

WHAT TO EXPECT
**OUR HEALTH
+ SAFETY PLAN**



NY NOW.

AUG 08-11, 2021
JAVITS CENTER, NYC



A letter to our community

NY NOW's top priority is the health and safety of our attendees, exhibitors, and staff. As we plan for the NY NOW Summer market, scheduled for August 8-11, at the Javits Center, please be assured that we will do our utmost to ensure the event is safe for everyone. Our plan is actively being developed in consultation with the Javits Center and based on health and safety guidelines published by the CDC, WHO and NY State.

First, it is important to note that the Javits Center is among the safest venues in the country. It has received Global Biorisk Advisory Council (GBAC) accreditation, meaning the venue will be implementing the industry's highest standards for cleaning and disinfection of infectious agents like the novel coronavirus.

Javits has also installed hospital grade High Efficiency Particulate Air (HEPA) filters to improve air filtration and ventilation. In fact, the entire volume of air within the building is completely exchanged five times per day.

The size and spaciousness of the Javits Center means we can design NY NOW to be a physically distanced event. Because we are a temporary market, we have the flexibility to design and re-design health and safety measures in advance.

We anticipate that our health and safety protocol at the event will evolve as we move closer to August and learn from exhibitions staging ahead of us at Javits and elsewhere. As such, this document should be regarded as fluid and subject to change.

We look forward to seeing you all in August!

A handwritten signature in black ink, appearing to read "Tim Hart", with a long horizontal line underneath.

Tim Hart SVP, NY NOW®

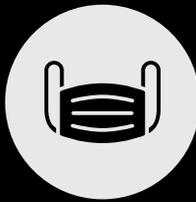
HEALTH & SAFETY HIGHLIGHTS

The wellbeing, health and safety of our attendees, exhibitors, and staff remains our #1 priority.

We are committed to creating a safe and open environment where we can reconnect, discover, and move forward as a community.



The Javits Center has achieved GBAC (Global Biorisk Advisory Council) accreditation and will be implementing the industry's highest standards for cleaning and disinfection of infectious agents like the novel coronavirus.



All NY NOW attendees, exhibitors, sponsors, and partners will be required to wear a face mask.



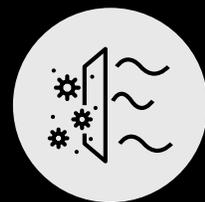
All exhibitors and attendees will be encouraged to register online with minimal onsite registration activity.



A maximum total occupancy for the event will be calculated based on latest New York State requirements. Representatives will be present to encourage attendees to practice physical distancing. Aisle widths will be widened to achieved physical distancing. We will rely on all attendees to ensure that physical distancing standards are followed.



Everyone entering the event will have their temperature screened.



The Javits Center has installed hospital grade High Efficiency Particulate Air (HEPA) filters to improve air filtration. The entire volume of air in the building will be exchanged five times a day.

WHAT TO EXPECT – OUR HEALTH & SAFETY PLAN

NY NOW is excited to welcome retailers, exhibitors, and the Gift & Home industry back to New York to build and strengthen relationships. Our team is committed to creating a show experience where our community, partners, staff, and the local workforce can **safely and effectively conduct business**.

We are taking extra precautions, beyond those mandated by government and local authorities, including temperature checks and face masks required of all persons entering the Javits Center, without exception.

Read on to find out what health measures we have in place and how you will play a role in moving business forward safely.

BEFORE YOU ARRIVE

Have you completed a self-assessment, and are you symptom-free? If you feel sick, please stay home. Use the CDC COVID-19 Self-Checker to get help assessing symptoms, making decisions and seeking appropriate medical care by clicking [here](#).

- **Check your flight and travel arrangements.** Be mindful of current travel restrictions in place to and from their destination, as well as selected airline policies.
- **Have your digital or print registration confirmation ready when you arrive**—the more prepared you are, the faster entry will be.
- **Please make sure you have packed face masks;** this is required at all times. Children under the age of 2 are the only exception.
- **We have open lines of communication** in place with the Javits Center, hotel partners, and local health officials.
- Before the doors open, we will conduct **inspections to ensure the venue is safe, clean** and ready for business!

