

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 and 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 trade show world

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

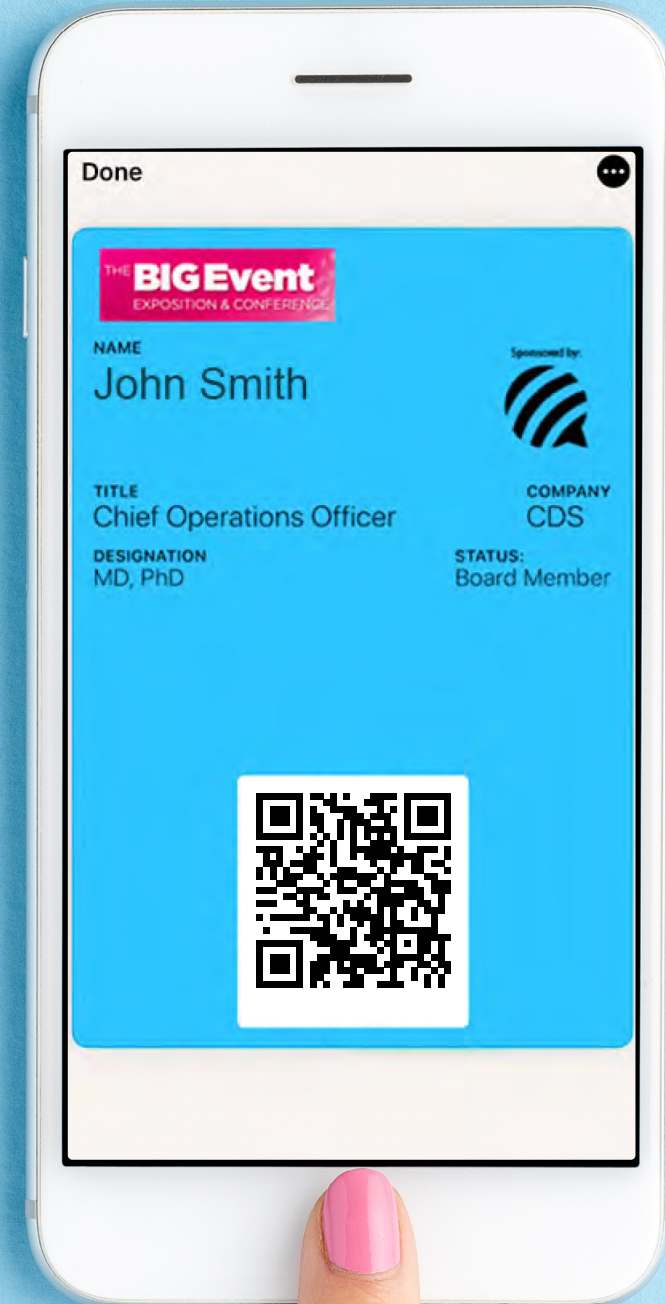
As we do, we commit to:

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



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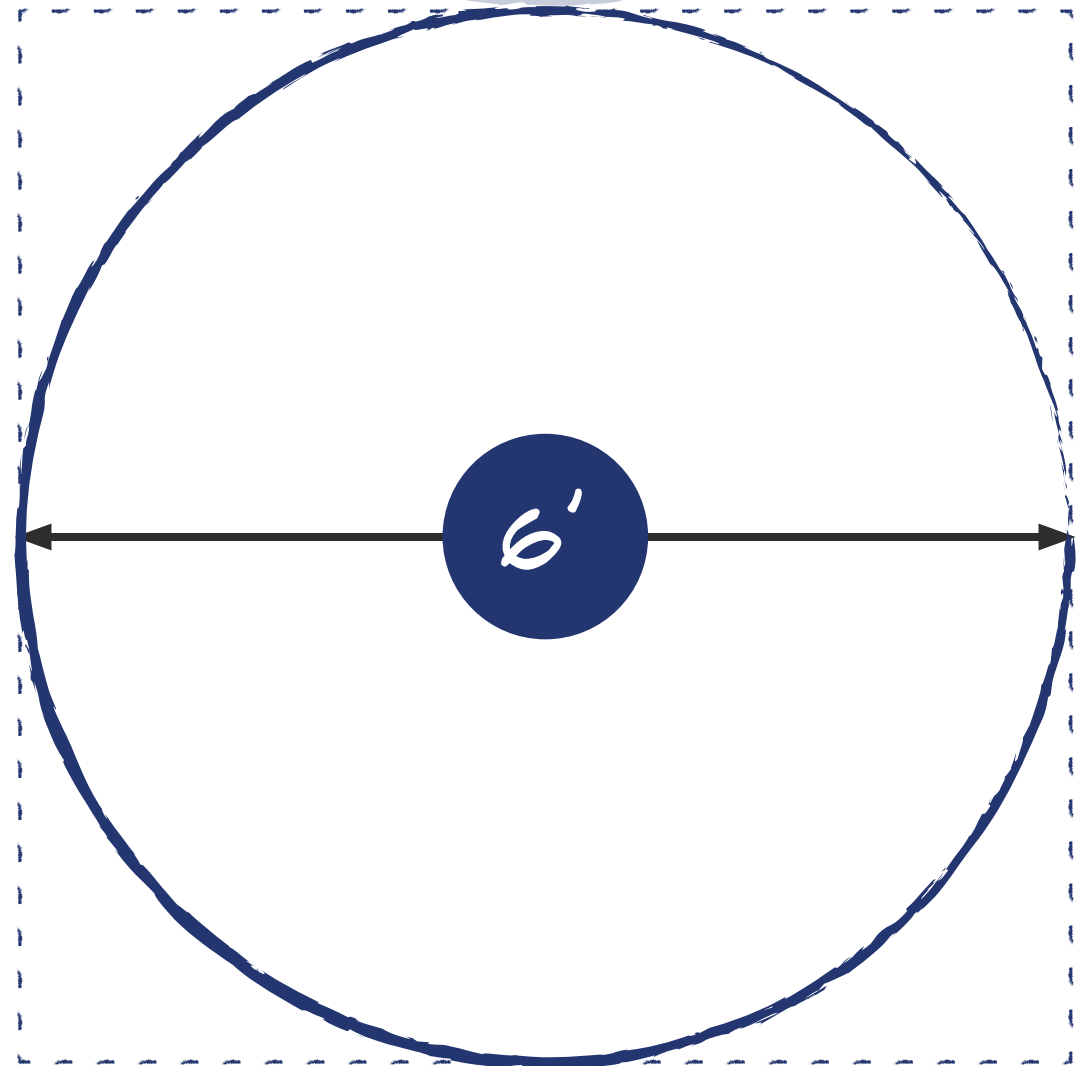
SPONSORSHIP



