

TRUST LABEL CONGRESS OPENING LABEL CONGRESS SAFELY



In order to open the Label Congress following COVID-19, we have reviewed how the Label Congress will operate and what practices we will need to put in place.

We have developed the **TRUST LABEL CONGRESS** framework based on the operational guidelines produced by industry bodies, including SISO, IAEE, UFI and the AEO, that will be the basis for our Trust Label Congress plan.

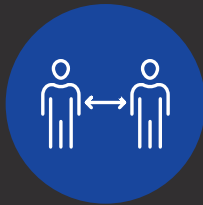
The health and safety of all of our event stakeholders will always be our highest priority and will guide every decision we make in the planning and scheduling of our events. We know that face-to-face events have been changed by COVID-19 and whilst we all continue to adapt, we want to reassure you that we will focus on:

- + Working in partnership with local Illinois authorities, event partners & Donald E Stephens Convention Center to meet local safety standards at the Label Congress 2021
- + Carefully selecting event suppliers that can meet our health & safety criteria
- + Creating alternative ways to participate for those unable to attend in person
- + Supporting the Label industry as they rebuild their businesses; we will listen to and act on your feedback
- + Delivering ROI to our customers; we will make sure the people you need to meet & do business with are at the event

These guidelines will remain fluid in order to keep up with new information and medical advice as and when it comes to light.

TRUST LABEL CONGRESS IS OUR COMMITMENT TO RUN FACE-TO-FACE EVENTS AS SAFELY AS POSSIBLE. WHEN YOU PARTICIPATE AT THE LABEL CONGRESS YOU CAN EXPECT:

REVISED EVENT FORMATS



PHYSICAL DISTANCING. We will follow physical distancing & crowd density guidelines as directed by the local Illinois authorities.



REGISTRATION. We will minimize waiting times by increasing the number of registration desks to avoid lines.



FLOOR PLANNING. We will increase aisle widths to help manage traffic.



CONFERENCE AREAS. Conference and meeting room seating at Donald E Stephens Convention Center will be set up to follow local distancing guidelines.



FOOD & BEVERAGE. Catering outlets will be designed to uphold health & safety precautions – such as individually packaged food, spaced seating and contactless payments.



ADDITIONAL STAFF. We will increase our show teams to ensure biosafety measures are adhered to and provide additional support where needed.

INCREASED CLEANING & HYGIENE



VENUE DEEP-CLEAN. Donald E Stephens Convention Center will be required to deep-clean their facility prior to build-up and show open along with regular cleaning throughout the event.



ENHANCED CLEAN SPACES. Exhibitors will be encouraged to regularly clean their exhibit area and to replace promotional materials with digital ones.



HAND SANITIZERS. Stations will be positioned at key locations throughout Donald E Stephens Convention Center. Exhibitors will be encouraged to provide hand sanitizing points at their stand.



WASTE MANAGEMENT. Waste collection and removal will be increased during the Label Congress.



PERSONAL CONTACT. All attendees will be encouraged to maintain distances while networking and abstain from handshaking or other forms of physical contact.



FACE MASKS. We will take the necessary measures with regards to face coverings based on medical guidance at the time of the show.

CLEAR, VISIBLE COMMUNICATIONS



PRE-EVENT COMMUNICATIONS. Health and safety measures specific to the Label Congress will be communicated and updated often on our event websites, email updates and social media channels.



DEDICATED CONTACTS. The Label Congress will have a dedicated representative to handle any health and safety queries. Tarsus Support will provide additional assistance and guidance.



EVENT SIGNAGE. Specific health and safety signage will be displayed prominently around and within Donald E Stephens Convention Center.