ARRIVING AT NY NOW

- We are taking additional measures to ensure your health and safety at NY NOW. Please plan accordingly and **allot extra time when arriving at the show and making appointments with your customers.**
- Have you completed a daily self-assessment, and are you symptom-free? If you feel sick, please stay home. Use the CDC COVID-19 Self-Checker to get help assessing symptoms, making decisions and seeking appropriate medical care by clicking [here](#).
- **Daily temperature screenings** will be conducted upon entry for EVERYONE. You may not enter the show if you have a high temperature.
- EVERYONE must be wearing a mask upon entry. Masks will also be provided, if one is needed.
- No hugs or handshakes this year. **NY NOW has a no-contact policy in place.**
- We'll implement **queue lines to ensure 6-foot distancing is safely enforced.**

- **Transparent barriers on registration counters** will be implemented for enhanced safety and our staff will regularly clean all equipment.
- Before receiving your badge onsite and entering NY NOW, you will be asked to acknowledge and accept our Terms and Conditions. Please review the provided document on the next page before arriving to gain entry as quickly as possible.

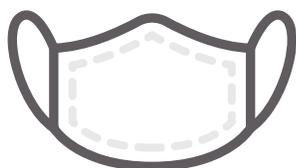
INSIDE THE SHOW

- **Again, make sure you have a face mask;** this is required at all times. Children under 2 are the only exception. Masks will also be provided, if one is needed.
- **Please follow all recommended Health & Safety Measures** including: Stay at least 6 feet from one another, wash your hands often, cover your cough or sneeze, and stay home if you are sick.
- We have **designed the show floorplan to allow for social distancing and one-way entrances/exits.**
- We'll remind you to **keep a safe distance from others with floor graphics** and stanchions.
- **We've increased staff and security** to provide the BEST customer service and make sure information is accessible.
- Seating areas will be properly distanced and transparent shields will be placed at food and beverage locations.
- Exhibitors will have access to **enhanced cleaning and disinfection services** for their booths.
- **Trash will be removed** throughout the venue with greater frequency.
- **Daily disinfecting** will take place to sanitize all seating, restrooms and frequently touched public areas.
- Feeling sick unexpectedly at the show? **Medical personnel will be on site** to assist anyone feeling unwell.

YOU MUST WEAR A FACE MASK TO BE ALLOWED INTO NY NOW

WHAT KIND OF FACE MASKS WILL BE ACCEPTED?

✓ ACCEPTABLE



TWO-LAYER
CLOTH MASK



FDA-CLEARED
SURGICAL MASK



FACE SHIELD WORN WITH
OTHER ACCEPTABLE
MASK

*Note: we will have additional face masks available onsite for any attendee that requires one

✗ NOT ACCEPTABLE



FACE SHIELD



FACE MASK
WITH VENT



BANDANA



GAITER

NY NOW ONSITE TERMS & CONDITIONS

Before receiving your badge on site and entering NY NOW, you will be asked to **acknowledge and accept** the following Terms & Conditions.

Please take a moment to review this document before arriving at the show as this will allow us to get you inside to explore all that NY NOW has to offer much more quickly.