Health and safety

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 and safety online.



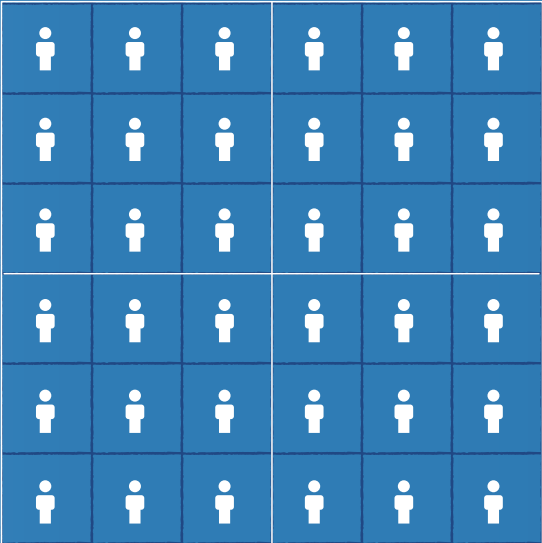
Occupant density

Factor comparison

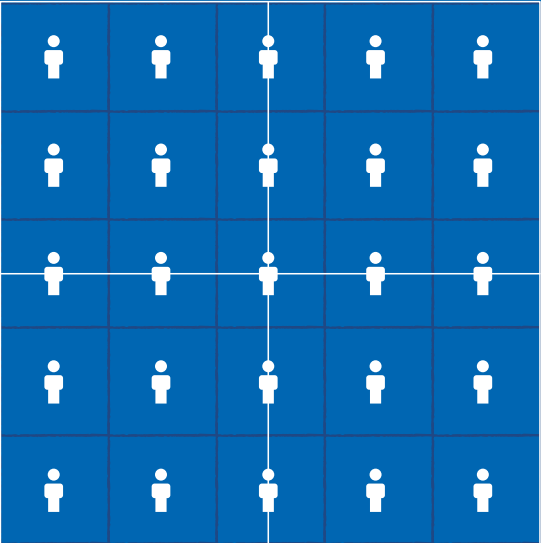
Attendance at an event or gathering will be based on state, local, territorial, or tribal safety laws and regulations. However, if 6' physical distancing is observed, you can expect to see a significant difference in the venue's maximum capacity.

