



# THE CHANNEL COMPANY EVENTS HEALTH & SAFETY OVERVIEW

# The New Look of Live Events

Producing live events under normal circumstances is a monumental undertaking. Doing so in the wake of the COVID-19 pandemic presents challenges no one could have ever imagined. That's why when the health crisis unfolded, The Channel Company's live events division decided to take a leadership position to protect the health, safety and well-being of the IT professionals who attend our in-person gatherings.

As the leader in hosted events for the tech community, our team has made participants and their health and safety our top priority. We have worked tirelessly over the past few months to examine each element of our conferences, no matter the venue or location, to ensure the comfort of our participants. Our goal is to create a worry-free environment where participants are fully immersed in the content and event experience, armed with the confidence that we have taken every precaution on their behalf. No detail has escaped us as we worked with our hotel partners, our extensive roster of board members, the guidelines set forth by the Centers for Disease Control and Prevention, and local mandates. This has all been done in an effort to prepare for the reopening of our live events, which will continue to serve as the lifeblood of the tech industry, bringing together IT professionals looking to connect, transact and learn.

## **Today represents a new day.**

For those who have attended any of our live events, you will now notice a new normal in the in-person conference setting when it comes to event communications, arrival experience, registration, meeting and event space layout, agenda, boardrooms, food and beverage service, networking receptions and the exhibit hall/solutions pavilion. You will find more details on our health and safety initiatives with respect to each of these event elements on the following pages. This information applies to all our events, not just one single gathering.

We also realize that the nature of our events needs to change in terms of reach, so going forward we are including a series of digital assets that can be accessed via our website. The information presented at our live events has incredible educational value for today's leaders. With that in mind, our content providers and sponsors will be providing video presentations that can be viewed on demand and also service individuals who are unable to travel, but want access to our industry experts, peers and leaders who share best practices, insight and the opportunities they see in today's market. This is just one example of a permanent and positive change in our business practices as a result of the pandemic—one that is forward-looking. Each event has digital assets that may vary in format, but the aim is the same—to extend the reach of our content providers, be they sponsors or subject-matter experts.

There is no easy way to sum up our efforts in this months-long undertaking, but our entire events team is confident we can welcome every participant back safely at all our events. We have never wavered on our singular goal of having an exceptional event experience that produces industry-defining Net Promoter Scores. By incorporating the new processes and procedures that follow, we will continue that tradition of exceptional service now in a safer environment than ever before.

# Key Areas Along the Participant Journey



**Event Communications**



**On-Site Announcements & Updates**



**Arrival Experience**



**Guest Rooms**



**Event Registration**



**Meeting Rooms & Event Space**



**Public Spaces**



**Agenda**



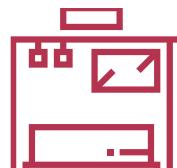
**Boardrooms**



**Food & Beverage**



**Networking Receptions**



**Solutions Pavilion (Exhibit Hall)**



**Response & Protocols**



**Custom Events**



## Event Communications

Everything must start with transparent, honest, and frequent communication if participants are going to be comfortable at our events and confident about their safety and well-being. We realize these communications play a critical role in an organization's approval process for sending one of their team members to our gatherings because that is what they are—"gatherings" of IT professionals. Here is what everyone can expect from our team when it comes to event communication:

- Everyone will be required to read and acknowledge a health waiver form prior to gaining admittance to the event.
- On our pre-event prep calls, we will review the precautions being taken by the venue and The Channel Company.
- All participants will be provided with a detailed document that will include links to airline policies and the venue's current procedures.
- For events that have an on-site orientation for participants and sponsors, we will provide detailed information on health and safety protocols in an interactive setting and conduct a Q&A session.
- Communication is crucial throughout the course of the event to keep participants apprised of important updates. We plan to increase the use of digital communication tools along with clearly placed event signage.
- Important announcements and updates will be made on-site, as needed, to help participants navigate the event safely and comfortably.
- We encourage all participants to check their flight status frequently along with each airline's health and safety protocols. Refer to the links on The Channel Company's event websites' health and safety page for easy access.



