



Health + Safety Guidelines

First Edition

The past few months have been challenging for all of us as we navigate these unparalleled circumstances and adapt to doing business during the uncertainty of the COVID-19 pandemic. One thing is for sure: this world-health crisis has reconfirmed the importance of personal connections and idea exchange as we support each other and our industry. We believe in the power of connection to share, inspire, and invigorate our community, and we are committed to be that resource.

NY NOW's top priority is the health and safety of our attendees, exhibitors, and staff. As we plan for the NY NOW Winter show, scheduled for February 7-10, 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's important to note that the Javits Center will achieve Global Biorisk Advisory Council (GBAC) accreditation and thoroughly sanitize and decontaminate the venue before it re-opens. Please note that the virus is understood to only survive on surfaces for up to three days (source: National Institute of Health), so, in practical terms, Javits having housed COVID-19 patients does not pose a risk to event attendees in February 2021.

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 February 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.

To date, the New York Convention Center Operating Corporation (NYCCOC), which operates the Javits Center, has developed a Reset plan, which addresses how, in the short term and long term, events can return to the Javits Center. As a member of the Association for International Convention Centers (AIPC), and an associate member of UFI—the global association for the exhibition industry—the Javits Center has incorporated the best practices and recommendations that have been developed for the global events industry.

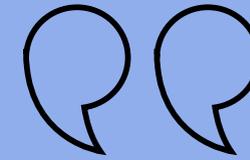
In addition to the Reset plan, The Javits Center has installed High Efficiency Particulate Air (HEPA-grade) filters to improve air filtration, ventilation and fresh air intake.

In all elements of the plan, NYCCOC is fully committed to providing a safe place for business among its employees, vendors, event producers, and exhibitors and attendees. Each of the points contained in this document is a specific action or set of actions that the Javits Center intends to implement. NY NOW will partner with the Javits to ensure the thorough implementation of these actions.

We look forward to seeing you all in February!



Tim Hart
SVP, NY NOW®



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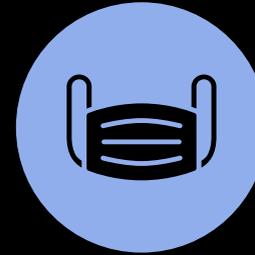
Highlights

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.



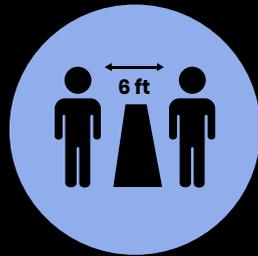
The Javits Center will achieve GBAC (Global Biorisk Advisory Council) accreditation and thoroughly sanitize and decontaminate the venue before it re-opens.



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



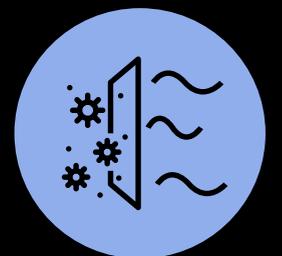
All exhibitors and attendees will be encouraged to register online with minimal onsite registration activity.



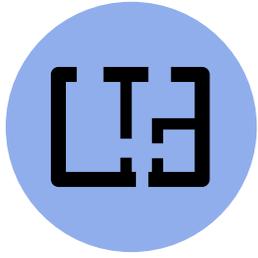
Aisle widths will be widened to help achieve physical distancing.



Everyone entering the Javits Center will be subject to temperature checks.



The Javits Center has installed High Efficiency Particulate Air (HEPA-grade) filters to improve air filtration, ventilation and fresh air intake.