Pre-COVID-19

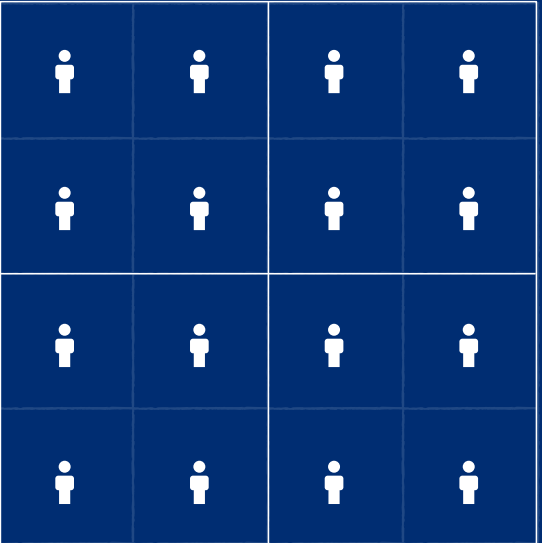
STANDING SPACE



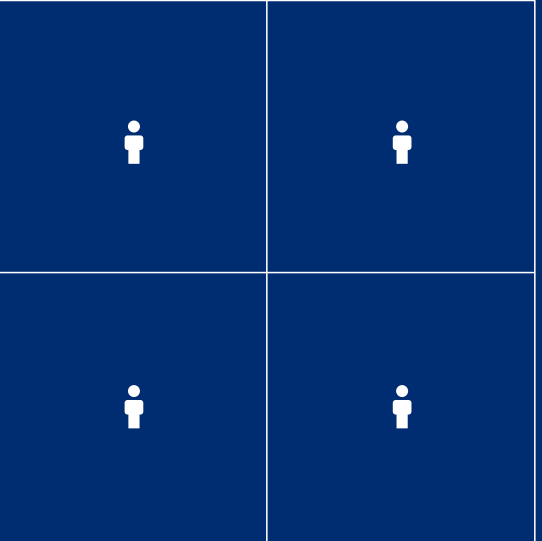
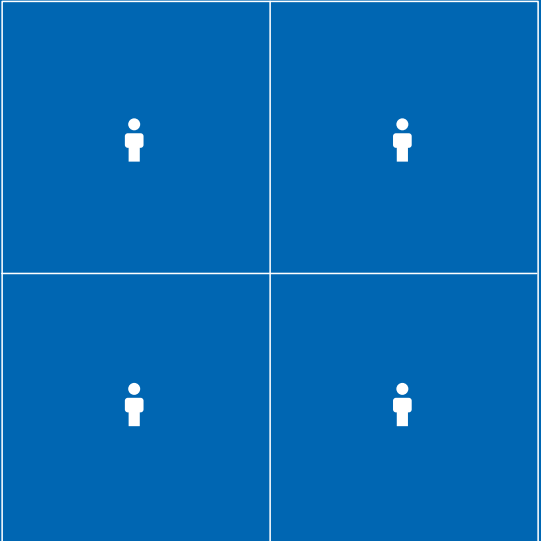
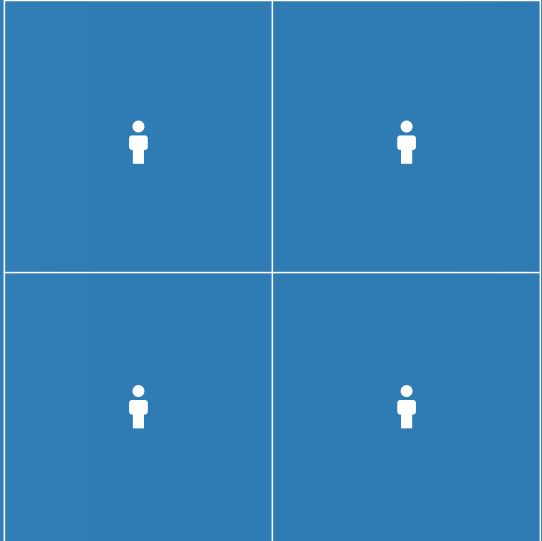
THEATER STYLE



