future of LIVE events playbook

CONSIDERATIONS FOR A POST-COVID-19 WORLD
health & safety are the #1 priority

At Freeman, our foremost concern is the health & safety of our employees and their families, our customers, and the wider communities where we live and work.

To that end, this document will outline new ideas, processes, and protocols to ensure the safety of everyone at controlled business events.

Our knowledge of COVID-19 is constantly evolving, so please always rely on resources such as the World Health Organization, the Centers for Disease Control and Prevention, and your local public health departments for the latest information. For our part, Freeman will proactively update policies and safety recommendations as they become available.
engaging solutions for the new tradeshow world

Of course, along with promoting safe event practices, Freeman is here to continue supporting our clients with their messaging and brand awareness.

As we do, we commit to:

Providing resources and recommendations on possible solutions for exhibit layout, traffic flow, technology and materials to keep your audience engaged within a healthy exhibit space

Providing solutions that support current exhibit property and programs, within your budget

Assisting clients in strategically developing creative and engaging solutions to build confidence for guest attendance

Staying involved so we can continue to monitor and provide our clients with recommendations based on regulations governed by the local health department, show management, and venue

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practicing safe space

This is critical—you want physical distancing in effect to comply with local, state and CDC guidelines. Practicing safe space is an important sign assuring attendees, staff, and sponsors that you’ve prioritized their Health & Safety online.
**Occupant Density**

*Factor Comparison*

Attendance at an event or gathering will be based on state, local, territorial, or tribal safety laws and regulations. However, if 6' physical distancing is observed, you can expect to see a significant difference in the venue's maximum capacity.

<table>
<thead>
<tr>
<th>STANDING SPACE</th>
<th>THEATER STYLE</th>
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<tbody>
<tr>
<td><strong>PRE-COVID-19</strong></td>
<td><strong>POST-COVID-19</strong></td>
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**EXHIBITS, SEATING AT TABLES, STAGES AND PLATFORMS**
the new comfort zones

These graphics show how dramatically personal space at events is changing post-COVID-19.
practicing safe everything else, too

It's one thing to talk the Health & Safety talk. Here's where you walk the walk. Attendees who'll be walking their own walk will appreciate that.
health stations

Freeman, with our venue and Show Organizer partners, will fully support the use of non-invasive infrared thermometers and thermal cameras to temperature check each person who enters the event. This is not a service Freeman provides, but we would be happy to recommended potential vendors.

Existing products such as infrared temperature scanners and sanitizer dispensers will be integrated into Event Collection properties. Products are currently being evaluated by our Health & Safety team and will be designed into the Event Collection in the near future. Freestanding, off the shelf units will also be offered where applicable.
Here’s an obvious way to show your commitment to Health & Safety. Frequent use of disinfectants is noticed by attendees—and appreciated.

To support your commitment, Freeman is now offering a sanitization service to clean your space. The additional service includes regular surface area wipes downs, overnight disinfection, and the provision of hand sanitizer stations.
event entry
turn to tech for a safer experience

Attendees’ lives already revolve around technology. Don’t overlook its ability to help them navigate the show floor, rate speakers, and network with others—all without having to touch anything more than their personal devices. What could be safer than that?
Here are the available options for a safe registration experience. Of the three, “Touchless” is considered the safest.

<table>
<thead>
<tr>
<th></th>
<th>Touchless</th>
<th>Hybrid</th>
<th>Physical</th>
</tr>
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<tbody>
<tr>
<td>Register Online</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Email Confirmation</td>
<td>✔</td>
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<tr>
<td>Digital Badge (24-48 hours prior to event)</td>
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<tr>
<td>Text Message for Access Guidance</td>
<td>✔</td>
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<tr>
<td>Photo ID</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Color Coded Access Level</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Staffed Customer Service Station</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Multiple Badge Printing Stations on Event Site</td>
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<tr>
<td>Badge Printing at Host Hotels</td>
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<tr>
<td>Badge Printing at Additional Satellite Sites (Airport, etc)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Mobile Badge Print</td>
<td>✔</td>
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</table>
**entrance units**

**Updating the Event Collection**

Entrance units, along with other properties in the Event Collection, will be going through a redesign to incorporate health and safety protocols such as social distancing. That project is currently in progress and designs will be available in the near future. So, for now, we recommend using existing tactics such as barriers and dividers like the hedges shown, to ensure that attendees maintain safe distances from each other and staff.
health & safety messaging
OSHA-compliant safety signage

Shown here are the latest Health & Safety signs that comply with OSHA for public events. Please check with your local municipality or facility partner to see if they must be posted at your event.
Examples of floor, wall, and hanging graphics:

**AISLE 1100**

**ENTER HERE**

**ONE WAY**

*No exit except for emergencies*

Please move down the row as far as possible.

