

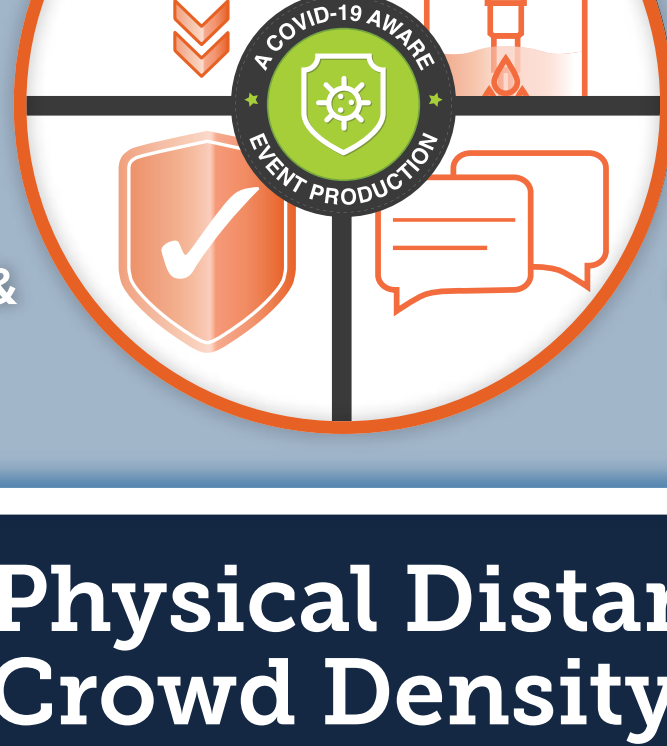
HOW WE ARE MITIGATING COVID-19

TRAVEL & ADVENTURE SHOW®



Innovative Standards for Safe & Healthy Events

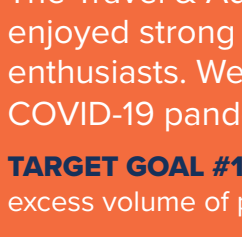
Physical Distancing



Cleaning Regime & Hygiene Countermeasures

Protect & Detect

Communication



Physical Distancing – Crowd Density – Aisles

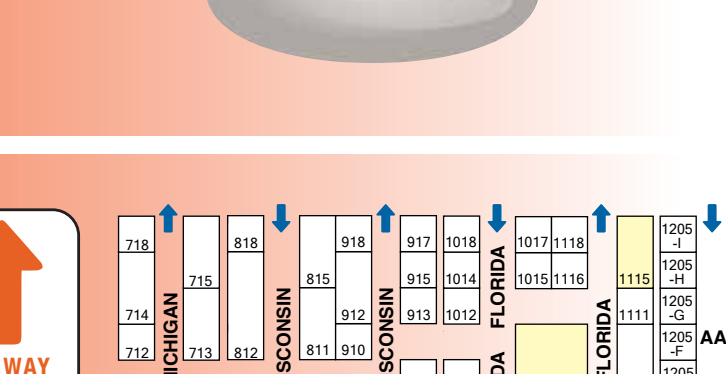
The Travel & Adventure Shows have always enjoyed strong numbers of eager to book travel enthusiasts. We expect that to continue as the COVID-19 pandemic resolves.

TARGET GOAL #1: Assure a higher quality attendee vs excess volume of passive, non-buyers.

HOW?

- TAS will be raising general admittance fees to ensure a greater level of highly qualified buyers.
- TAS will further qualify Exhibitor VIP Guests/Registrants as these attendees are traditionally some with the highest demographics.

QUALITY VS. QUANTITY

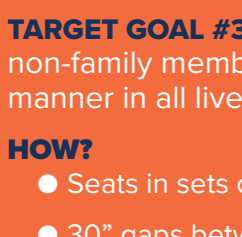


Travel & Adventure Shows are taking strong actions to reduce the density of attendees in aisles at any given moment while retaining overall strong attendance numbers.

TARGET GOAL #2: Reduce crowd density by 50% per aisle per hour.

HOW?

- Place a 5' buffer between all booths laterally with 3' side and front pipe and drape rails.
- Use of One-Way 10' Aisles - Two-Way 20' Aisles.
- Increase show hours to "Spread" over a wider period – with less attendees per hour.
- Assign entrance hours to four-hour blocks through registration process.



