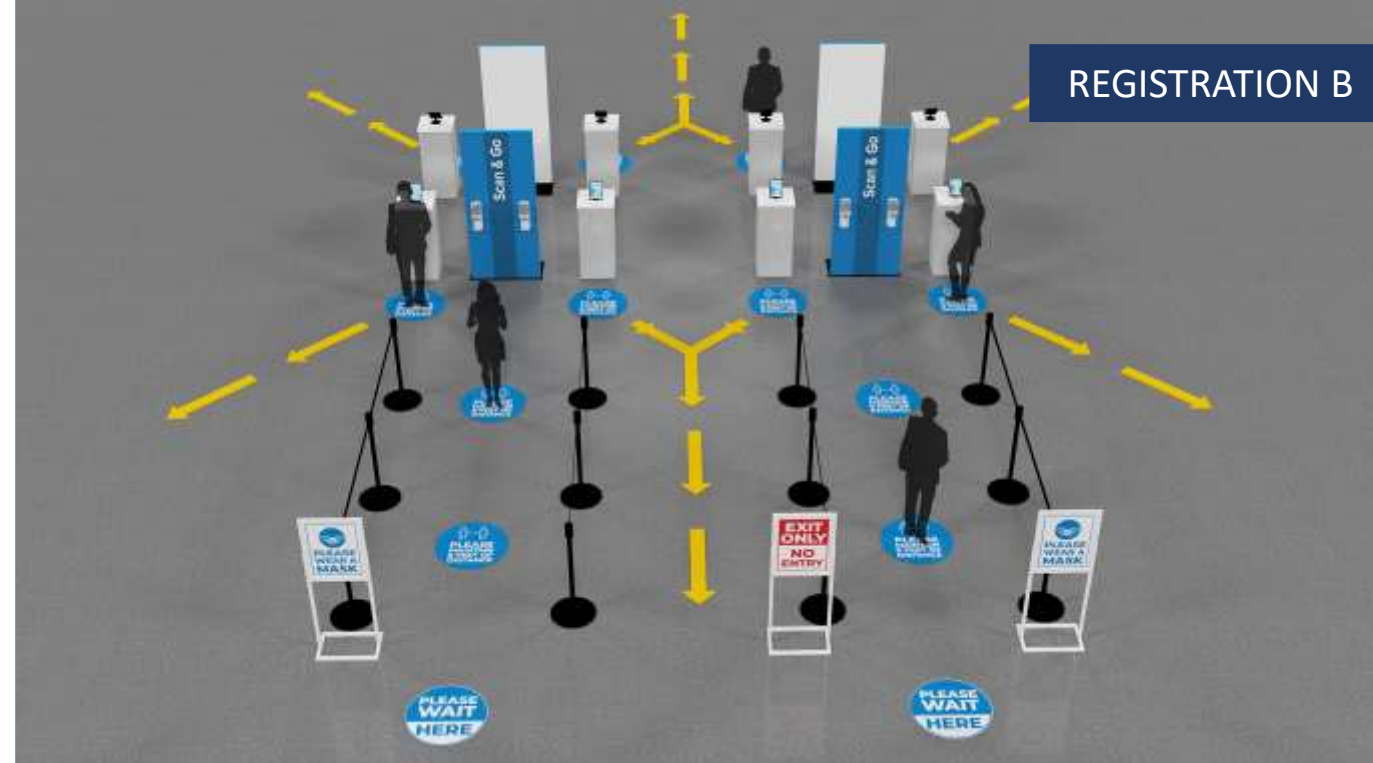
- Clearly defined entrance and exit
- Intentional signage to direct traffic
- Floor markers for social distancing
- Cleanable substrates & surfaces
- Protective Shield creating safe interactions
- Partition between counters to maintain safe physical distance
- Strategically placed hand sanitizer stations



REGISTRATION OPTION B – SCAN & GO

KEY FEATURES:

- Separate entrance and exit
- Intentional traffic flows
- Clear informational signage
- Floor markers for social distancing
- Cleanable substrates and surfaces
- Partition between counters to maintain safe physical distance
- Strategically placed hand sanitizer stations
- Contactless option to limit touch points



KEY FEATURES:

