

1. What is the modern day threat environment?

The threat environment has evolved into a major concern on homegrown violent extremism and foreign fighters. These are complex attacks on soft targets as evidenced in Orlando, San Bernardino, Ft. Hood, Boston Marathon, etc. The sophisticated use of social media and online tools to radicalize individuals who are not on local law enforcement's radar screen presents unique security challenges across government and industry.

Other industries that are engaging in this process include energy, sports leagues, major retail organizations, national hotel brands, and commercial real estate. Convention centers represent high impact targets for the potential of lives lost and negative economic impact.

2. Why does the industry need these standards when each individual CC have their own security protocols based on city and county requirements?

A national standard aligns all convention centers towards a common set of guidelines and access to improved and industry wide best practices.

An industry wide standard adds trust through a threat based, assessment driven and preparedness process, that is risk informed. Standards insure baseline capability, a floor, not a ceiling, allowing convention centers to customize their protective measures based on their unique situations. Absent an industry wide uniformed standard, an ad hoc process is the outcome resulting in less cost effective solutions.

The protection lens that we are viewing this initiative through goes well beyond the federal level. Our security team brings deep relational equity and experience with state and local organizations such as the US Governors Association and the International Association of Chiefs of Police. We rec-

ognize and value the awareness, support, and collaboration needed at the federal, state, local, and private sector levels.

Uniformity and the expectation of public safety will grow in its significance as a trust issue across our industry. Our collective security rests in each other's hands.

3. What is the SAFETY Act? How can it be applied to our industry?

The Safety Act was Congressionally enacted as part of the Homeland Security Act of 2002. It provides legal liability protections for providers of qualified anti-terrorism technologies that could save lives in the event of a terrorist attack. A robust security standard provides a path for convention centers to qualify for Safety Act protection under this program. Keyway's ultimate goal is streamlining the process and making it available to individual venues for Safety Act protection.

4. What does the process of protection look like? How difficult is the process? Who specifically will be involved to assess the individual CC and help them fill out the application form or use the portal?

In collaboration with security professionals with direct access to the SAFETY Act office, Keyway in coordination with the Industry Security Council (ISC) will create an industry wide security standard. The ISC will provide validation and feedback on the standard for the industry. An independent third party validates the standard. Keyway then develops an application template based on the approved standard using a web portal. An individual CC will start their own application using the guidance provided by the Keyway template and portal. The Keyway template is a straw-man standard and provides room for customization for each CC. The CC will submit their application to the SAFETY Act office. The application will be evaluated based on the approved standard and process developed by Keyway. The

SAFETY Act application is very laborious because individual sites are applying on their own with no uniform standard to adopt or template. That process can take up to two years. Keway's approach/process is for a CC to adopt a already approved standard and then show compliance through 3rd part validation with no guess work and a straightforward/transparent process focused on customer service, insight, and experience.

5. Who crafts the specific measures for the national guidelines and standards that will be submitted to the SAFETY Act office that will become the industry wide "common application"?

The security and process experts on the Keyway team with input and validation provided by the Industry Security Council (ISC) and a recognized outside third party.

6. How are the industry requirements integrated into this process?

The Keyway team wants to insure a broad and comprehensive range of input from the industry and thus has created the concept of the Industry Security Council (ISC). This council will be made up of senior leadership from organizations, associations and corporations within the exhibition, conventions and meetings and related businesses. Input will be matched to the national security and safety measures outlined by the security experts to insure that protection and customer demands are jointly considered. This council will be meeting quarterly after the development of the standard.

7. How much will it cost?

Developing and delivering a national, baseline standard, applying for Safety Act designation (that would be applicable for Tier 1,2 and 3 Convention

Centers in the US) and in parallel designing and programming an online portal to provide resources, support and insight to convention centers applying for Safety Act designation...We have scoped these two projects at approximately 250K plus related travel expenses. The Industry Security Council that would be formed would be a key component to insure the industry's voice/best practices are a part of both projects. The standard itself will be tiered in 3 categories based on a criticality criteria associated with size of venue and geographic locale. The population density and actual events are also factors in determining tiers. This methodology is adopted by federal buildings involving higher levels of protection based on multiple factors.

We have not determined the convention center application fees that would apply.

The Safety Act Office requires liability coverage from the organization that is making the application and owns the standard. Based on the liability exposure to industry brands and organizations, if they were a part of the ownership of this "industry wide application," Keyway will take on that liability risk under the advice and counsel of Jonathan Howe.

Each individual convention center will use this approved standard to submit their application for SAFETY Act liability protection.