## On-Site Announcements & Updates

Throughout the event, important announcements will be made to help remind participants to practice physical distancing, wash hands frequently and suggest actions to take if they are not feeling well to protect others. These reminders will be made via email, digital communications and by our event hosts on stage.

- Signage and monitors throughout the event space, as well as staff announcements and onstage reminders will be made to encourage frequent and proper handwashing practices and utilization of hand sanitizer on a regular basis.
- Participants will receive important event notifications via email along with postings on our website and announcements in meeting rooms.



## Arrival Experience

Rest assured, the arrival experience at the hotel and event registration will be welcoming, with limited contact when possible. Our team and hotel partners have implemented new procedures for checking in our participants. We want to make sure everyone is aware of the policies for the cleaning, disinfecting and sanitizing of high-touch surfaces.

- A welcome bag containing one mask, hand sanitizer and disinfecting wipes will be distributed at event check-in compliments of The Channel Company.
- Each participant can find a link to the hotel's health and safety policies and procedures on The Channel Company events websites' health and safety page.
- Hand sanitizer stations will be available throughout the hotel and the meeting space.
- Hotels are requiring that their staff wear masks.
- Plexiglass dividers will be installed at the hotel's front desk.
- Hotels are requiring daily temperature checks for all hotel staff.
- Guests can choose to use the hotel's mobile app to check-in (if available), access their rooms and make any special requests.
- Signage will be posted to remind guests of physical distancing guidelines throughout hotel.



## Guest Rooms

Our hotel partners have made dramatic changes to cleaning, sanitizing and daily room maintenance. Non-essential amenities will be removed from guest rooms to limit touch points. No hotel staff will enter rooms after a guest's arrival with housekeeping on a request-only basis. Links will be provided to hotel health and safety initiatives and will also be available on our event websites.





# Event Registration

As you prepare to enter and participate in our events, there will be some significant changes to the event check-in process to create a limited-contact environment.

- All participants and event staff will be subject to daily temperature checks in order to gain entrance to the event. A certified, local health-care professional will conduct these checks at or near the event registration area.
- Any participant with a temperature of 100.4 degrees or greater will be asked to step aside for further evaluation. If the participant's temperature is still elevated after a second evaluation, they will not be permitted to attend the event for at least 24 hours and will be required to pass another daily temperature check before returning.
- Wearing masks is highly recommended and encouraged throughout the event. In addition, we will be closely monitoring local guidelines in each of our event locations and will notify participants if wearing masks has become required. We also ask you to please keep in mind that some participants will have different comfort levels regarding wearing a mask.
- The registration process will be designed with staggered timeframes for the safety and comfort of participants.
- There will be signage and floor decals to remind participants of physical distancing requirements while checking in.
- Regular cleaning and sanitizing of the registration area and equipment will be conducted to maintain safety.
- Plexiglass dividers will be installed at the event registration desks.
- The event staff is prepared to handle questions or concerns that our participants may have based on our new health and safety guidelines.



## Meeting Rooms & Event Space

Meeting and event space modifications are a high priority given the nature of our events. We have worked with our venues to modify these spaces for limited contact and physical distancing, while expanding efforts to maintain a clean and safe environment for all.

- Meeting rooms will be set to accommodate physical distancing guidelines per local recommendations.
- Hotels will conduct regular cleaning of high-touch surfaces throughout the meeting space.
- There will be longer breaks between sessions to allow the venue more time to clean the meeting rooms.
- Presentation equipment will be sanitized by our technical support staff between each session.
- Contactless attendance scanning will take place outside of each session.
- Hotel has eliminated traditional table sets, such as pens, pads, water and glassware.
- Session room doors will be specifically marked for entrance or exit only.
- Hand sanitizing stations will be available throughout the meeting space.