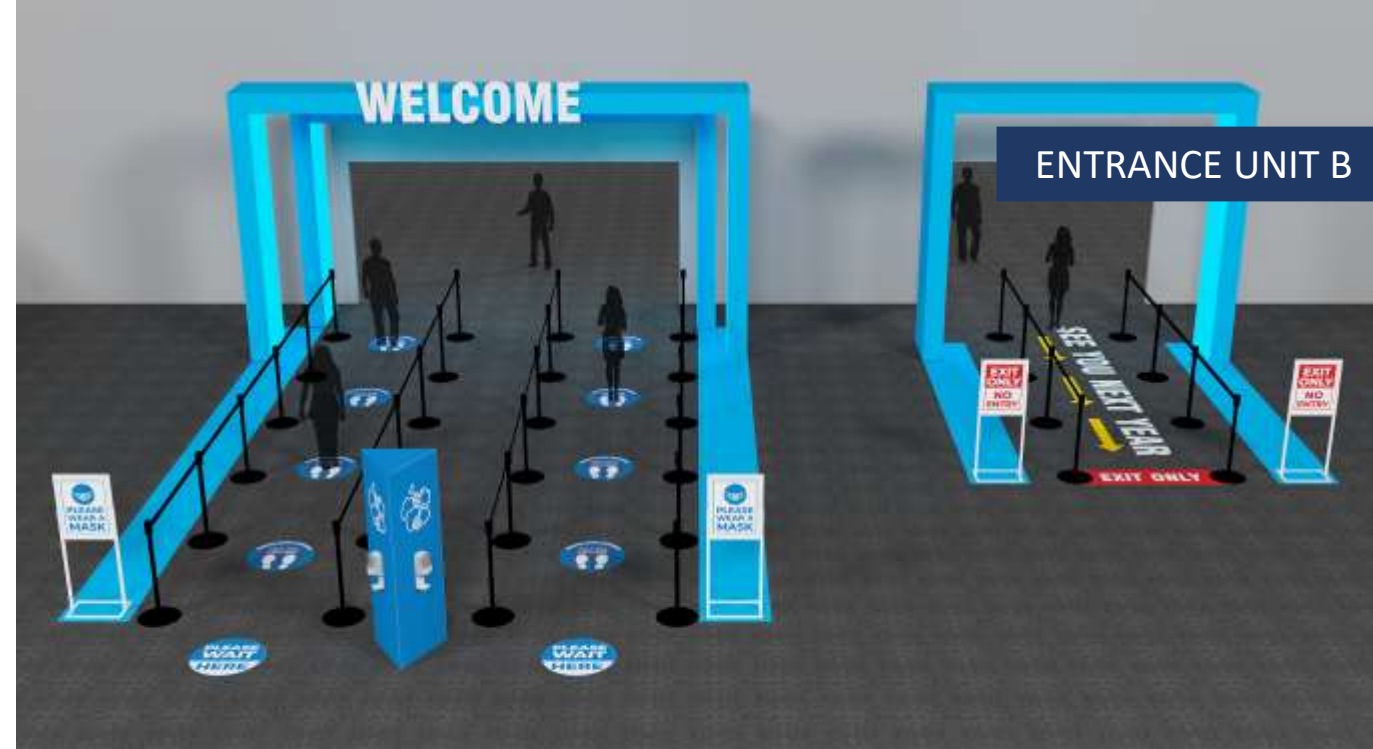
- COVID RESPONSE GUIDE | TOOLKIT



ENTRANCE UNIT OPTION B

KEY FEATURES:

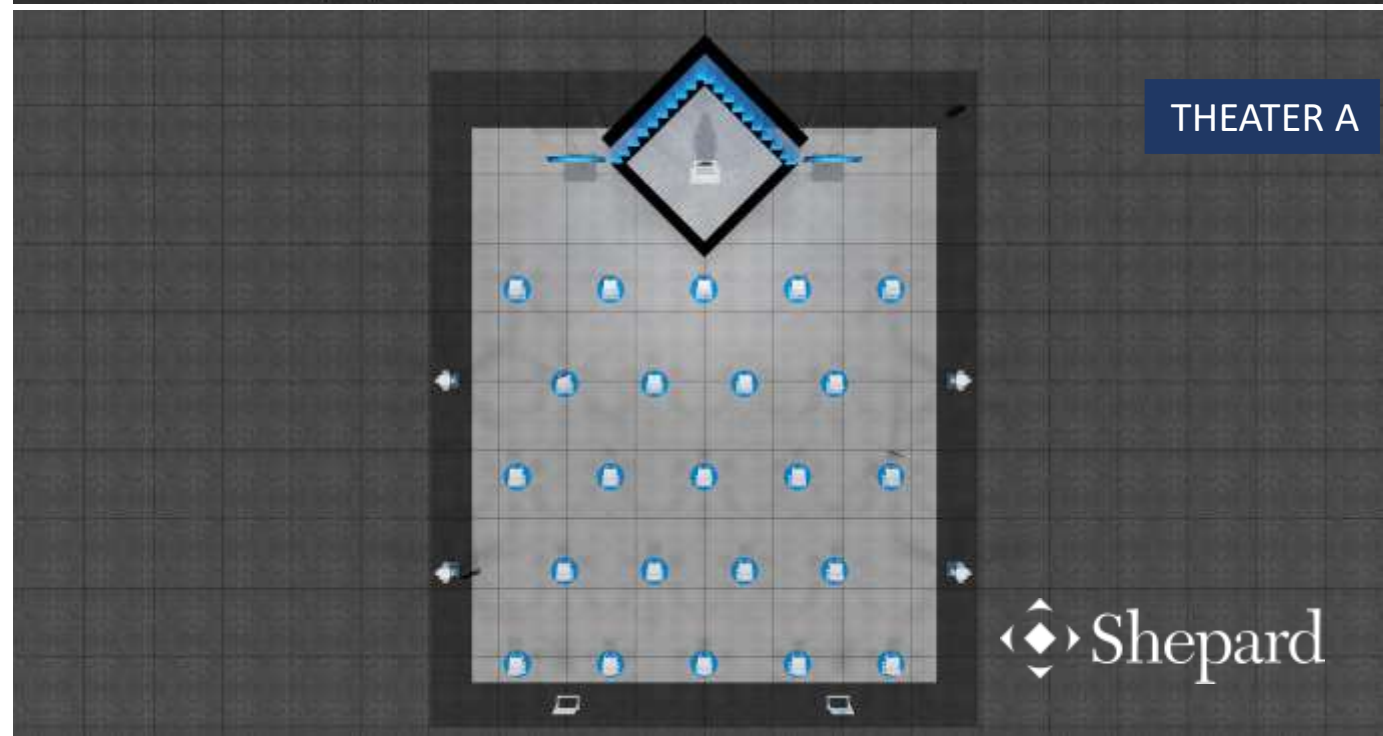
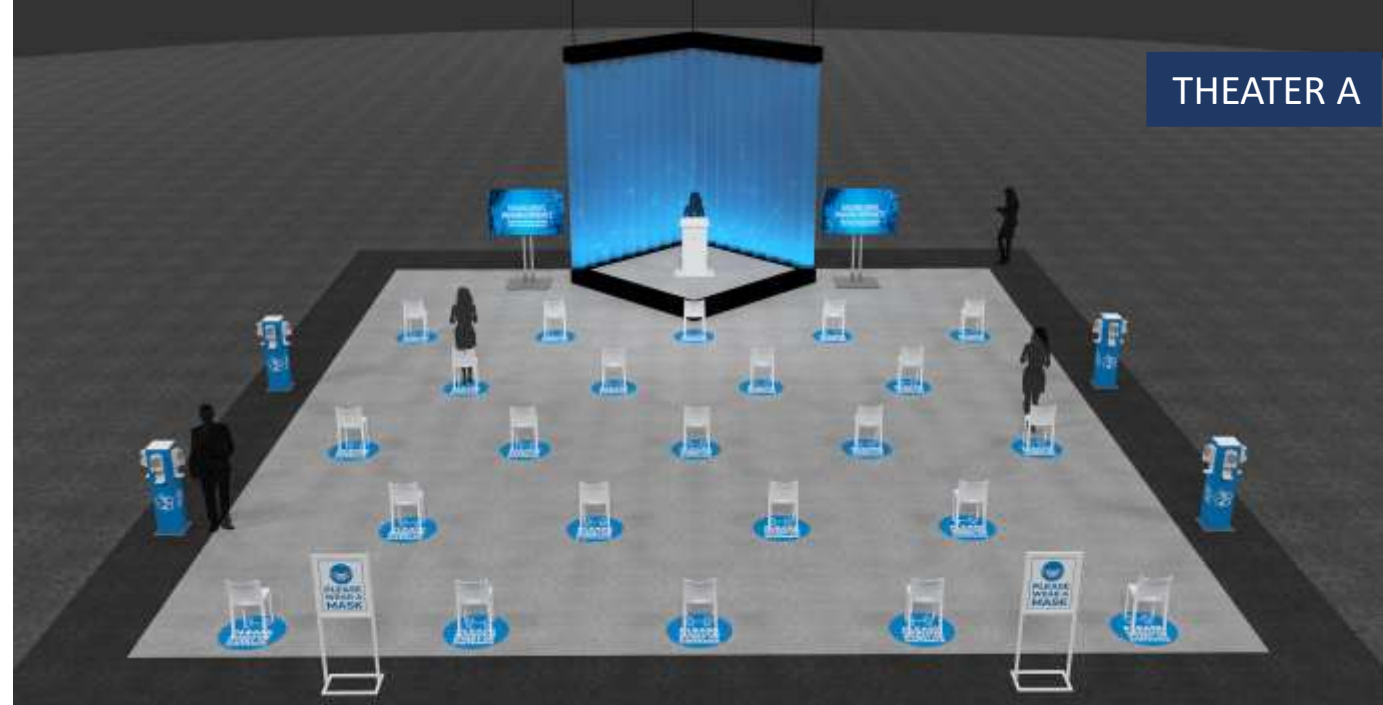
- Separate, dedicated entrance and exit units
- Easily enforced traffic flows
- Clear directional signage
- Floor markers and stanchion for social distance
- Cleanable substrates
- Free standing, double hand sanitizer station