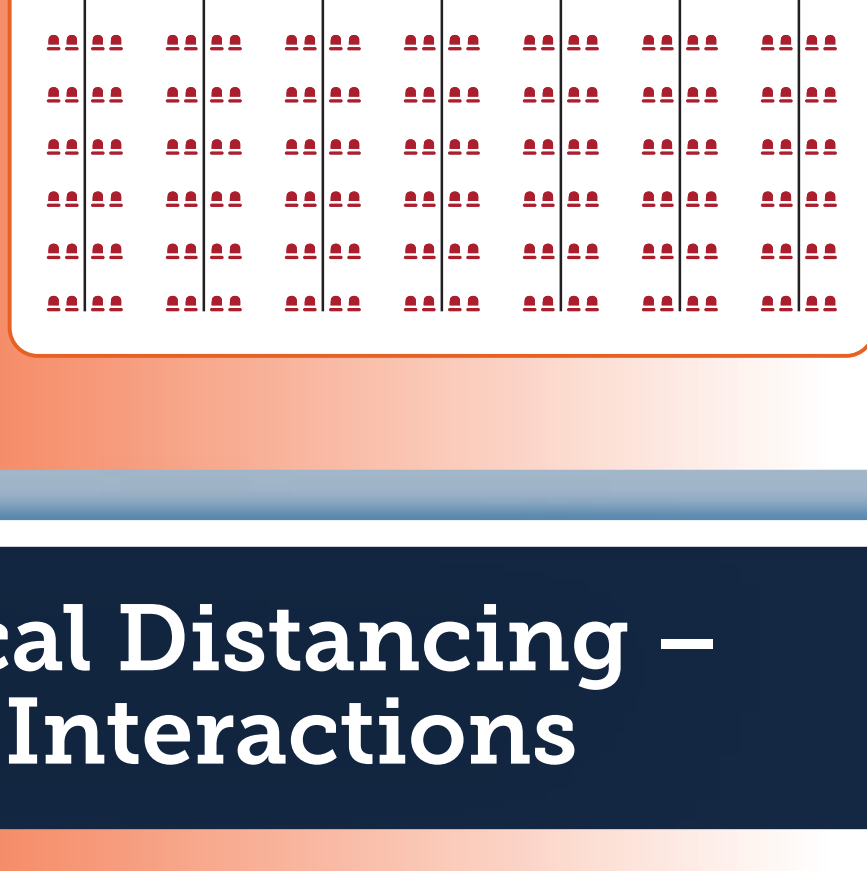
Physical Distancing – Crowd Density – Theaters

Travel & Adventure Shows are taking strong actions to space seating in a comfortable, educational and inviting manner.

TARGET GOAL #3: Socially space non-family members in a responsible manner in all live theaters.

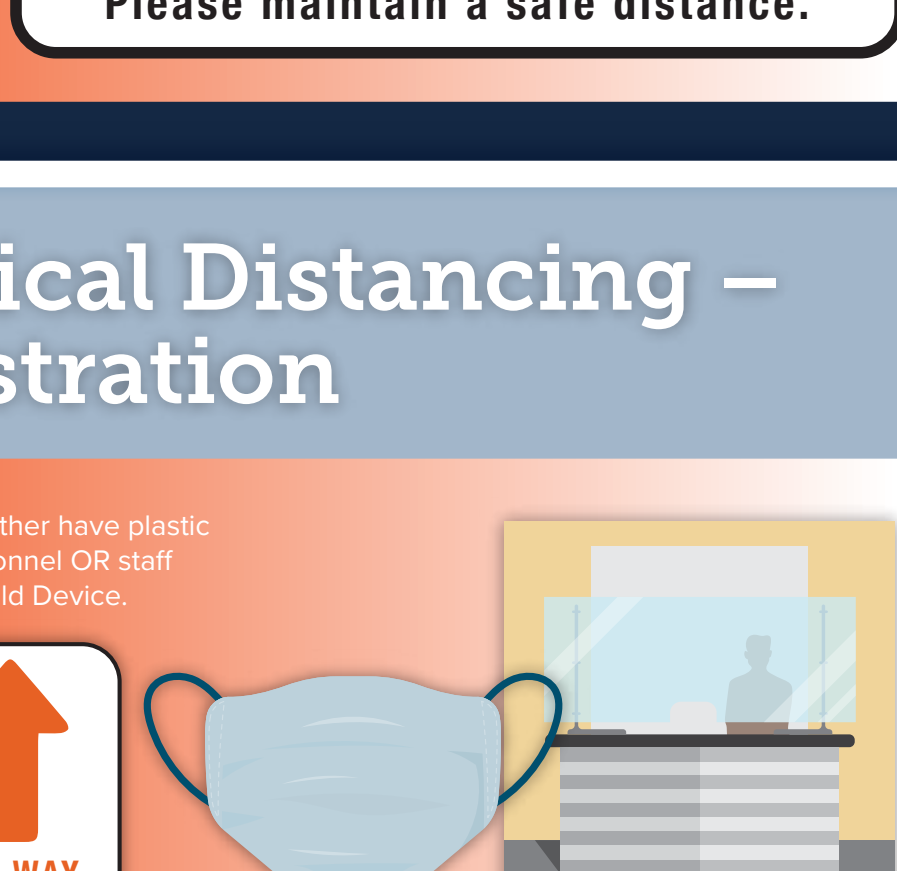
HOW?

