



Key Take Aways | 31 March 2021

TRAVEL & VACCINATIONS

According to U.S. Travel Association - there will be **NO MANDATED TRAVEL PASSPORTS**.

There are mixed reactions to mandating vaccinations or negative tests - each event should decide for themselves.



OVER COMMUNICATE!

Transparency is key - pre...during...post event.

What are you doing in partnership with the venue to keep event stakeholders safe?



QR codes have become an effective method of contact tracing for sporting events.



Document safe events with photos and videos!

SAFETY PROTOCOLS

EXHIBITOR SENTIMENT



Exhibitors are faced with tough decisions on how to staff booths moving forward.

1

Decrease # of staff at a show.

2

Use local talent.

3

Booth staff to work in shifts - limits exposure to all if one gets sick.



Nothing replaces face-to-face!

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