EXHIBITS, SEATING AT TABLES, STAGES AND PLATFORMS

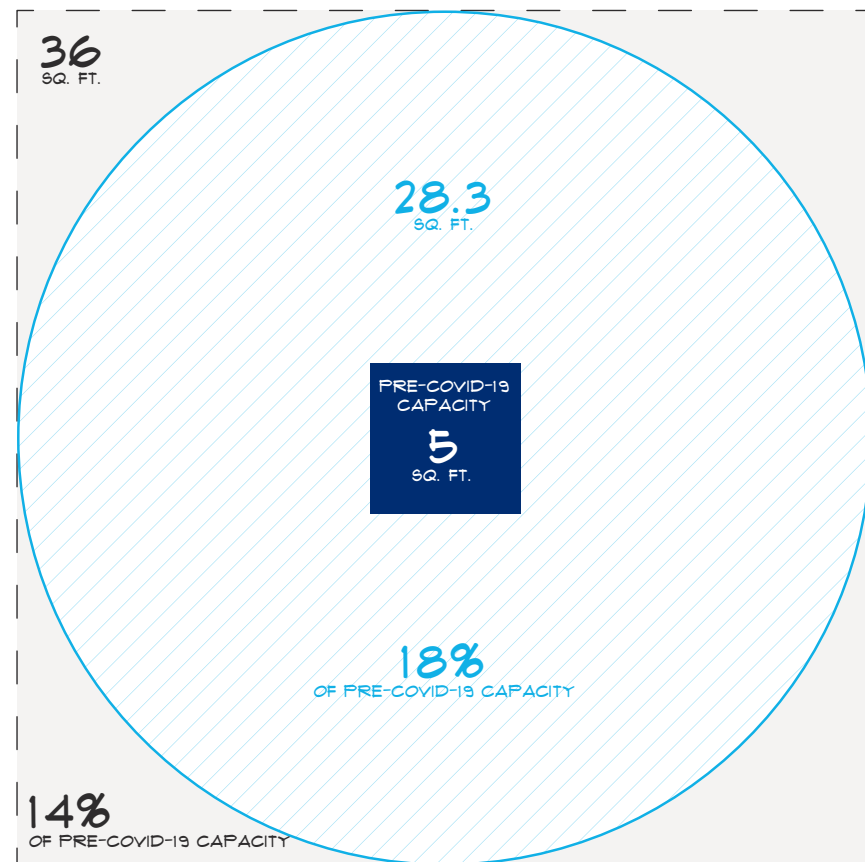


Post-COVID-19

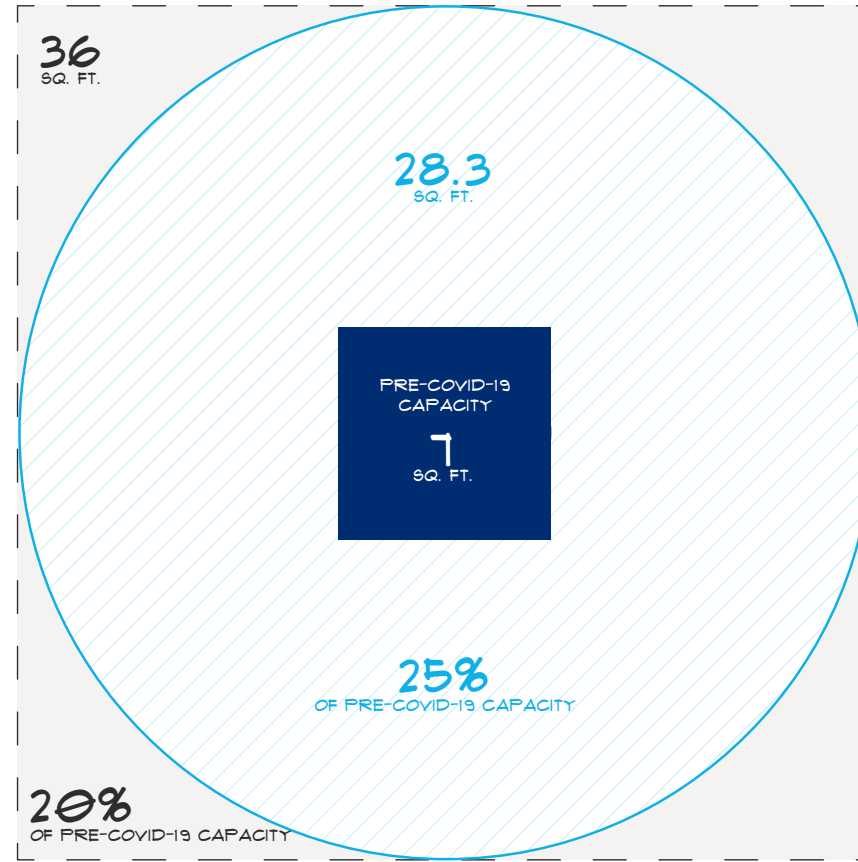


The new comfort zones

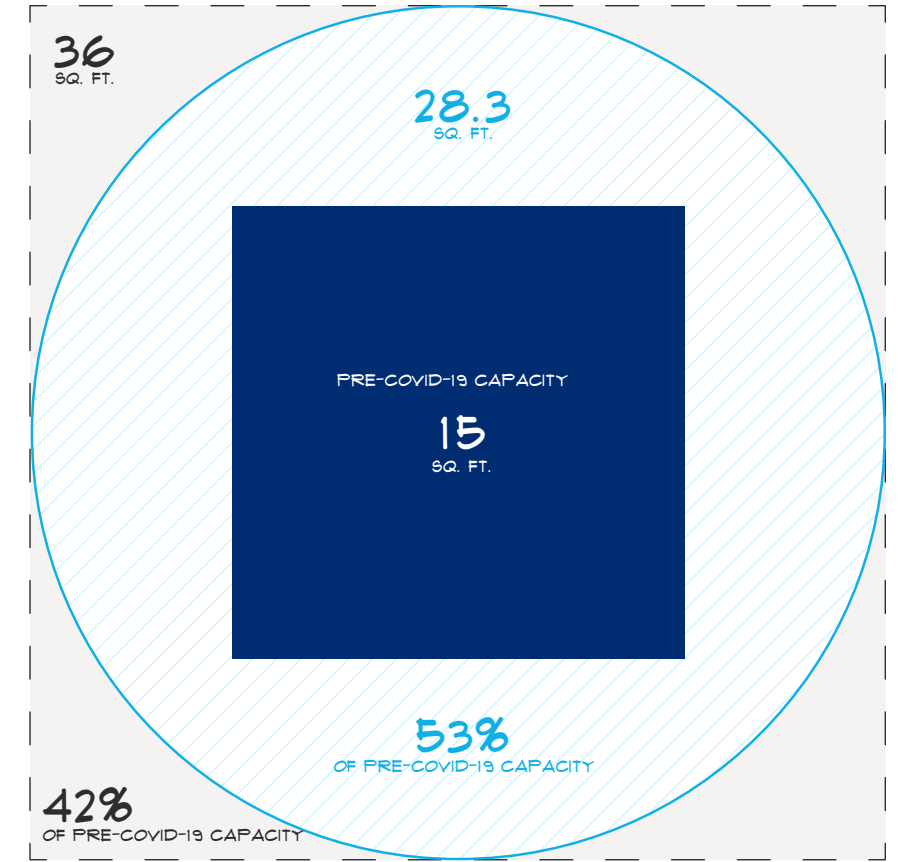
These graphics show how dramatically personal space at events is changing post-COVID-19.



STANDING SPACE



THEATER STYLE



EXHIBITS, SEATING AT
TABLES, STAGES, AND
PLATFORMS



HEALTH CHECK
STATION

ELEMENTS & PROPERTIES
TO REINFORCE SOCIAL
DISTANCING

SANITIZATION STATION

FLOOR GRAPHICS TO
INDICATE SOCIAL
DISTANCING

Practicing **safe** everything else, too

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



- A. Freestanding off-the-shelf options
- B. Upcoming event collection properties

Health stations

Freeman, with our venue and show organizer partners, will fully support the use of noninvasive 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 recommend 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 and safety team and will be designed into the Event Collection in the near future. Freestanding, off-the-shelf units.

