



THE SOCIAL SHAKE-UP

OUR COMMITMENT TO SAFETY FOR OUR EXHIBITORS

The Social Shake-Up is committed to creating exceptional experiences that ignite connection and commerce, especially through our in-person events this fall. The health and safety of our event attendees, exhibitors and sponsors is of the utmost concern and priority for The Social Shake-Up. In an effort to maintain the health and well-being of all participants at our events, The Social Shake-Up has implemented new event standard operating practices and procedures.



High traffic areas (such as handrails, escalators, door knobs, elevator buttons, exhibit hall entrances/exits and exhibit hall common areas) will be disinfected by the venue staff every two hours.



Hand sanitizer stations will be available at each exhibit hall entrance and throughout the exhibit hall floor.



Masks will be provided for any attendee and exhibitor who does not have one.



Physical distancing stickers and signage will be available for attendees and exhibitors.



Larger aisles and/or one-way aisles will be implemented on our exhibit floor.



Exhibit hall floor plans will be set to allow for proper physical distancing.



Exhibitor safety and hygiene best practices from trusted industry resources such as International Association of Exhibitions and Events (IAEE) will be provided in our exhibitor service manuals prior to the event.



Daily cleaning and disinfecting services will be available through our general service contractor.



Disinfectant wipes and sanitizers will be available at the exhibitor service desk; however we encourage you to bring your own as well.



Capacity on the exhibit floor will be monitored based on venue and city guidelines.



Self-serve registration will be implemented whenever possible and physical distancing will be practiced (no lines, wider registration counters if help is needed).



Food and beverage services will be provided in a minimal contact way (i.e. no buffets, pre-packaged food is preferred and catering staff will be masked and gloved).