

**GRAND STRAND**

**GIFT & RESORT  
MERCHANDISE SHOW**

BEST BEACH SHOW FOR YOUR BOTTOM LINE

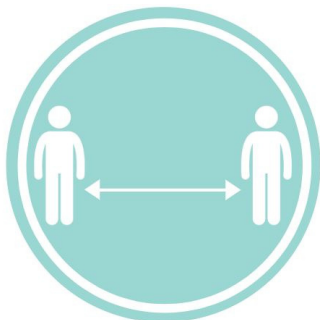
**WE'VE GOT  
YOU COVERED**

Our team is following the government guidelines issued by the CDC and state and local officials with regards to the ongoing situation of the coronavirus/COVID-19. Ensuring the safety of all exhibitors, attendees and staff at our events is our top priority.

We are working as a collective industry to enable events and trade shows to open safely by following essential safety guidelines that adhere to the best medically backed scientific practices for the safety and well-being of attendees, once stay at home orders are lifted. Additionally we are working with our travel partners, venues, hotels and the Myrtle Beach Convention Center to protect your health and provide you with a safe and productive environment for you to conduct business.

**OUR HEALTH & SAFETY PLAN IS BUILT ON  
4 CORNERSTONES:**

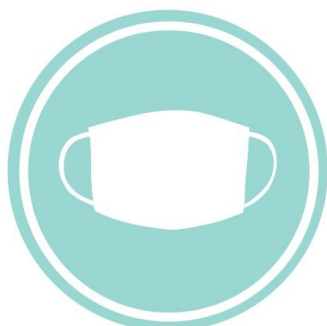
**PHYSICAL DISTANCING**



**CLEANING & HYGIENE**



**PROTECT & DETECT**

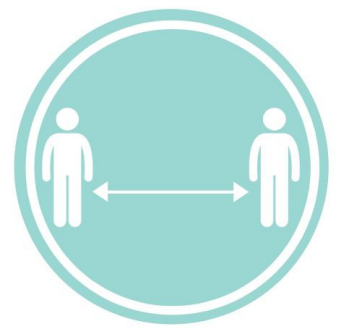


**COMMUNICATION**



# WE'VE GOT YOU COVERED

## PHYSICAL DISTANCING



### What

### Actions

#### Crowd Density & Floor Planning

- Professional/social distancing measures- 6' from each person
- One way entrances and exits for building and exhibit hall
- One way aisles

#### Eliminating Handshakes

- No handshake policy
- No handshake signs
- Proposed alternative methods of greeting

#### Food & Beverage

- Concessions will offer pre-packaged food
- Group meeting rooms to serve individual prepackaged drinks and snacks only
- Seating at dining locations to be arranged to comply with crowd density standards

#### Social Functions

- All networking functions at the show will follow the Crowd Density Standard
- Limited occupancy at functions and social distance seating provided
- Food stations served by an attendant
- Limited seating and plated or pre-packaged foods

#### Monitoring & Control

- Our team will be trained on the 4 Cornerstones and available to help enforce social distancing measures on the show floor



# WE'VE GOT YOU COVERED

## CLEANING & HYGIENE



### What

### Actions

#### Venue Deep-Cleaning

- The Myrtle Beach Convention Center will do a deep cleaning prior to the event beginning
- Commercial disinfectant sprayers utilizing approved disinfectant on high-touch surfaces during off-peak hours

#### Cleaning Routine

- Assigned employees to disinfect touch points on frequent basis
- Cleaning and disinfection of restrooms will follow CDC guidelines

#### Booth Cleaning

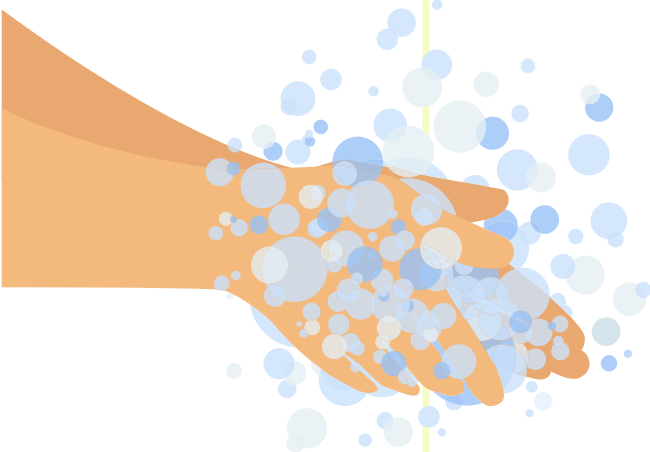
- Offer the ability to purchase plexiglass for booths
- Increased signage and onsite information about booth cleaning