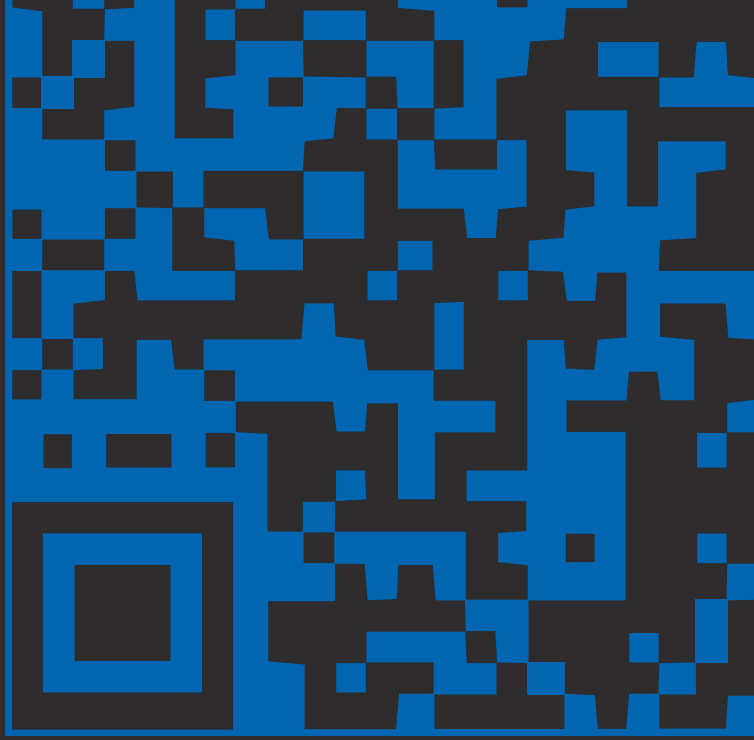


Keep it clean

Here's an obvious way to show your commitment to health and 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 wipe downs, overnight disinfection, and the provision of hand sanitizer stations.

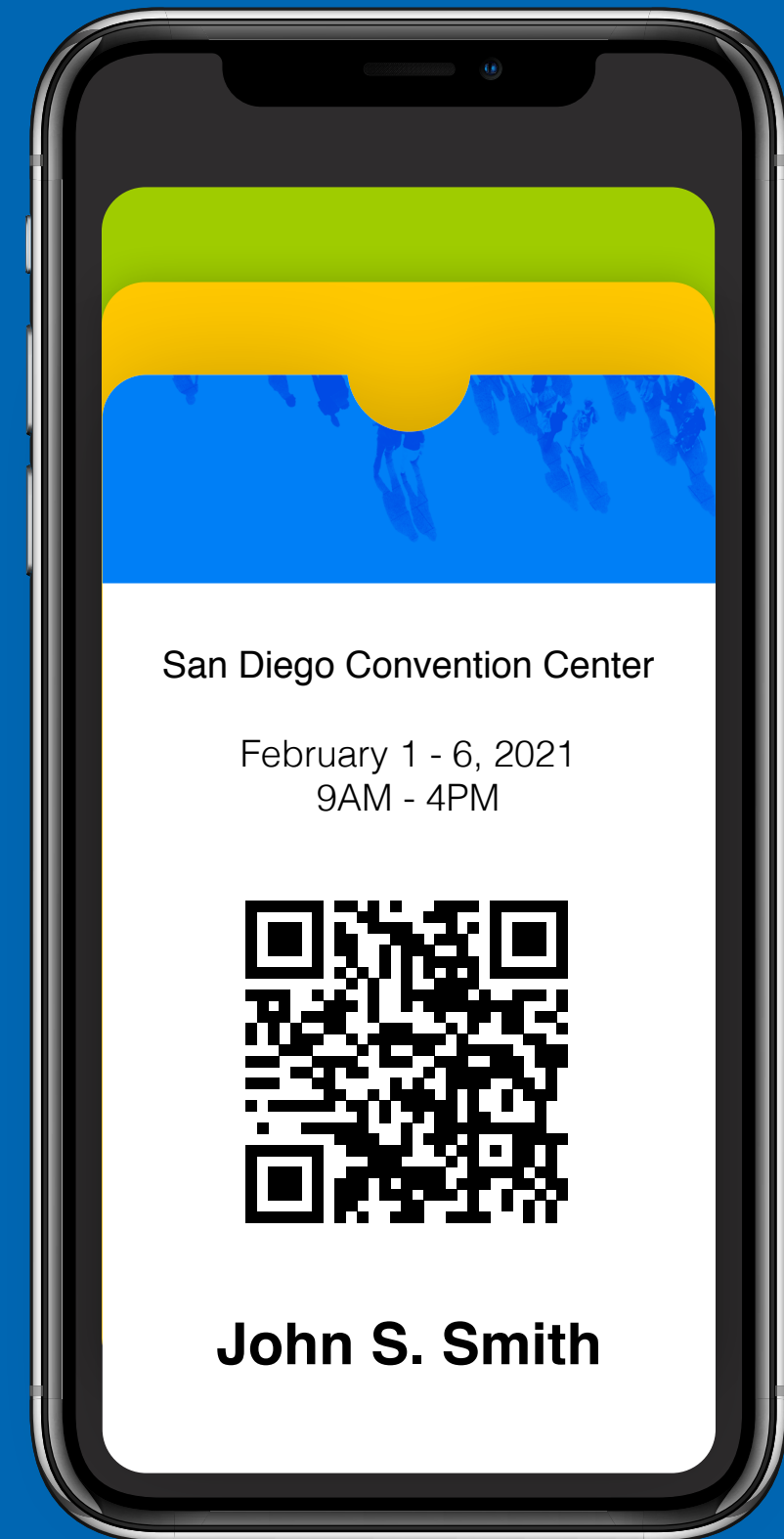
2



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?