EVENT THEATER OPTION A

KEY FEATURES:

- Open layout formatted to 6'x6' grid
- Floor markers to easily reinforce social distancing standards
- Staggered seating for safety and visibility
- Plastic chairs for easy sanitization
- Freestanding multi-unit hand sanitizer stations
- Cleanable substrates & surfaces
- Stage partition for physical distance



EVENT THEATER OPTION B

KEY FEATURES:

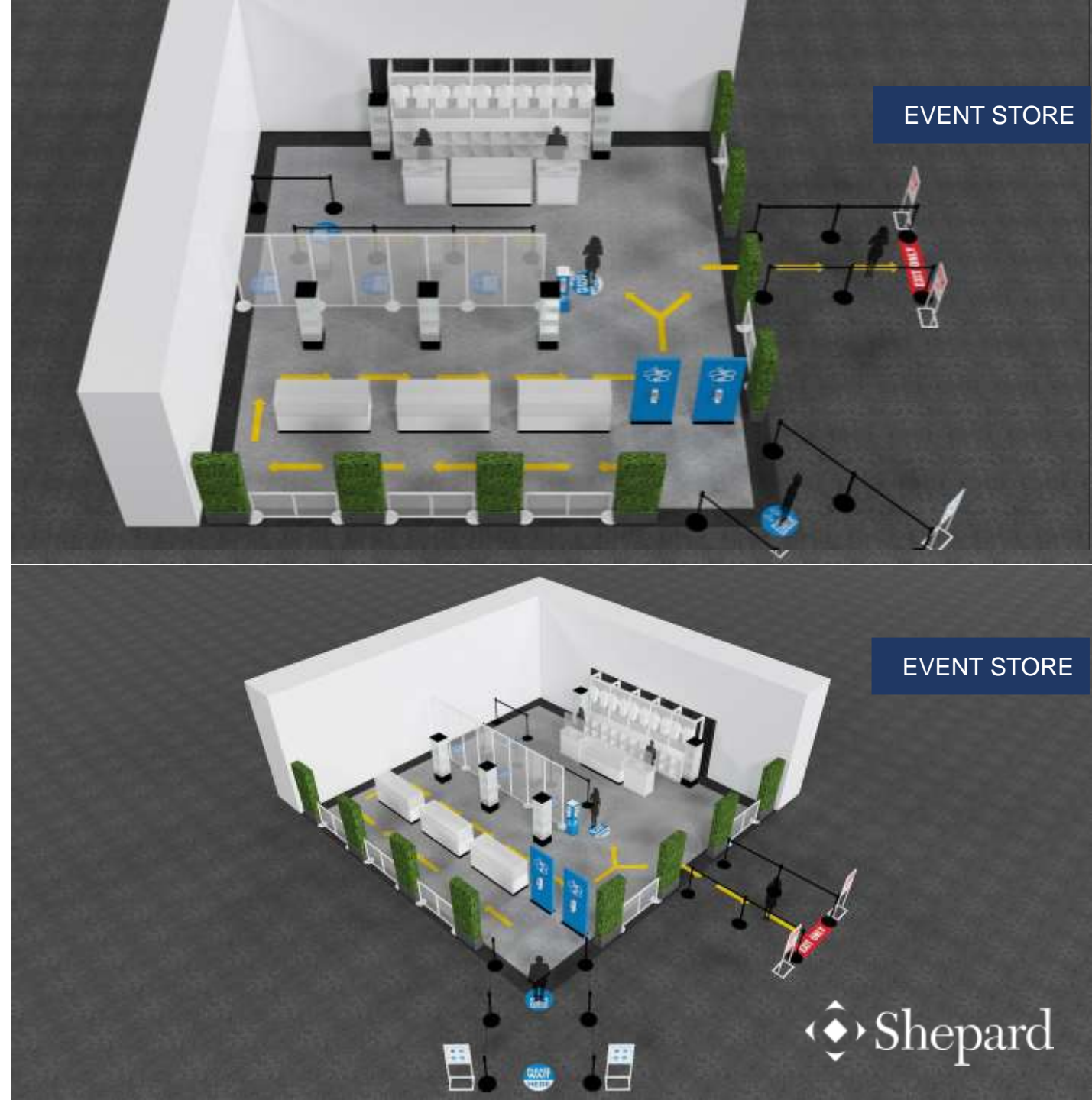
- Separate, dedicated entrance and exit
- Floor markers, signage, and stanchion for social distance
- Cleanable substrates & surfaces
- Plastic tables and stools
- Freestanding, multi-unit hand sanitizer station
- Protective partitions from event floor



