



Our Plan for a Safe & Productive Business EXPO During the Pandemic

Our team is actively working to organize a safe and productive event. That being said, Business EXPO 2021 will look a bit differently than in past years with additional safety measures in place, a limited number of booth spaces sold and an invitation-only guest list.

To safely exhibit at the show, we've developed a plan which includes best practice recommendations from the Centers for Disease Control (CDC) and other organizations. As we all know, information on the COVID-19 pandemic is constantly changing and we may need to change or update our response to new developments in order to ensure a coordinated effort and safe environment for all. We ask for your patience and flexibility in working through any necessary changes. At this time, we are planning for the following mitigation methods*:

- Post signage and/or provide audio reminders for attendees about entering at their own risk and maintaining healthy habits during the show.
- Notify exhibitors and attendees if they (or someone in their household) are sick or showing symptoms of COVID-19, not to enter the show.
- Monitor capacity of attendees and limit accordingly. Exhibitors will receive a specific number of admission passes to provide to guests.
- Increase cleaning, sanitizing/disinfecting and stocking in all show management, exhibitor and attendee areas.
- Add hand sanitizer stations throughout the show.
- Provide masks on site (while supplies lasts). As long as Marathon County continues to be under a mask advisory, we strongly encourage the wearing of masks by exhibitors and guests, however it is not required. Please use your discretion accordingly.
- Encourage social distancing and coordinated traffic flow in common areas and attendee entrance lines through signage and/or floor decals. We will monitor and may disband groups congregating in particular areas or creating a restricted area.
- Eliminate Exhibitor Lounge and grab and go snacks and beverages served at booths. Exhibitor Lounge will be replaced with spaced seating in the South Ballroom. Concessions, pre-order lunch and cash bars will be replacing the Exhibitor Lounge food and beverages. Exhibitors wishing to serve food and beverage samples must wear masks and gloves and use only individual food or beverage containers, which must be handed individually to attendees (not set on table for attendees to grab). All utensils, condiments and napkins must also be handed out directly to attendees.
- All promotional items must be handed out directly to attendees vs. displaying them for pick-up on your table. Exhibitors may engage in interactive games and activities with attendees, however, we encourage you to clean and sanitize your activity between each interaction and encourage hand sanitization.
- Children will not be permitted to attend.

**As the pandemic continues to evolve, we may increase or add additional mitigation methods and/or decrease or eliminate some of the mitigation methods.*

We encourage exhibitors to:

- Promote healthy habits, personal protective equipment (e.g. masks and gloves) and social distancing whenever possible for staff working and attending the show.
- Bring sanitizing/disinfecting supplies to clean high touch surfaces within their booth space multiple times throughout the day and when switching staff. Additionally, we ask that you bring a bottle of hand sanitizer for your booth for your staff/attendees.
- Embrace digital display options in booth design to maximize physical distancing.
- Consider a plexiglass or acrylic barrier for your booth table.
- Display signage at your booth to remind attendees of physical distancing whenever possible.