

B2B SALES & MARKETING EXCHANGE

AUGUST 9-11, 2021

ENCORE BOSTON HARBOR

A photograph of the Encore Boston Harbor building, a large, curved, modern structure with a grid-like facade. The word "Encore" is written in a cursive font on the upper part of the building. The image is dark and serves as a background for the text.

WHAT TO EXPECT:
OUR HEALTH
+ SAFETY PLAN

WHAT TO EXPECT - OUR HEALTH & SAFETY PLAN

#B2BSMX is excited to welcome our buyers and vendors back to forge new relationships and celebrate old ones. Our team is committed to creating an **event experience** where our customers, partners, and employees can **safely and effectively conduct business**.

Read on to find out what health measures we have in place and how you can play a role in moving business forward safely.

BEFORE YOU ARRIVE

- **Have you completed a self-assessment and are you symptom-free?** If you feel sick, please stay home. You can refer to the CDC's COVID-19 Self-Checker reference guide for any questions on symptoms by [clicking here](#).
- **Check your flight and travel arrangements.**
- **Have your digital or printed registration confirmation ready when you arrive** — the more prepared you are, the faster entry will be.
- **We are implementing new face mask requirements, per current CDC guidelines. Specifically:**
 - Attendees who are *not fully vaccinated* must wear a face mask at all times.
 - Attendees who are *fully vaccinated* are encouraged but not required to wear masks.
 - By not wearing a face mask, you certify that you are fully vaccinated and that other attendees may rely on that as a truthful statement.
 - Masks will also be provided at the event if needed.
- **We have an open line of communication** in place with the facility, hotel partners and local health officials.
- Before the doors open, we will **conduct inspections to ensure the venue is safe, clean** and ready for business!

ARRIVING AT #B2BSMX

- Please plan accordingly and **allot extra time when arriving at the show and making appointments with your customers.**
- We ask that you fully comply with applicable CDC COVID-19 health and safety measures and protocols for attendance at #B2BSMX.
- Have you completed a daily self-assessment, and are you symptom-free? If you feel sick, please stay home. You can refer to the CDC's COVID-19 Self-Checker reference guide for any questions on symptoms by clicking [here](#).

- **Make sure you have a face mask:**
 - Attendees who are *not fully vaccinated* must wear a face mask at all times.
 - Attendees who are *fully vaccinated* are encouraged but not required to wear masks.
 - By not wearing a face mask, you certify that you are fully vaccinated and that other attendees may rely on that as a truthful statement.
 - Masks will also be provided if one is needed.
- **Social distancing requirements** will be in compliance with the venue/facility guidelines.

INSIDE THE SHOW

- **Again, make sure you have a face mask. Per CDC guidelines:**
 - Attendees who are *not fully vaccinated* must wear a face mask at all times.
 - Attendees who are *fully vaccinated* are encouraged but not required to wear masks.
 - By not wearing a face mask, you certify that you are fully vaccinated and that other attendees may rely on that as a truthful statement.
 - Masks will also be provided if one is needed.
- **Please follow all recommended Health & Safety Measures** including washing your hands often, covering your cough or sneeze and staying home if you are sick.
- **We've increased staff and security** to provide the BEST customer service and information accessibility.
- Exhibitors will have access to **enhanced cleaning and disinfection services** for their booths.
- **Daily disinfecting** will take place to sanitize all seating, restrooms, and frequently touched public areas.
- Feeling sick unexpectedly at the show? **Medical personnel will be onsite** to assist anyone feeling unwell.

#B2BSMX ATTENDANCE TERMS & CONDITIONS

Please take a moment to review this document as all individuals who register online or onsite, obtain a badge and attend this event are asked to acknowledge and accept the following Terms & Conditions.

1. Attendee grants Emerald the right to use Attendee's name, image and likeness, including but not limited to any photographs or video taken of you at the show, for marketing purposes.
2. ATTENTION: Exhibitors and Sponsors at #B2BSMX may utilize badge scanning in order to follow up with you after the show. Please be aware that by permitting an exhibitor/sponsor to scan your badge, your contact information, including address, email, phone and fax, will be shared with the exhibitor/sponsor and #B2BSMX will no longer be in control of how your information is used. Questions or concerns? Email privacy@emerald.com.
3. Emerald reserves the right to accept, reject or prohibit registration for or attendance at its events at any time for any reason.
4. Attendee expressly assumes, and releases Emerald and any affiliates from all risks, claims, damages, losses, costs and expenses, whether or not reasonably foreseeable, associated with, resulting from or arising in connection with Attendee's participation, presence or sampling of any products at the Event, including, without limitation, all risks of harm, damage, illness (including viruses or illness from any communicable disease or from any sampled products) or injury (including death) to or related to Attendee and his or her person or property.
5. Attendee expressly agrees to fully comply with applicable CDC COVID-19 health and safety measures and protocols for attendance at #B2BSMX. Currently, CDC recommends that **fully vaccinated** individuals may resume activities without wearing a mask or physically distancing, except where required by applicable government regulations. Therefore, vaccinated Attendees are encouraged but not required to wear masks at #B2BSMX.

If Attendee is **not fully vaccinated**, then Attendee agrees to wear a face mask at all times and maintain appropriate social distance at #B2BSMX. If needed, Emerald will have limited face masks available for those attendees who do not bring their own masks to the event. Emerald reserves the right to remove any attendee from the event for failure to adhere to the required COVID-19 health and safety measures and other protocols for attendance at the event.

6. By agreeing to these Terms and Conditions, you confirm that you have reviewed and agree to the <https://www.emerald.com/privacy-policy/>.

AIRLINE AND HOTEL HEALTH & SAFETY INFORMATION

AIRLINES HEALTH & SAFETY INFORMATION:

American

- [Travel information](#)
- [Health and Safety](#)

United

- [Travel information:](#)
- [Health and Safety](#)

Delta

- [Travel information](#)
- [Health and Safety](#)

JetBlue

- [Travel information:](#)
- [Health and Safety](#)

Southwest

- [Travel information:](#)
- [Health and Safety](#)

HOTEL PARTNER HEALTH & SAFETY INFORMATION:

Encore Boston Harbor

- [Travel information:](#)
- [Further Information](#)

RIDE SHARE HEALTH & SAFETY MESSAGING

Uber

- [Travel information](#)

Lyft

- [Travel information](#)

OTHER RESOURCES:

US TRAVEL ASSOCIATION

- [Industry guidance](#)

CDC

- [General Guidelines](#)
- [Travel Guidelines](#)

HOW TO CONTACT US

REACH OUT TO US AT ANYTIME

If you have any questions about our health and safety measures or how you can best prepare, contact us at conference@demandgenreport.com.

BEFORE THE SHOW

Please refer to www.b2bsalesmarketing.exchange.com to review a full list of health and safety measures or if you would like to speak to your account executive or our buyer relations department please contact us at conference@demandgenreport.com.

AT THE SHOW

To reference any health and safety measures at the show, you can refer to signage placed throughout the venue or contact our friendly staff by visiting the Info Desk, located between Promenad 1 and Promenad 3.