- Seats in sets of two adjoining.
- 30" gaps between seats with center divider 3' Pipe & Drape Rails.
- 6' aisles between spaced seat clusters.
- 6' pitch between rows.
- Increased theater size to accommodate spacing.
- Increased A/V to facilitate larger seating area.
- No carpet in theaters to allow for frequent spray sanitizing of all seating and floor surfaces.



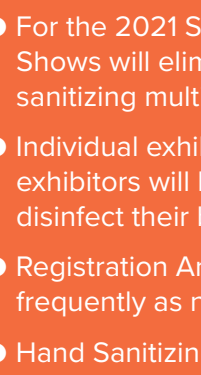
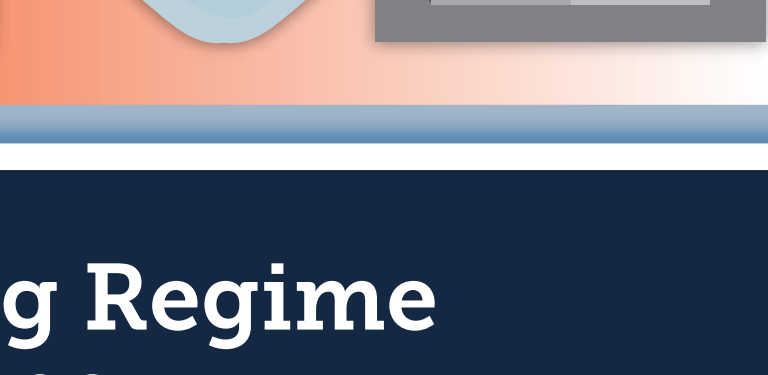
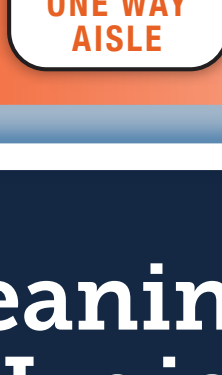
Physical Distancing – Booth Interactions

- Measured and pre-applied floor graphics to remind attendees where to stand when visiting a booth and how to maintain proper social distance.



Physical Distancing – Registration

- All registration and info counters will either have plastic barriers between public and staff personnel OR staff personnel will utilize Mask & Face Shield Device.
- Signage and floor decals will ensure queue spacing to CDC guidelines.
- Registration areas will not be carpeted to allow for frequent spray sanitizing.

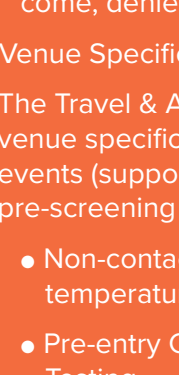


Cleaning Regime & Hygiene Countermeasures

- For the 2021 Season The Travel & Adventure Shows will eliminate Aisle Carpet to allow floor sanitizing multiple times per day.
- Individual exhibit areas will be sanitized nightly plus exhibitors will be given guidelines on how to regularly disinfect their booths.
- Registration Areas to be sanitized hourly and more frequently as needed.
- Hand Sanitizing Dispensers will be positioned strategically throughout the show floor and common areas.
- Signage will encourage ALL visitors to regularly use Sanitizing Dispensers.
- CDC guideline signage to be placed in high visibility areas.