1. I certify that I am not sick and do not have signs or symptoms of COVID-19. I will not enter the NY NOW event if I am experiencing any signs or symptoms of COVID-19. I acknowledge that common symptoms of COVID-19 include:
 - Fever or chills
 - Cough
 - Shortness of breath or difficulty breathing
 - New loss of taste or smell
 - Sore throat
 - Congestion or runny nose
 - Nausea or vomiting
 - Diarrhea
2. I will immediately isolate myself and leave the NY NOW event and notify event staff if I, or someone I have been in close contact with, is exposed to COVID-19, exhibits COVID-19 symptoms or receives a positive COVID-19 test result.
3. I expressly agree to fully comply with appropriate COVID-19 health and safety measures and protocols for attendance at the NY NOW event, including the requirement to wear face masks at all times and maintain appropriate social distance. If needed, NY NOW will have limited face masks available for those attendees who do not bring their own masks to the event. NY NOW reserves the right to remove any attendee from the NY NOW event for failure to adhere to the required COVID-19 health and safety measures and protocols.
4. While in attendance at the NY NOW event, I will make every effort to maintain CDC-recommended hygiene procedures at all times, including following the guidelines of frequent hand washing (or a suitable sanitizing alternative), avoiding touching my eyes, nose, and mouth in public places and covering coughs or sneezes with a tissue or the inside of my elbow.
5. I expressly assume, and release Emerald X, LLC (“Emerald”) and any of its affiliates from, all risks, claims, damages, losses, costs and expenses, whether or not reasonably foreseeable, associated with, resulting from or arising in connection with my participation or presence at the NY NOW event, including, without limitation, all risks of harm, damage, illness (including viruses or illness from any communicable disease) or injury (including death) to or related to my person or property.
6. I grant NY NOW the right to use my name, image and likeness, including but not limited to any photographs or video taken of me at the show, for marketing purposes.
7. ATTENTION: Exhibitors and Sponsors at NY NOW may utilize badge scanning in order to follow up with you after the show. Please be aware that by permitting an exhibitor/sponsor to scan your badge, your contact information including address, email, phone & fax will be shared with the exhibitor/sponsor, and NY NOW will no longer be in control of how your information is used. Questions or concerns? Email privacy@emeraldx.com.
8. NY NOW reserves the right to accept, reject or prohibit registration for or attendance at its events at any time for any reason.
9. By agreeing to these Terms and Conditions, you confirm that you have reviewed and agree to the Emerald Privacy Policy. To review the Emerald Privacy Policy, visit this site: <https://www.emeraldx.com/privacy-policy/>

Terms & Conditions are subject to change.

HOW TO CONTACT US



REACH OUT TO US AT ANYTIME

If you have any questions about our health and safety measures or how you can best prepare, contact us.



BEFORE THE SHOW

Please refer to www.nynow.com to review a full list of health and safety measures and acknowledge the Terms & Conditions.



AT THE SHOW

To reference any health and safety measures at the show, refer to signage placed throughout the venue or contact our friendly staff by visiting the Info Desk, located in the front lobby of the Javits Center.

AIRLINE AND HOTEL HEALTH & SAFETY INFORMATION

American

Travel information: <https://www.aa.com/i18n/travel-info/coronavirus-updates.jsp>

Health and Safety: <https://www.aa.com/i18n/travel-info/travel-with-confidence.jsp?from=BannerContainerA>

Delta

Travel information: <https://www.delta.com/us/en/travel-update-center/overview>

Health and Safety: <https://www.delta.com/us/en/travel-update-center/ways-we-are-keeping-you-safe/setting-the-standard-for-safer-travel>

JetBlue

Travel information: <https://www.jetblue.com/travel-alerts>

Health and Safety: <https://www.jetblue.com/safety>

Southwest

Travel information: https://www.southwest.com/Coronavirus/?clk=CORONAVIRUS_TA&cbid=4430033

Health and Safety: <https://www.southwest.com/airline-cleanliness-social-distance/>

United

Travel information: <https://www.united.com/en/us/fly/covid-update.html>

Health and Safety: <https://www.united.com/ual/en/us/fly/travel/united-cleanplus.html>

HOTEL PARTNER HEALTH & SAFETY INFORMATION

onPeak is our official housing partner and information on hotels may be found on their site.

Hotels for Summer 2021 include:

Crowne Plaza HY36 Midtown Manhattan

DoubleTree by Hilton New York

EVEN Times Square South

Hyatt Place NYC Times Square

Staypineapple

New Yorker, A Wyndham Hotel

RIDE SHARE HEALTH & SAFETY

Uber

Travel information: <https://www.uber.com/us/en/safety/>

Lyft

Travel information: <https://www.lyft.com/safety/coronavirus>

OTHER RESOURCES

US TRAVEL ASSOCIATION

Industry guidance: <https://www.ustravel.org/toolkit/industry-guidance-promoting-health-and-safety-all-travelers>

CDC

General Guidelines: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Travel Guidelines: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

Emerald COVID-19 Resources: <https://www.emerald.com/emerald-coronavirus-update/>