Registration solutions

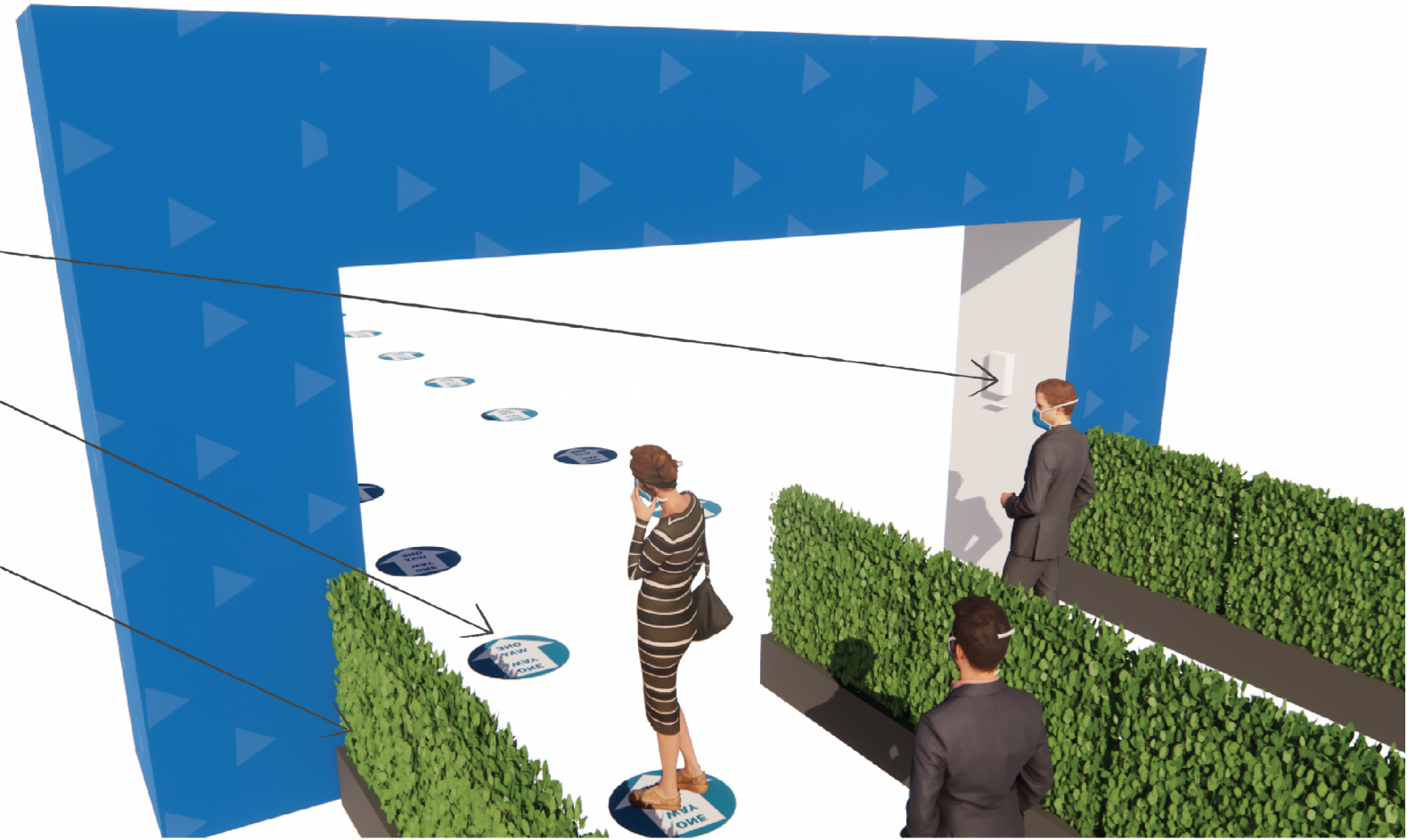
Here are the available options for a safe registration experience. Of the three, “Touchless” is considered the safest.

	Touchless	Hybrid	Physical
REGISTER ONLINE	✓	✓	✓
EMAIL CONFIRMATION	✓	✓	✓
DIGITAL BADGE (24-48 HOURS PRIOR TO EVENT)	✓	✓	
TEXT MESSAGE FOR ACCESS GUIDANCE	✓	✓	
PHOTO ID	✓	✓	
COLOR-CODED ACCESS LEVEL	✓	✓	
STAFFED CUSTOMER SERVICE STATION	✓	✓	✓
MULTIPLE BADGE PRINTING STATIONS ON EVENT SITE		✓	✓
BADGE PRINTING AT HOST HOTELS		✓	✓
BADGE PRINTING AT ADDITIONAL SATELLITE SITES (AIRPORT, ETC.)		✓	✓
MOBILE BADGE PRINT		✓	✓

SANITIZER STATIONS

FLOOR GRAPHICS TO INDICATE SOCIAL DISTANCING

ELEMENTS & PROPERTIES TO REINFORCE SOCIAL DISTANCING



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.