- 1 Wash your hands often with soap and water or sanitizer.
- 2 Cover your cough or sneeze.
- 3 Avoid touching your eyes, nose and mouth.

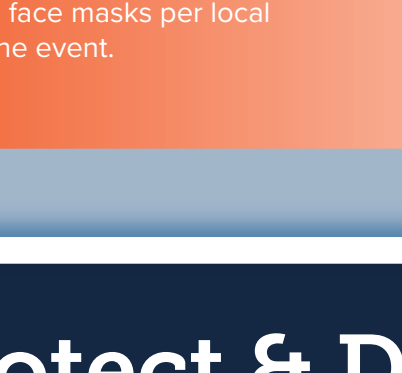


Protect & Detect – Pre-Screening Protocol

- All Ticket Buyers and Exhibitors will be registered with full name and contact details (for any contact tracing requirements.)
- Each participant will need to successfully answer an online self diagnostic series of questions to be afford a ticket /exhibitor entry - through the registration process.
 - Non-passing registrants will be asked not to come, denied a ticket and given a free virtual option.
- Venue Specific Guidelines:

The Travel & Adventure Shows will follow all local & venue specific guidelines in place at the time of the events (supporting overall CDC guidelines) for pre-screening participants including:

 - Non-contact temperature checks.
 - Pre-entry Covid-19 Testing.
 - Time and Capacity requirements.
 - Increase Staffing to monitor all protocols.
- Face Masks: all participants will be required/ advised to wear protective face masks per local ordinances at the time of the event.



Have you had close contact with a person with confirmed or probable COVID-19 in the past 14 days?

Select one answer.

☐ I have provided direct care to such a person, without the use of a protective mask and gloves.

☐ I had direct physical contact with such a person.

☐ I had face-to-face contact with such a person within 1 meter (3 feet) for longer than 15 minutes.

☐ Other type of contact.

☐ None of the above.

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Do you have any of the following symptoms? Please only select new symptoms that are not related to your chronic diseases.

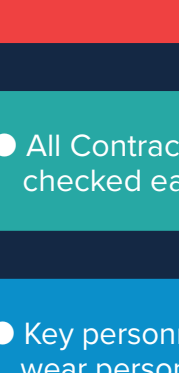
Select one answer in each row.

☐ Fever ☐ Yes ☐ No

☐ Cough ☐ Yes ☐ No

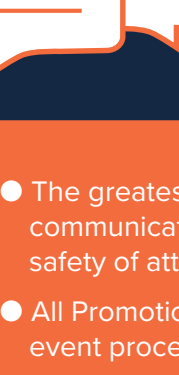
☐ Shortness of breath ☐ Yes ☐ No

[Back](#) ☐ What does this mean? [Next](#)



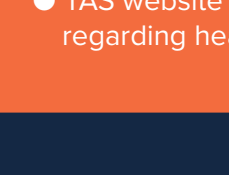
Protect & Detect – Show Staff

- All Travel & Adventure Show staff will be tested bi-monthly during show production season.
- Any staff not feeling well – for any symptom will not attend the event.
- All Contracted labor and staff will be prescreened via questionnaire and non-contact temperature checked each morning and afternoon during event set-up and operation.
- Key personnel, including cleaning, medical, food and beverage workers, etc., will be required to wear personal protective equipment, PPE, including masks and gloves.
- Every venue will have a dedicated quarantine area for people with symptoms of COVID-19. The Travel & Adventure Show Operations team will liaise with local hospitals and medical authorities to create defined procedures and protocol to follow for people displaying symptoms.



Protect & Detect – Health Authority Engagement

- The Travel & Adventure Show will regularly engage with each market's local health authorities and conduct a multi-agency dynamic risk assessment, including up to date epidemiological input, in advance of each event.
- Such assessments will be conducted 90 – 60 – 30 and 10 days out from the event.
- This assessment can broadly communicate the assessed risk associated with participating the event transparently with every stakeholder providing confidence in the show's health and safety plans.



Communication

- The greatest tool the Travel & Adventure Shows will utilize is a widespread communications plan for each market to ensure public confidence in the safety of attending the event.
- All Promotional materials and communications will stress COVID-19 mitigated event procedures in place.
- All consumer engagement vehicles will stress to stay home if not feeling well.
- All registrants will self-diagnose/certify COVID-19 free.
- TAS website will have enhanced process information and infographics regarding health and safety procedures.