EVENT STORE

KEY FEATURES:

- Separate, dedicated entrance and exit
- Intentional traffic flows
- Floor markers, signage and stanchion for social distance
- Cleanable substrates & surfaces
- Contactless product showcasing
- Partition barrier from event floor
- Protective sneeze guard for service counters
- Strategically placed hand sanitizer stations

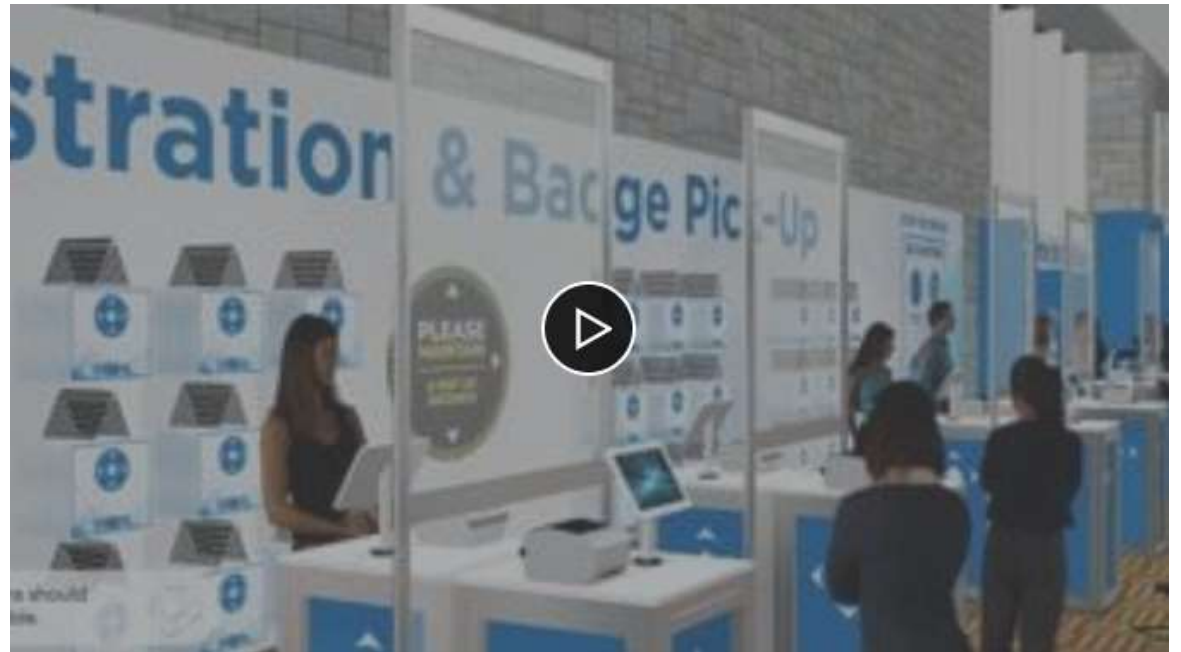


COVID WORLD EVENT VIDEO WALKTHROUGH

Explore a live event in a COVID world. Using best practices, we designed a mock exhibition to help event organizers navigate and visualize different considerations in safely bringing events to life as we move forward. [Click Here](#) to view in browser.

KEY FEATURES:

- Intentional signage to direct traffic
- Floor markers for social distancing
- Temperature screening station
- Protective plexi shields and dividers in use
- Enhanced cleaning and disinfecting information including hand sanitizer stations
- Wide aisles utilizing one-way traffic flow
- Mindful meal distribution and seating areas



CLEAR & VISIBLE SIGNAGE

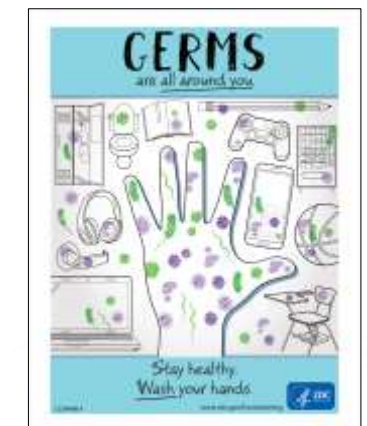
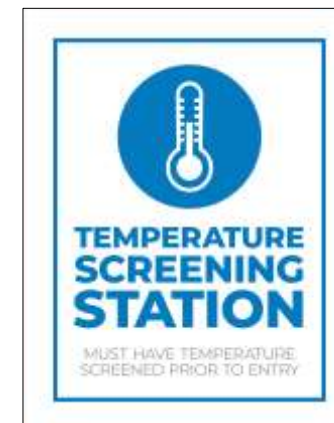
Clear and concise signage has proven to be a critical component of accomplishing safe live events. Consider integrating added layers of signage so attendees know where to go and where to access cleaning stations in order to safely interact within the event environment. Bold colors and clever messaging draw attention and differentiate from general signage.

HEALTH & SAFETY

Educate participants of protocols to ensure their protection and wellbeing for the duration of the event.

KEY FEATURES:

- For use strategically in high traffic areas
- Customizable to different sizes
- Cleanable surfaces
- Bold colors
- Clear and catchy messaging



HEALTH & SAFETY

KEY FEATURES:

- Implements social distancing
- Define spacing for lines
- Cleanable surfaces
- Customizable to different sizes
- Bold colors
- Clear and catchy messaging

STANDARD 11"x17"



SOCIAL DISTANCE STICKERS



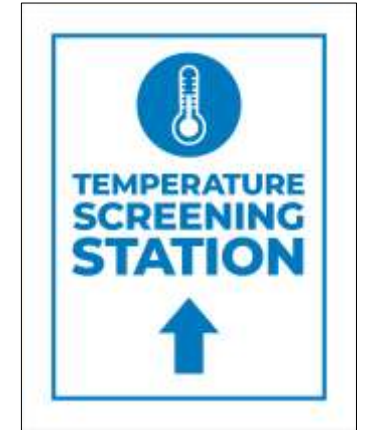
DIRECTIONAL & INFORMATIONAL

Instruct participants how to safely navigate and interact within the event campus.

