

## OUR COMMITMENT TO EVENT SAFETY

We understand the growing concerns around the rise of the COVID-19 delta variant throughout the United States. As an Experiential Marketing Summit participant, your health and safety is our top priority. Please read below for more information on how we are planning to create a healthy and safe environment for all.

### COVID-19 Health & Safety FAQ's

#### Are you requiring attendees to be vaccinated in order to attend the Experiential Marketing Summit?

- » Yes. In an effort to maintain the health and well-being of all EMS attendees, proof of vaccination or proof of a negative COVID test 72 hours prior to the start of the event will be required for entry. Details on how to submit vaccination or testing documentation will be shared with attendees prior to the show.

#### Are you requiring attendees to wear masks to the Experiential Marketing Summit?

- » Yes. We continue to follow the CDC guidelines, government and venue ordinances for the city of Chicago, IL. As of Tuesday, July 28, the Centers for Disease Control and Prevention expanded its guidelines recommending vaccinated people wear masks indoors in "high transmission" areas, regardless of their vaccination status. We will have masks and hand sanitizers on hand at the event for anyone who wishes to use them.

#### Are you conducting temperature screenings upon arriving at the hotel or event registration?

- » No. We will not be conducting temperature screenings upon check in to the hotel or at event registration.

#### What safety precautions is the venue, McCormick Place, and the host Hotel, Hyatt McCormick taking for Experiential Marketing Summit?

- » The safety and well-being of McCormick Place and Hyatt McCormick Place guests and colleagues is a top priority. You can learn more [here](#) and [here](#).

#### What other safety precautions is the Experiential Marketing Summit team taking for this event?

- » Attendee safety is our #1 priority. We commit to the following:
  - **Enhanced Cleaning:** EMS, along with our venue and service partners have implemented additional cleaning and sanitizing protocols at the event. Those efforts include thorough and frequent cleaning and sanitizing of surfaces and high traffic areas. Hand sanitizer stations will be available throughout the event. You can learn more about McCormick Place's safety plan [here](#).
  - **Social Distancing:** EMS and McCormick Place will follow CDC guidelines for all floor plans including the exhibit hall, general session room, breakout rooms, dining areas and networking spaces.
  - **Dining, Your Way:** All meals at EMS have been designed to enable guests to feel comfortable and safe while they eat, including individually boxed meals, small take-away bites and plentiful food stations. All dining areas have been arranged to accommodate comfort levels, from those who wish to dine alone or with a colleague, to small groups comfortable dining with one another.
  - **Safe Networking:** We will require reservations for several of our networking experiences so that we can control the number of participants. These experiences include the after-party at the Van Gogh Experience, the optional small-group dinners and our morning 5K runs.

#### Questions?

Reach out to us at [ems@eventmarketer.com](mailto:ems@eventmarketer.com).