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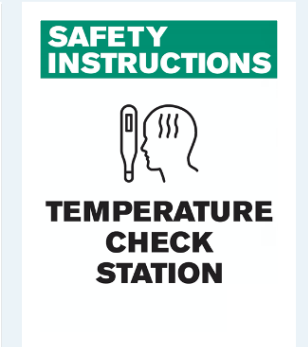
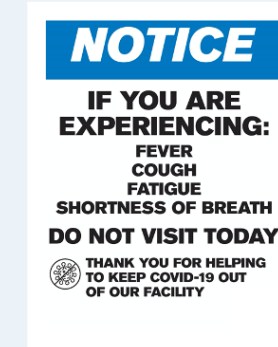


Health and safety messaging

Masks



Health checks



Social distancing



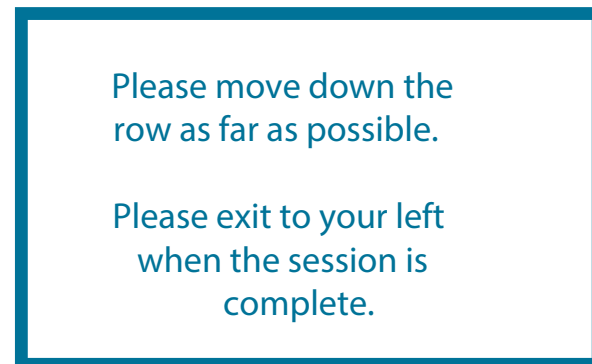
Hand washing



OSHA-compliant safety signage

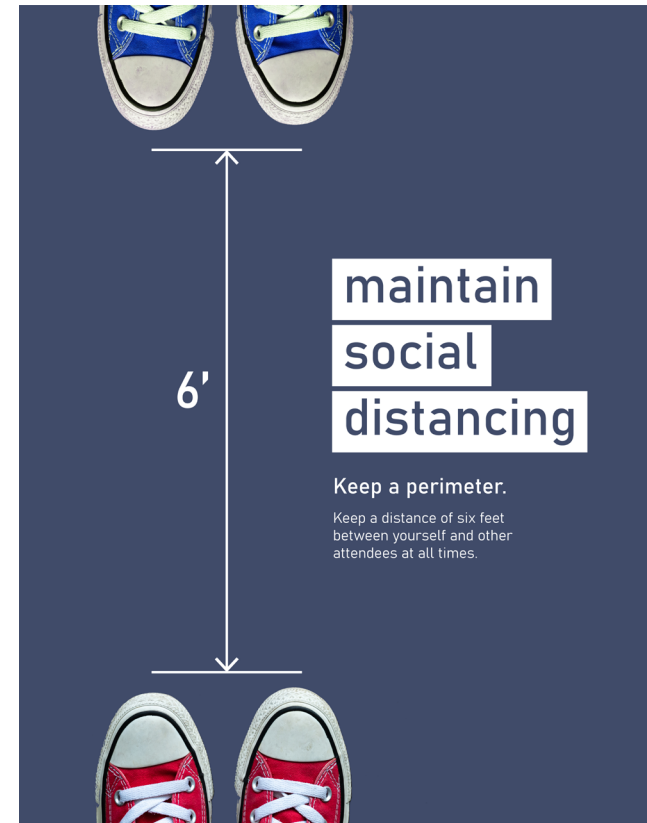
Shown here are the latest health and safety signs that comply with OSHA guidelines for public events. Please check with your local municipality or facility partner to see if they must be posted at your event.

Examples of floor, wall,
and hanging graphics:



Signage strategy

Bold directional signage will help keep foot traffic
flowing in the proper direction.



Other ways to get the message out through custom signage

We also offer the option of health-and-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 and 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.

”