## Public Spaces

Hotel properties will continuously clean and disinfect high-touch points throughout the public spaces (e.g., hotel lobby, restaurants, fitness center, pool, etc.) and hand sanitizing stations will be placed in high-traffic areas. Please refer to the hotel-specific health and safety documents for further details.





## Agenda

Our agendas will continue to feature critical information every participant needs to grow their business and improve leadership skills. However, our event agendas will now accommodate for more time to clean meeting rooms, facilitate physical distancing, and move participants from one session to another.

- Registration will be staggered to cut down on lines.
- We have added additional time for breaks and movement between meeting rooms. This allows for the conference and venue staff to conduct cleaning and sanitizing.
- Time has been added so participants can step outside for fresh air during breaks.
- At the end of each session, announcements will be made concerning staggered departures and to direct participants to specific exits.
- We will post important agenda changes on our events' websites and in the digital communications where each event's agenda lives dynamically.
- For our hosted events, participants will still receive a personal agenda that covers their obligations and meetings.



## Boardrooms

The heart and soul of many of our events are boardrooms where groups gather for peer insight and vendor presentations. Our boardrooms have been revamped to allow for physical distancing and extra cleaning of high-touch points such as shared presentation equipment. Our boardroom liaisons can put you in touch with a member of The Channel Company team if you should you have any questions about these new health and safety processes.

- Boardroom liaisons are another resource for keeping participants informed of health and safety reminders.
- In boardrooms, as well as at the entire event, wearing masks is highly recommended and encouraged. In addition, we will be closely monitoring local guidelines in each of our event locations and will notify participants if wearing masks has become required. We also ask you to please keep in mind that some participants will have different comfort levels regarding wearing a mask.
- Hand sanitizer will be available in each room.
- Meeting rooms will be set to enable physical distancing guidelines for each location.
- Seating will be assigned in boardrooms to allow hosted participants to have their own reserved personal space each day.
- The number of boardroom presenters from each vendor organization will be limited to meet physical distancing guidelines.
- Hotels have eliminated traditional table sets, such as pens, pads, water and glassware.
- The Channel Company discourages sponsors from distributing handouts, collateral or giveaways to limit participant contact.
- Hotels will conduct regular cleaning of high-touch surfaces throughout the event meeting space, including boardrooms.
- Presentation equipment will be sanitized by our technical support staff between boardroom changes.



## Food & Beverage

High-quality food and beverage via world-class service is a hallmark of our events. The hotel has implemented practices and protocols for food and beverage distribution to accommodate physical distancing, reduce overall contact where possible, and maintain the venue's new food service guidelines.

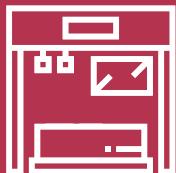
- Meals will be plated or pre-packaged where it makes sense.
- Many of our venues are eliminating buffet food service, limiting its use or utilizing hotel staff to disseminate food safely, efficiently and in accordance with the latest health standards.
- Food and beverages will be available across multiple spaces to provide for physical distancing, when possible.
- Service staff will adhere to sanitizing and disinfecting practices required by health-care regulators.
- Outside seating options will be available, weather permitting.
- All silverware will be pre-wrapped.
- Hotels have eliminated pre-setting tables with any items, including water, utensils or bread baskets.
- Hotel staff will wear masks and gloves while handling food.
- Additional food and beverage stations will be added where needed to prevent lines and maintain safety and comfort.
- Bottled waters will replace pitchers and water stations.
- Hand sanitizer stations will be available throughout the meal space.



## Networking Receptions

We want to continue the tradition of relationship building at our networking receptions. We have redesigned the receptions and activities to utilize extended spaces to meet physical distancing guidelines. Participants will be farther apart, but still able to network effectively.