KEY FEATURES:

- Define traffic flows
- Enforce crowd control
- Cleanable surfaces
- Formatted to different sizes
- Bold colors
- Clear and catchy messaging

STANDARD 22"x28"



DIRECTIONAL & INFORMATIONAL

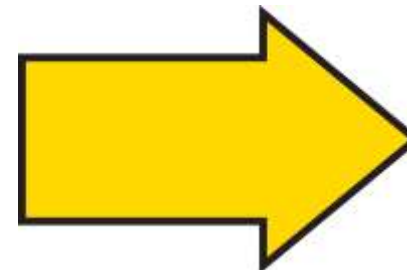
KEY FEATURES:

- Define traffic flows
- Enforce crowd control
- Cleanable surfaces
- Customizable to different sizes
- Bold colors
- Clear messaging

STANDARD 11"x17"



STICKERS



PROTECTIVE ADD-ONS

Upgraded health and safety features will make attendees feel more comfortable as they navigate event spaces. Event Industry, Facility, and State Rules and Regulations will define sanitization practices and other germ-prevention provisions to create and maintain clean, safe spaces.

SANITIZER STATIONS

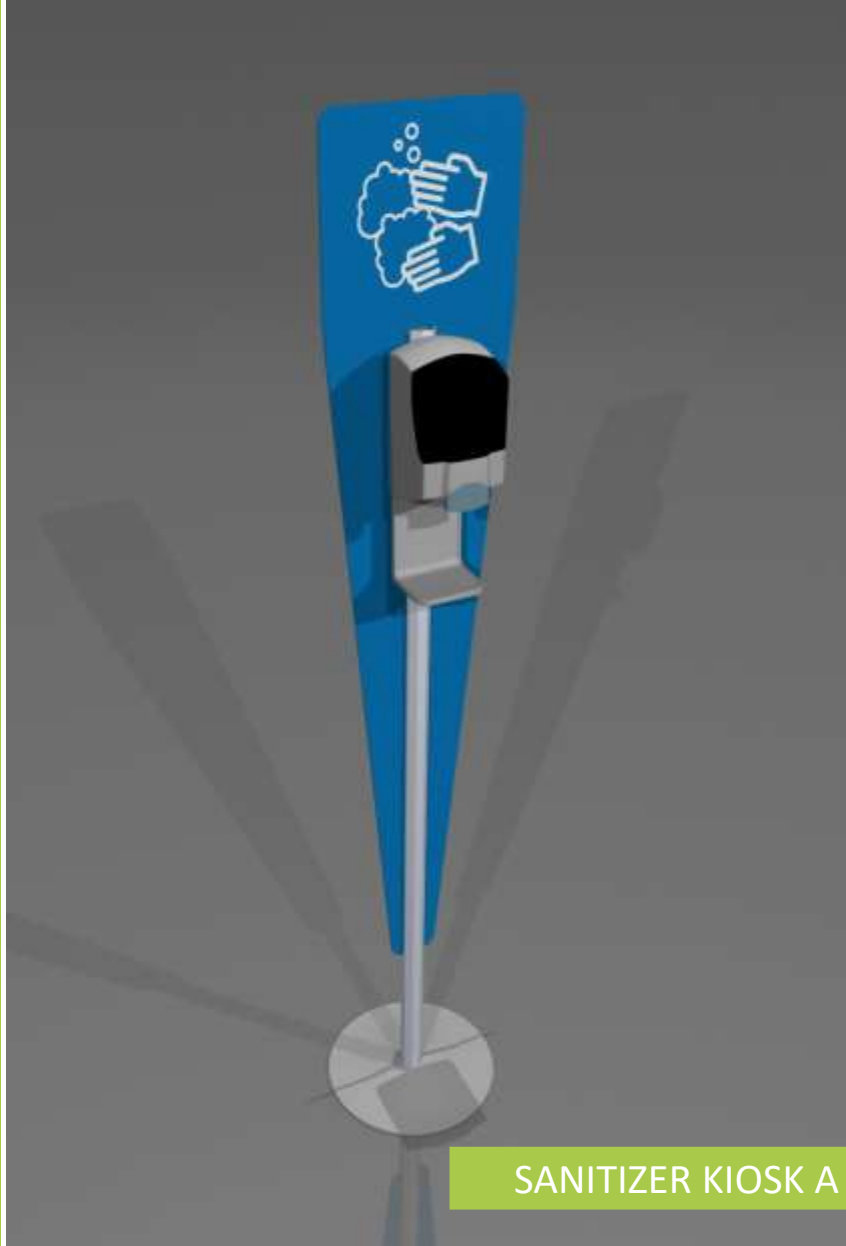
Encourage clean hands through visible and readily accessible stations.

ITEMS:

- SANITIZER KIOSK A
- SANITIZER WALL A

KEY FEATURES:

- Branding/Sponsor opportunity
- Cleanable surfaces
- Easy to refill
- Customizable for multiple dispensers



SANITIZER STATIONS

ITEMS:

- TRIANGLE SANITIZER
- FOUR-SIDED SANITIZER

KEY FEATURES:

- Branding/Sponsor opportunity
- Cleanable surfaces
- Easy to refill
- Customizable for multiple dispensers