Please exit to your left when the session is complete.

**signage strategy**

Bold directional signage will help keep foot traffic flowing in the proper direction and attendees physically distanced.
other ways to get the message out through custom signage

We also offer the option of Health & Safety-themed signage that can be custom designed to complement your show look. This can be included in your digital signage rotation, too.
Of course, signage isn’t the only way to reinforce Health & Safety—consider adding recorded announcements over your audio system, too.

ATTENTION VISITORS

We know you all want to get a good, up-close look at Doug from Austin’s fresh new neck tattoo, but please maintain social distancing here in the event hall. Keep a distance of 6 feet between yourself and others at all times.
mind your queues

Attendees don’t pay good money to stand in line. Nor do they think it’s safe, Post-COVID-19. After all, moving attendees are happy attendees. And healthier ones, too.
here's how the plan for a small show in a ballroom might look

1. Pre-Entry Health Screening
2. Medical Station
3. Queue Lines Spaced 6' Apart
4. Service Counters with Shields Spaced 6' Apart
5. Main Entrance Separate from Exits
6. Badge Scanning upon Entry
7. Aisle Widths Allow for 6' of Separation
8. Aisles Flow in One Direction Throughout
9. Badge Scanning upon Exit
here's how the plan for a trade show in a mid-sized hall might look

1. Pre-Entry Health Screening Checkpoint
2. Medical Station
3. Queue lines spaced 6' apart
4. Service counters with shields spaced 6' apart
5. Main entrance separate from exits
6. Badge scanning upon entry
7. Aisle widths allow for 6' of separation
8. Aisles flow in one direction throughout
9. Badge scanning upon exit

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here's how the plan for a corporate event in a convention center might look

1. Pre-Entry Health Screening
2. Medical Station
3. Queue Lines Spaced 6' Apart
4. Service Counters with Shields Spaced 6' Apart
5. Main Entrance Separate from Exits
6. Badge Scanning Upon Entry
7. Aisle Widths Allow for 6' of Separation
8. Aisles Flow in One Direction Throughout
9. Badge Scanning Upon Exit
Even in the post-pandemic world, clients still need to have engaging environments to create brand awareness and broadcast their messaging. That’s why we’ve created exhibits that maintain the traditional components that draw in attendees, while also incorporating Health & Safety protocols. Note that with the options available—as well as the ability to customize—the possibilities are virtually endless.
exhibits the visit

The space should visually provide an easily understandable flow through the booth and encourage the attendee experience.

Set meeting/tours of the booth in advance and provide targeted attendees with meeting options and time slots to get the most out of their time/visit.

Consider a change in flooring to show direction of flow through space.

Signage to gently remind attendees of physical distancing throughout booth.

Flooring inlays or markers around product or demos designating area required for social distancing.

Use of dividers or greenery to guide flow through booth.
exhibits
the property

The property adaptations and suggestions may also help maintain the flexibility with your current design and budget. These minor adjustments will provide greater viewing and physical distancing.

Eliminate soft furnishings and casual seating areas, to prevent prolonged time in the booth.

Safely distance stools for theater or demonstrations (if any furniture is needed.)

Using stools covered in vinyl allows for easy disinfecting between demonstrations.

Elements are located to ensure attendee flow around the exhibit is not impeded and allow people to keep a safe distance from each other.
Technology will continue to play a role in tradeshows and may become more mainstream as touchless areas will be preferred.

Large screens for impactful story-telling.

Gesture technology wall, motion sensing.

QR/Barcodes on personal hand-held devices for sharing content, product information or business card exchange.

Consider the “digital backpack” application that allows attendees to download content by scanning QR codes.
10x10 exhibits

Consider the designs on this and the following 2 pages that showcase your product or service, but also allow you room to implement social distancing.
10x20 exhibits
20 x 20 exhibits
networking
People come to events to learn, to experience, and to network. But, with people moving all over the show floor and the increased focus on social distancing, making relevant, genuine connections can be nearly impossible.

Enter: Grip, a professional matchmaking app and partner solution offered by Freeman. Grip uses the latest AI technology to provide attendees, exhibitors, and sponsors with highly-targeted networking recommendations to help them meet other people with their professional goals and interests. In the Post-COVID-19 world, safe and efficient networking will be imperative, and Grip delivers a virtual opportunity to augment and enrich live engagements.
Networking and connecting with peers face-to-face is a key objective of attending live events. Spacing, density, audio considerations, and furniture selection will play a big role in delivering networking environments which adhere to Health & Safety requirements and facilitate effective, meaningful interactions. Delivering environments which facilitate both ad-hoc and in-depth networking is important in accommodating attendee needs and will allow attendees to connect with peers effectively, comfortably, and safely.
lounges

Carefully designed lounges deliver a safe and effective setting for casual and relaxed connections. By arranging the chairs at right angles to one another, direct air transfer is reduced. The strategic placement of other furniture pieces—like coffee tables, room dividers, and large plants—helps to maintain order and preserve social distancing protocols. Also, always maintain generous aisle ways between networking spaces.