- Networking functions will be spread out to utilize extended spaces for participants safety and comfort.
- We will be closely monitoring the people-to-space ratio to adhere to the hotel's physical distancing guidelines.
- Outdoor seating options will be available, weather permitting.
- Additional food and beverage stations will be offered to prevent lines and maintain participant safety and comfort.
- Many of our venues are eliminating buffet food service, limiting its use or utilizing hotel staff to disseminate food safely, efficiently and in accordance with the latest health standards.
- Hotel staff will wear masks and gloves while handling food.
- Plexiglass dividers will be featured on hotel bars.
- Single-use cups and glassware will be provided.
- All silverware will be pre-wrapped.
- Service staff will adhere to sanitizing and disinfecting practices required by health-care regulators.
- Hand sanitizer stations will be available throughout reception space.



## Solutions Pavilion (Exhibit Hall)

We have implemented new Solutions Pavilion best practices to allow for our sponsors to continue to connect with participants about their products and services, while keeping safe and limiting contact. Larger aisles and greater spaces between booths will provide for better traffic flow for participant comfort.

- Exhibitor booths will have 10 feet of empty space between them.
- Wider aisles have been added to the floor plan to allow for physical distancing.
- We will be closely monitoring the people-to-space ratio to adhere to the hotel's physical distancing guidelines.
- Hand sanitizer stations will be available throughout the exhibit space.
- Floor decals and signage will be in place to remind participants to practice physical distancing throughout the venue.
- Designated doors will be assigned for entering and exiting the exhibit space.
- Exhibitors are being asked to eliminate booth giveaways.
- Sponsors are also recommended to discontinue the use of booth collateral and other high-touch items to create a limited-contact, safe booth environment.
- The use of lead retrieval devices for contact-free scanning of attendee badges instead of business card collecting is recommended.



## Response & Protocols

If a conference participant is exhibiting symptoms or has a temperature of 100.4 or greater during the event, the following safety protocol will be in effect:

- The guest will be directed to the certified, local health-care professional on-site for further evaluation and, if necessary, they will be directed to a local health facility for further testing and care.
- The guest will not be allowed back into the event for at least 24 hours after initial elevated temperature and will be required to pass another daily temperature check before returning.
- If a positive case of COVID-19 is found, local health authorities will move forward with next steps of notification and contact tracing. The Channel Company will notify participants as needed.
- If a positive case of COVID-19 is found, the hotel will then conduct additional cleaning and disinfecting protocols of all areas the guest may have been during their visit, including thorough cleaning of their guest room by a licensed third party. The guest room will not be returned to service until the room is deemed safe by the third party and consistent with the guidelines of local health authorities.
- Any costs associated with flight changes or additional hotel night stays will be the responsibility of that individual.
- We encourage anyone who is not feeling well, has symptoms of, or has been in contact with anyone that might have COVID-19 to please stay home. Should you become ill during the event, please notify the certified, local health professional on-site or hotel staff right away so that the next steps to keep you and others safe can take place.



## Custom Events

Some of our events feature the elements listed below. If one or more of these are part of an event you are attending, detailed information will be disseminated about each element. We have applied the same high standards of health, safety and well-being to each of these event engagements as we did to the overall conference and gathering.

- Golf Tournament
- 1:1 Meetings
- Private Lunches/Dinners
- Private Receptions



# Summary

As you can see from the details in this document, exerting common sense and being sensitive to the safety and comfort of others will make the event an exceptional experience. We have analyzed every facet of our events with the well-being of our participants as the top priority. We realize it's a huge responsibility for us as a leader in the IT industry to set the health and safety standard as we move forward with our live conferences. We are confident that we can welcome you safely to our events and we hope that you join us in 2020. We understand that some may not be ready or able to come see us in-person, but we will be here for you when you are.



\*Subject to change: As guidelines continue to change per state and local recommendation The Channel Company will continue to update this document to reflect the most up to date health & safety guidelines.