Our recommendation is that Keyway would also form a 501C3 organization whose members would include representative organizations from the Industry Security Council.

The services fees associated with the portal are yet to be determined. Our assurance to the industry is that the margins/fees related to this portal will be market driven. Our objective for this portal is to make the application/assessment/re-designation process as efficient and streamlined as possible and minimize the need for convention centers and their teams to deal with the over whelming bureaucracy of engaging with a federal office of the US government.

8. How long will this take?

Experience has shown that individual/isolated SAFETY Act applications can take up to 24 months to achieve Designation status/protection.

The estimated timeframe for an industry wide security standard to be developed and approved is projected to take 6 months based on forming the ISC, building the standard and obtaining 3rd party professional review. Then the full standard package will be submitted to DHS with up to 120 days for review and approval.

Portal creation will be conducted on a parallel path within this timeframe based on these industry wide standards and common application.

Convention Centers will then be able to access this pre-approved common application for protection and designation either directly with the SAFETY Act office or through the Keyway portal. Our goal for a convention center to submit for Safety Act protection/designation via our portal is within 6-12 months.

9. What happens with renewals? Will there be ongoing/online services available?

The term of protection/designation is 5 years. The SAFETY Act office accepts renewals 3 years into the 5 year term, in order to minimize any potential gaps in protection.

Keyway will provide member benefits through the web portal. The portal is the main information source for new security events, best practices, new threat assessments. It brings the best in class resources with education and training involved with SAFETY Act protection.

10. What are the insurance liability restrictions?

Each convention center that submits for Safety Act protection will be reviewed individually by DHS – the application package is approximately 70% technical and 30% financial information. DHS will notify each venue of their insurance liability requirements and those with Safety Act protection are indemnified from lawsuits above their insurance caps. It's worth noting that the vast majority of organizations submitting applications have appropriate levels of insurance coverage. If the venue's current insurance is inadequate, DHS will discuss with the venue and allow 30 days for obtaining additional coverage.

11. What are the benefits to the show manager, association or corporation holding an event inside a CC that is certified? Do you have specific benefits outlined?

The primary benefits are awareness, transparency, and alignment.

Show managers and event planners/organizers need to be aware that the Safety Act office exists, and that it was created after 9/11 to elevate the safety and security for venues/buildings etc within our homeland. Their purpose is to support, elevate, and educate industries on how to better protect their constituents.

These same managers and planners also need a transparent benchmark to measure a convention center's security. How would a buyer know which is correct? Or best? Or even plausible? By establishing a national standard, any show manager can know exactly where any convention center is, as it relates to their safety act designation/protection. The primary responsibility

of any show manager/event planner is the safety and protection of their attendees. This eliminates any “guesswork” as it relates to the venue's preparedness.

God forbid that a trade-show floor or any event in a convention center is targeted by an active shooter or terrorist. If that were to happen, an aligned industry around an industry standard/designation of security with federal liability protection will be better prepared to demonstrate what they have done (in preparation and in alignment with DHS and the Presidential Policy Directives within the National Preparedness System) to the media, stakeholders, the political system and the millions of future convention attendees...versus an industry that has no plan, looks disorganized and unprepared to deal with the realities of today's modern day threat environment.

12. What Industry organizations are involved and supporting your efforts?

We have had private and informal meetings with numerous industry organizations who have expressed sincere interest and have shared their collective thoughts that the #1 priority for their members, attendees, and employees is safety and security. Organizations like IAEE, Freeman, MPI, PCMA, IAVM, IMEX, DMAI, ESCA, SISO, MGM, Caesars, CEIR, ASAE, CIC, and many others have confirmed their support and many will be attending our presentation in Dallas or online on July 15th.

13. Who is KEYWAY? What qualifies them to lead this effort?

Keyway was founded by Kevin Olsen and Eric Rozenberg, two industry leaders who are passionate about unlocking potential within the meetings and exhibitions industry. With over 50 years of experience in over 50 countries around the world, Kevin and Eric bring insight, relational equity and

experience to the brands, organizations and initiatives they serve. Over the course of their careers, Keyway's leadership have built teams committed to exceptionally high standards of professionalism, excellence and collaboration. Rick Vaughan's added partnership is providing an additional dimension with his leadership and service to the hotel and destination marketing organizational sphere. All these skills and experiences have been focused recently on bringing a team and plan together to establish a national standard for convention centers for safety and security through the Safety Act Office of DHS.

The team is made up of the foremost security experts with SAFETY Act experience. Combined with understanding the industry needs, the team will be able to streamline the process to SAFETY Act protection. This will be the most efficient and collaborative path to gain protection.