TRIANGLE SANITIZER



FOUR-SIDED SANITIZER

PROTECTIVE SHIELDS

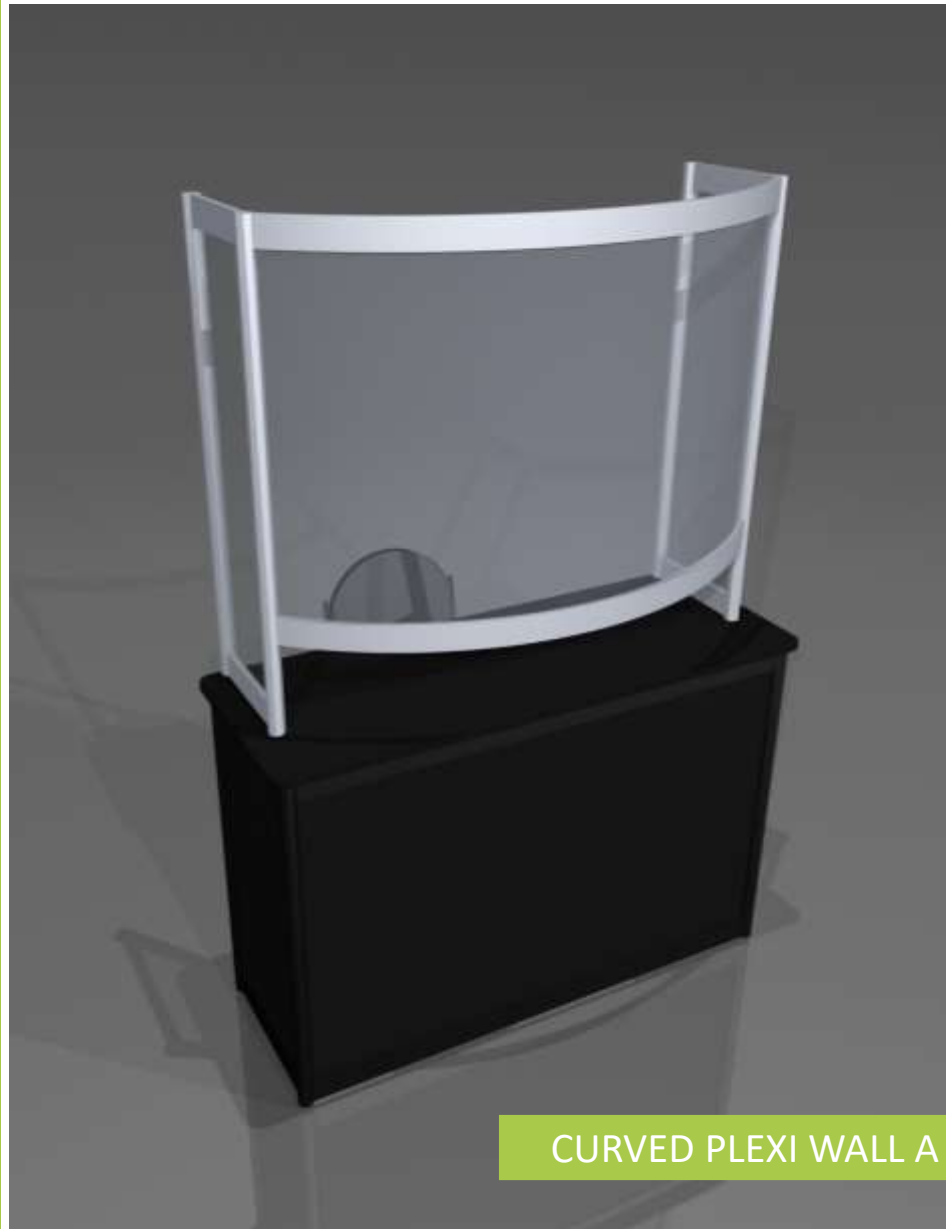
Create comfortable participant interaction by safeguarding against germs.

ITEMS:

- CURVED PLEXI WALL A
- SINGLE KIOSK GUARD A

KEY FEATURES:

- Branding/Sponsor Opportunity
- Accessible pass-through slot
- Cleanable surfaces
- Added protection for event participants



CURVED PLEXI WALL A



SINGLE KIOSK GUARD A

PROTECTIVE SHIELDS

ITEMS:

- PLEXI GUARD A
- DOUBLE GUARD A

KEY FEATURES:

- Branding/Sponsor Opportunity
- Accessible pass-through slot
- Cleanable surfaces
- Added protection for event participants