#### Hand Sanitizers

- Hand sanitizer will be available around all areas of the convention center

#### Waste Management

- Increased frequency of waste removal



# WE'VE GOT YOU COVERED

## PROTECT & DETECT



### What

### Actions

#### Face Masks

- Masks or face coverings are **REQUIRED**
- We will comply with local regulations for the use of face mask
- Enhanced communication to exhibitors, visitors and speakers of requirements
- Clear signage to promote proper way to wear a face mask

#### Glass Sneeze Guards/Plexiglass

- Plexiglass added at assisted registration counters
- Exhibitors will have the option to purchase plexiglass for their booths
- F&B Stations/Concessions to have sneeze guards where required

#### Personal Protective Equipment (PPE)

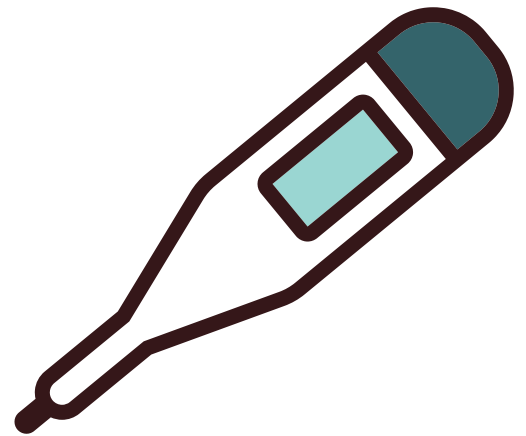
- We will follow all local regulations for the required use of PPE

#### Emergency Response Plans

- Prior to the event, the Grand Strand Gift & Resort Merchandise Show team works with venue to determine an emergency response plan and communicates to all staff attending the event

#### Employee Screening

- Convention center staff to be screened each morning
- Training prior to the event that staff knows how to properly wear PPE
- Staff will not be allowed to come to work if exhibiting any symptoms including fever, sore throat, chills and cough



# WE'VE GOT YOU COVERED

## COMMUNICATION



### What

### Actions

#### Exhibitor Manuals

- Include health and safety information in the exhibitor manual along with FAQs
- Share video of health & safety on how to protect yourself and others around you (washing hands, face masks, etc.) to be posted on all social and attendee/exhibitor communication

#### Event Signage

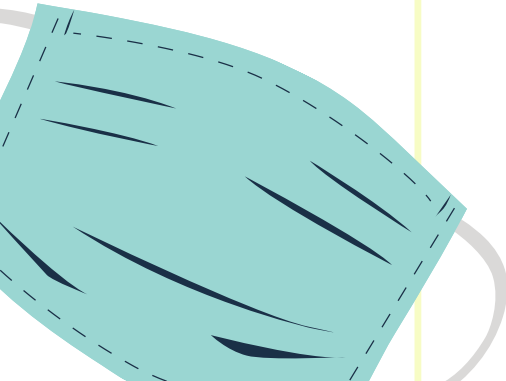
- Include health and safety signage throughout the event in high traffic areas

#### Public Addresses During Show

- Show management announcements

#### Pre-Show Messaging

- Enhanced communication leading up to the show and safety protocols through website, email, social media. Messaging to include:
  - Persons displaying COVID-19 symptoms should not attend. Persons displaying COVID-19 symptoms may be refused admission
  - May prefer & should expect others to avoid shaking hands
  - Carry a personal supply of hand sanitizer, tissues & wipes in & out of the event
  - Keep up to date with public health advice for Myrtle Beach & the Grand Strand Gift & Resort Merchandise Show. Take time to read health communications & updates from the Organizer
  - Restrictions (inc. disinfecting) placed on demonstrations/demonstration models, sampling, give-away promotional goods & materials etc. for exhibitors



**Disclaimer:**  
Please be aware that this material is subject to change.  
Last updated on 9/28/20.