2-person capacity

4-person capacity

REMEMBER!
ALWAYS ALLOW 6’

If desired, indicate required social distances with floor graphics.
meeting pods

When you want to facilitate more in-depth conversations and provide work surfaces, be sure to use appropriately-sized tables. Also, make a point of regularly cleaning work surfaces. Where individuals are closer than 6’, ensure a full-height protective partition separates them. As always, create generous aisleways between meetings spaces; this will help individuals maintain appropriate distance and help to mitigate audio issues.

2-person capacity
Seated

2-person capacity
Standing

4-person capacity
Seated

REMEmber!
Always allow 6’

If desired, indicate required social distances with floor graphics.
A few minutes in sun and fresh air has always been welcome break. Now, when people are actively seeking more space around others, it’s even more important to provide comfortable, inviting areas outside.
sessions
maximum-strength engagement

For attendees following presentations but who want to avoid the crowd, we created the Freeman Sync app, a second-screen platform which enables them to access a live feed of the presentation wherever they feel most comfortable. What’s more, in a digital age full of distractions, Sync keeps audiences riveted. During presentations, Sync enables two-way dynamic participation between attendees and speakers—allowing audiences to view slides in real-time directly from their devices, respond to presenter quizzes, submit questions, and more.
educational session

Please move down the row as far as possible.

Please exit to your left when the session is complete.
Consider cleaning and sanitation requirements when selecting furniture; try to steer clear of fabric or upholstery.
furniture & products
social distancing

product offerings

Counters
Freeman has utilized our existing counter inventory by adding integrated guards to provide adequate protection and distancing between staff and attendees.
social distancing
product offerings

36.5"L 12"D 84"H
46"L 9"D 47"H

42"H

42" H

43"L 72"H

Vertical 63"W 23"L 83"H
Horizontal 83"W 23"L 63"H
social distancing
product offerings

Can be used in single displays as shown, or combined to create a larger divider. Display can be clear or have branding applied.

Divider for use on top of counters and bars. Display can be clear or have branding applied.
hybrid events
adding online multiplies the audience

Now that you’ve seen the possibilities of the Post-COVID-19 live event, we’d like to open you to the possibilities of the hybrid event, too.

When a live event goes online as well, it extends the reach and resonance of its event brand, through speakers, sessions, and posters.

For exhibitors, going hybrid means an even larger audience—potentially adding a worldwide one—for product displays, demonstrations, and videos.

Going hybrid also opens up a gamut of new sponsorship opportunities.
sponsorship
you down with P.P.E.?  

Making it easy for attendees to observe Health & Safety precautions is a must. At the same time, we’re seeing innovative ways to deliver essentials like PPE and hand sanitizer. So, why not use these ways as purposeful moments in the attendee journey? Consider offering these important touchpoints as new sponsorship or messaging opportunities, too.
With hybrid sponsorships, comes a different mindset—moving away from selling physical opportunities like banners and badge lanyards. Instead, focus on creating meaningful sponsorship partnerships that connect to content and experiences that support overall engagement and sales. Tying in to Health & Safety concerns make sense under current circumstances.

Here are 4 areas definitely worth exploring:

**Sponsored Marketing**
Today’s expectation for 365-day engagement is a major opportunity. Have your sponsors join in all the way from pre-event communications, online elements, to the on-site experiences.

**Sponsored Networking**
Sponsored, targeted, networking spaces and VIP experiences will create meaningful relationships like never before. See what’s possible at adjacent locations and extend your partnership beyond the four walls of an event venue via networking in local cafes or restaurants.

**Sponsored Content and Education**
Think about what you’ll deliver online and in person throughout the year and how your partners can best engage with the community.

**Sponsored Enhancements**
Show sponsors the value of your community and find ways to enhance the online experience. For example, sponsors can deliver attendees a physical welcome box—catered lunches, iced coffees, or build-your-own cocktail kits for guests to open before a virtual event begins.
We’ve said it before and we’ll say it again: COVID-19 or not, progress continues.

Big things await.

There’s still much new to see and do.

And it’s still our job to keep live events safe, ever more engaging, and sustainable.

We hope our Freeman ideas have given you ideas.

And we’d like nothing better than to help you make them happen.
when you’re ready, feel free to reach out.

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