PLEXI GUARD A



DOUBLE GUARD A

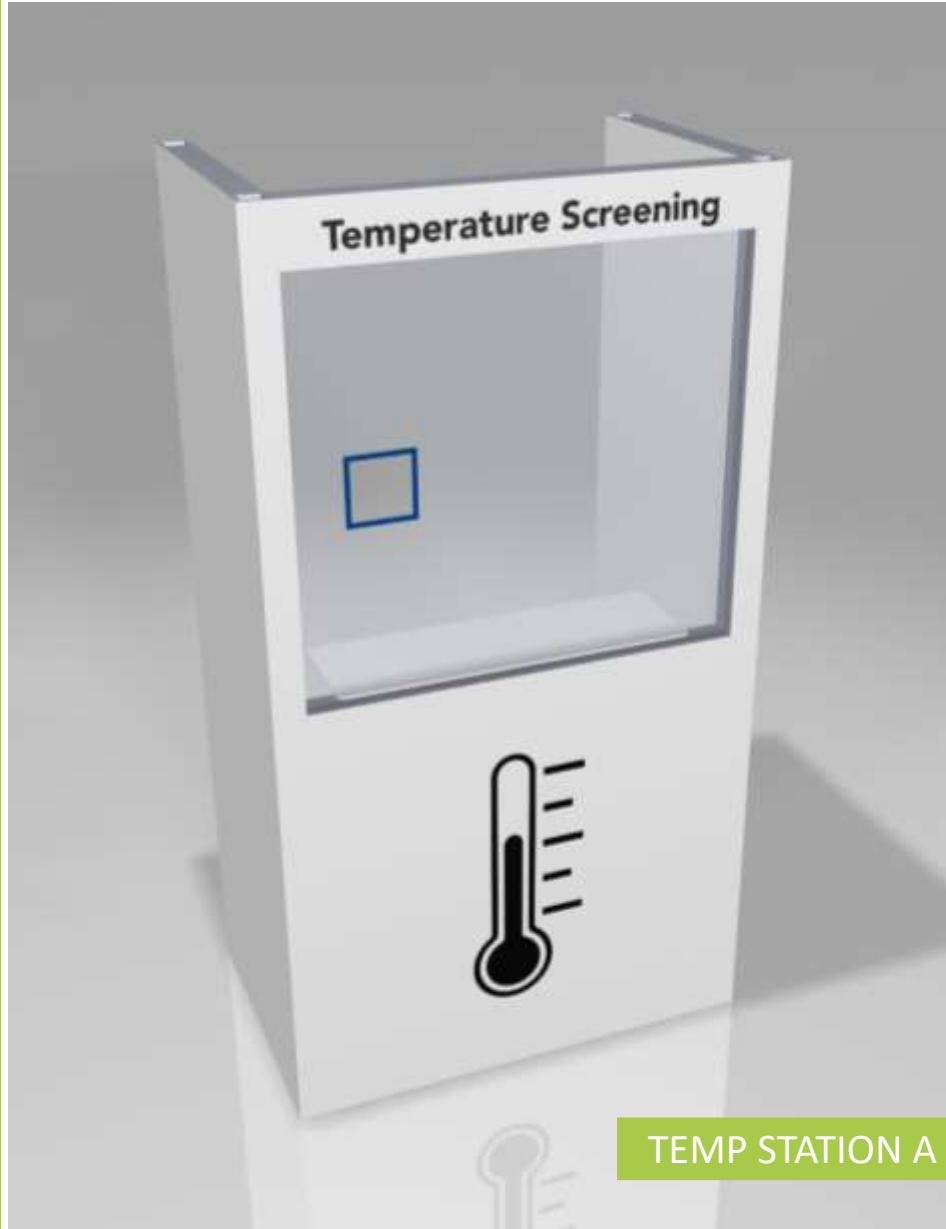
PROTECTIVE SHIELDS

ITEMS:

- TEMP STATION A
- TABLE SCREEN

KEY FEATURES:

- Branding/Sponsor Opportunity
- Accessible pass through slot
- Cleanable surfaces
- Added protection for event participants



TEMP STATION A



TABLE SCREEN

DIVIDER WALLS

Reinforce physical distance standards through intentional barriers.

ITEM:

- LARGE DIVIDER WALL A

KEY FEATURES:

- Partitions aid in social distance
- Assist with creating traffic flow
- Cleanable surfaces
- Variations for visibility or privacy
- Modular to fit different sizes and space

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LARGE DIVIDER WALL A

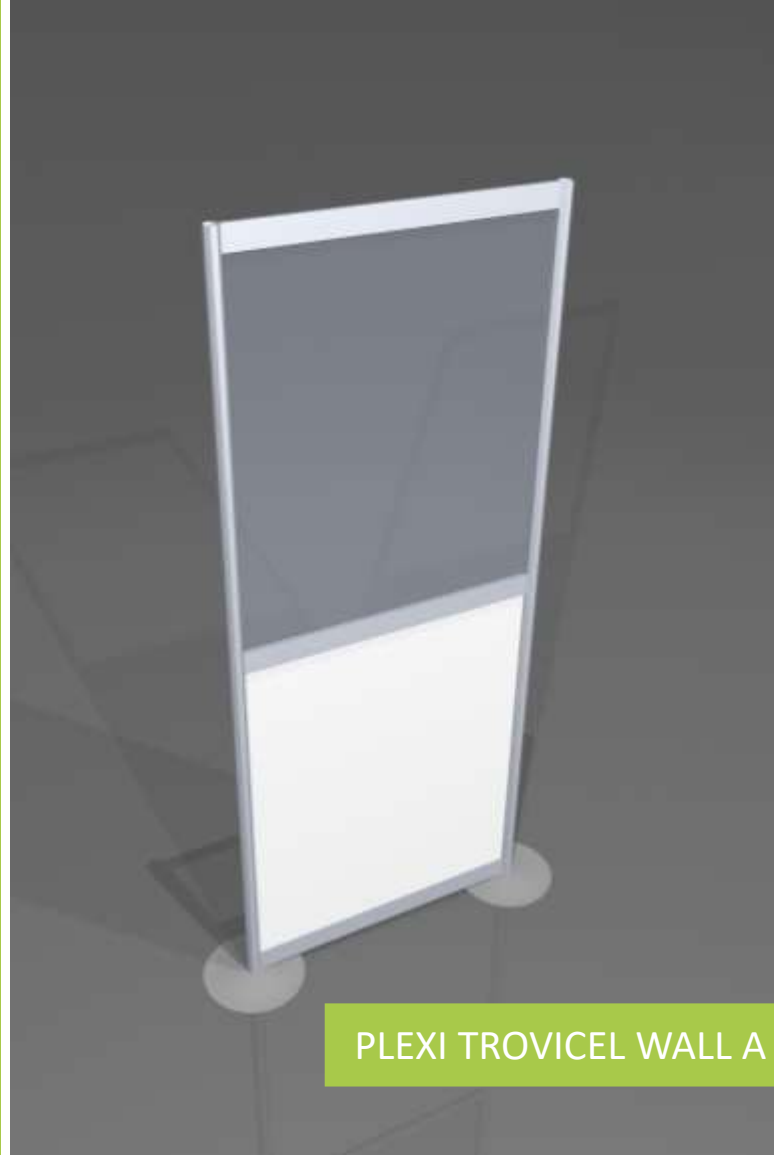
DIVIDER WALLS

ITEMS:

- PLEXI TROVICEL WALL A
- TROVICEL WALL A

KEY FEATURES:

- Branding/Sponsor opportunity
- Cleanable surfaces
- Added protection for event participants
- Variations for visibility or privacy
- Modular to fit different sizes and spaces



DIVIDER WALLS

ITEMS:

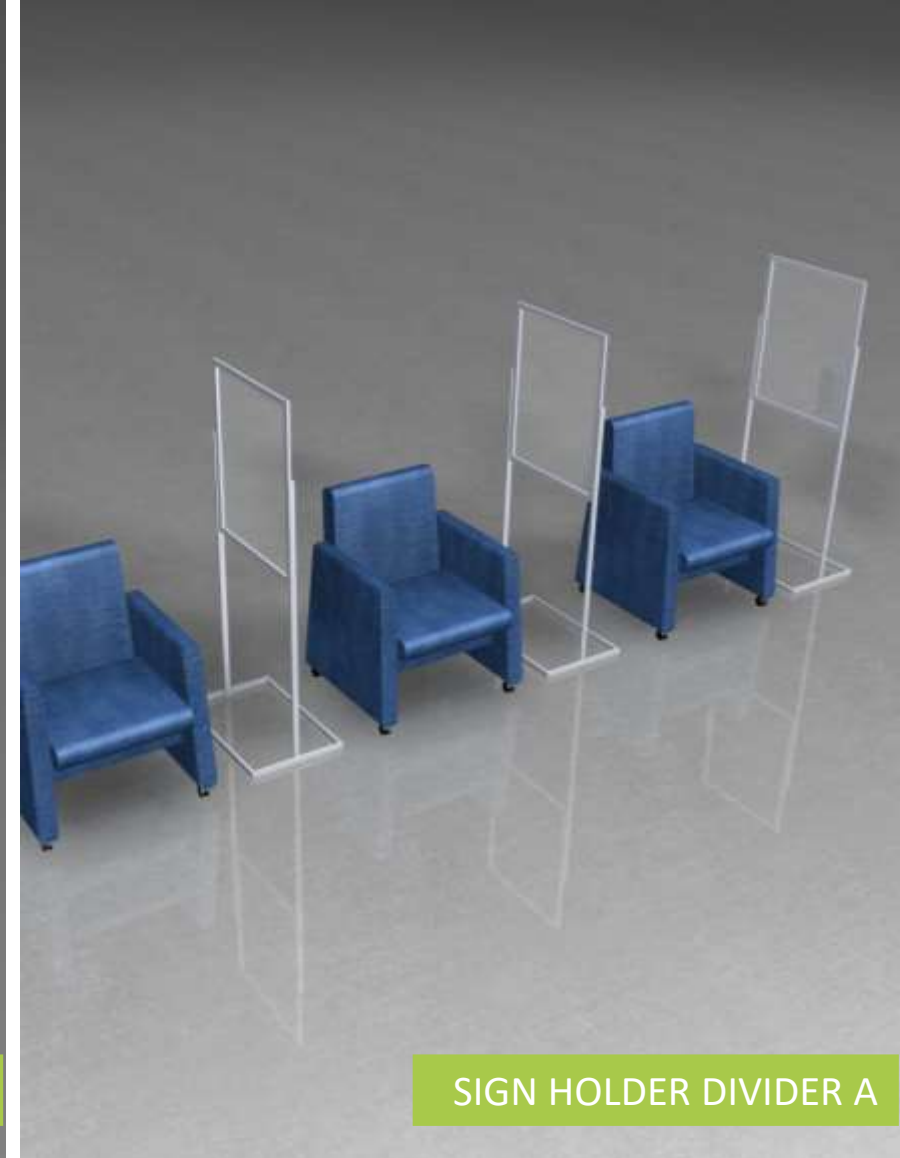
- VINYL DIVIDER WALL A
- SIGN HOLDER DIVIDER A

KEY FEATURES:

- Partitions aid in social distance
- Cleanable surfaces
- Provides clear visibility
- Products for seated or standing height separation



VINYL DIVIDER WALL A



SIGN HOLDER DIVIDER A

DIVIDER WALLS

ITEMS:

- ROLLING BAFFLE A
- FABRIC WALL

KEY FEATURES:

- Branding/Sponsor Opportunity
- Cleanable surfaces
- Added protection for event participants
- Partition to allow physical distance



ROLLING BAFFLE A



FABRIC WALL

DIVIDER WALLS

ITEMS:

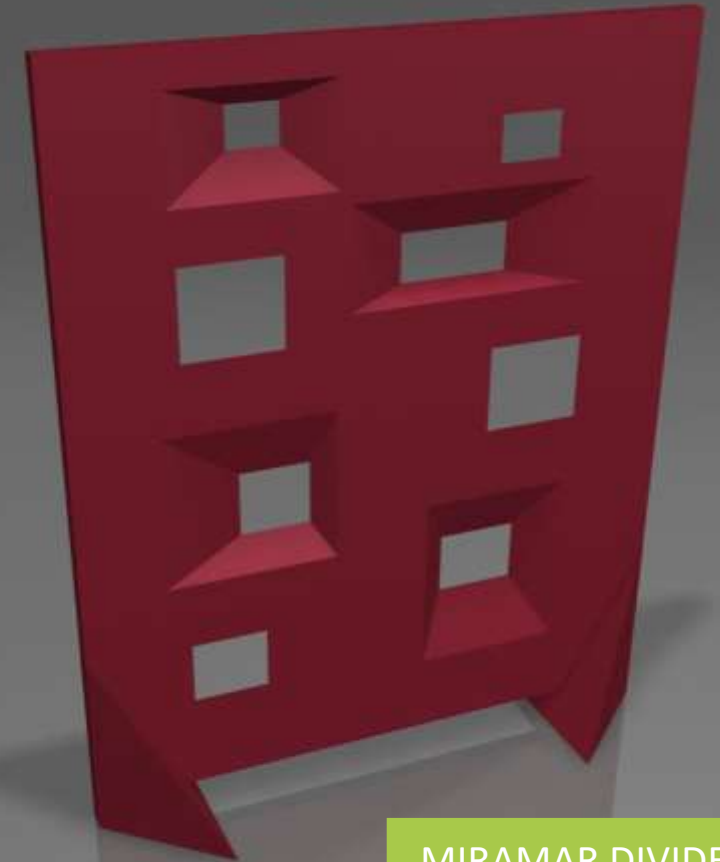
- BOXWOOD HEDGE
- MIRAMAR DIVIDER

KEY FEATURES:

- Partition to create physical distance
- Guide participant traffic flow
- Cleanable surfaces
- Added protection for event participants



BOXWOOD HEDGE



MIRAMAR DIVIDER

LET'S CHAT

To learn more about how Shepard is supporting events during these unprecedented times or to get started with your planning, contact us at sales@shepardes.com.

Disclaimer: The COVID Response Guide ("Guide") is intended to offer event organizers guidance regarding best practices in taking their events live during the COVID-19 pandemic. The information provided herein is obtained from publicly available sources, including federal agencies and governmental entities, and other leading associations. This information may vary and will be updated depending upon current situations. Adherence to any recommendation included in this Guide will not ensure the safety and health of your participants in every situation. Further, the information contained herein is provided for consideration on how to operate live events within state and venue guidelines.