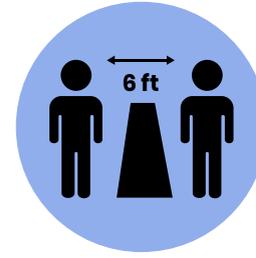
Layout & Design of Exhibit Spaces + Registration Areas

- ✓ All floorplans will be subject to Javits Center approval and will be designed to remove areas where physical distancing might prove difficult, including lounges on the show floor and meeting rooms.
- ✓ All exhibitors and attendees will be encouraged to register online with minimal onsite registration activity.
- ✓ Registration areas will require physical distancing markers, and registration counters will be positioned at least 6 ft. apart.
- ✓ It is strongly encouraged that within all booths, freestanding protective tabletop barriers are used to ensure that buyers and exhibitors can interact in a safer manner. NY NOW will work with our vendors to provide a range of affordable options in advance and on-site.



Facility Cleaning

- ✓ The Center will achieve Global Biorisk Advisory Council (GBAC) accreditation and will establish cleaning and sanitizing practices in line with GBAC and CDC recommendations.
- ✓ All high-touch points, such as door handles, rails, and elevator buttons, will be cleaned at least once every hour, and cleaning schedules will be used to record the date, time, and operative's name.



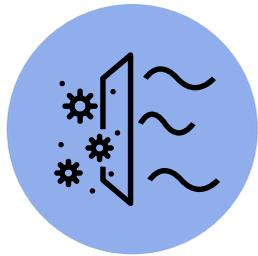
Physical Distancing

- ✓ Controlling the number of people in any location is key to ensuring attendees and exhibitors can maintain adequate physical distancing.
- ✓ A maximum total occupancy will be calculated for the event based on one 28.3 square foot circle per person. Ambassadors will be present to encourage attendees to practice physical distancing. However, we will rely on all attendees to ensure that physical distancing standards are followed.
- ✓ Aisle widths will be widened.
- ✓ Separate entrance and exit doors will be provided for each exhibit hall within the event. An "in" and "out" count will be performed to ensure the maximum total occupancy is not exceeded at any time.
- ✓ If required, entry times will be staggered to ensure that the maximum occupancy is not exceeded.
- ✓ To comply with physical distancing standards, exhibitors should ensure that no more than three people (including exhibiting staff and buyers) are present in a regular 10x10 booth at any one time. All attendees should sanitize their hands after touching product.



Hygiene + Transmission Prevention

- ✓ All NY NOW attendees, exhibitors, sponsors, and partners will be required to wear a face mask at all times and maintain appropriate physical distance. Masks will be available at registration upon request.
- ✓ All attendees, exhibitors, and support staff will be temperature screened when they enter the building. Any person with a temperature higher than 100.3 °F will be referred to medical personnel for secondary temperature screening and consultation.
- ✓ Transparent barriers will be added to registration counters for enhanced safety.
- ✓ Sanitizing stations will be provided by the Javits Center at all entry and exit points and throughout the exhibit hall and in bathrooms.



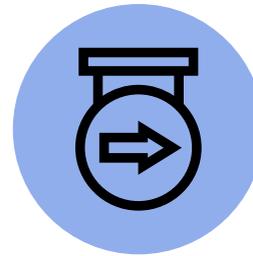
Air quality and filtration

- ✓ The Javits Center has installed High Efficiency Particulate Air (HEPA-grade) Filters to improve air filtration, ventilation and fresh air intake.



Concessions, Catering, and Public Spaces

- ✓ Concessions will offer only pre-wrapped, “grab-and-go” food options.
- ✓ Self-serve, buffet-style food service will be replaced with boxed or wrapped individual meals served by trained catering staff.
- ✓ All staff will wear full Personal Protection Equipment (PPE) as part of their standard uniform requirements.
- ✓ Seating must be placed at 6 ft. intervals.
- ✓ Sanitizing wipe dispensers will be placed throughout foodservice, seating and other high touch areas.
- ✓ Vending machines will be sanitized regularly.



Signage

- ✓ There will be signage to inform visitors of the protocols in place to ensure physical distancing and promote good hygiene.

Please contact us with any questions or concerns you may have regarding the show. We look forward to our NY NOW Winter 2021 Market!