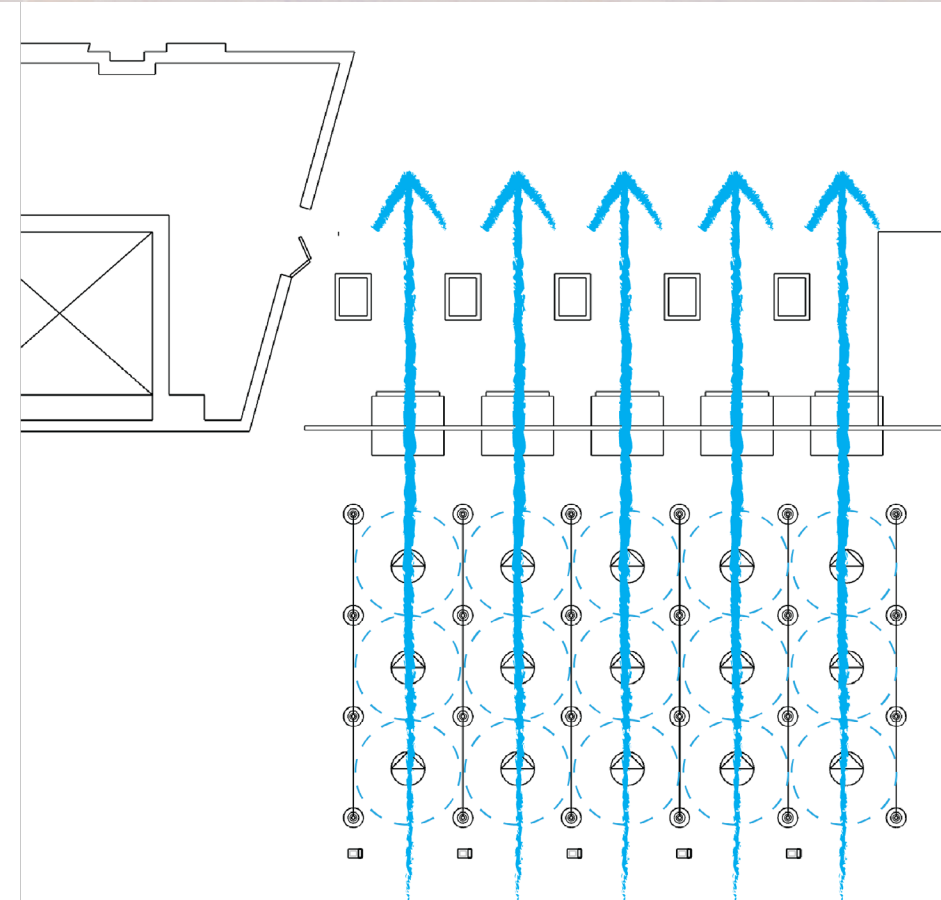
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Show layouts

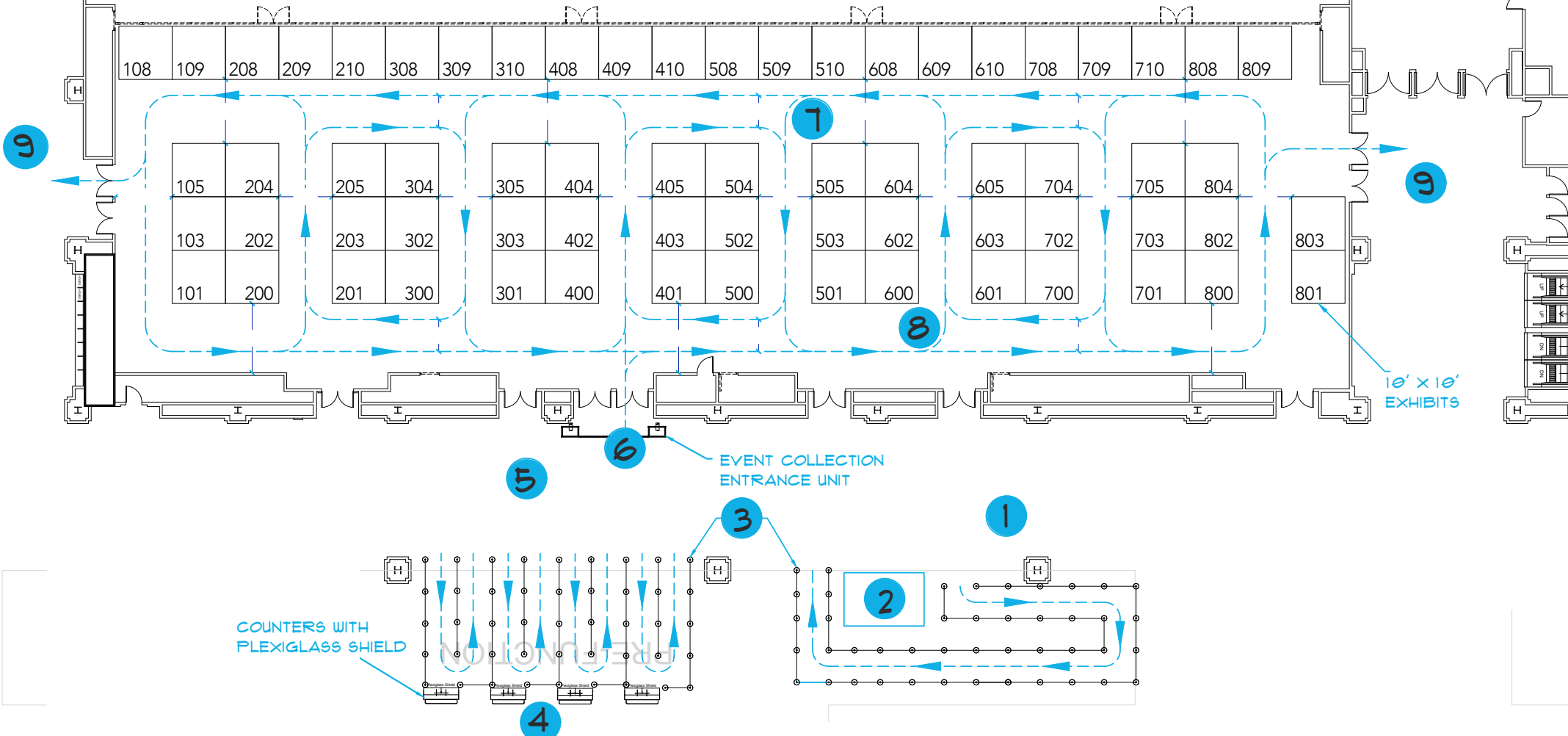
Mind your queues

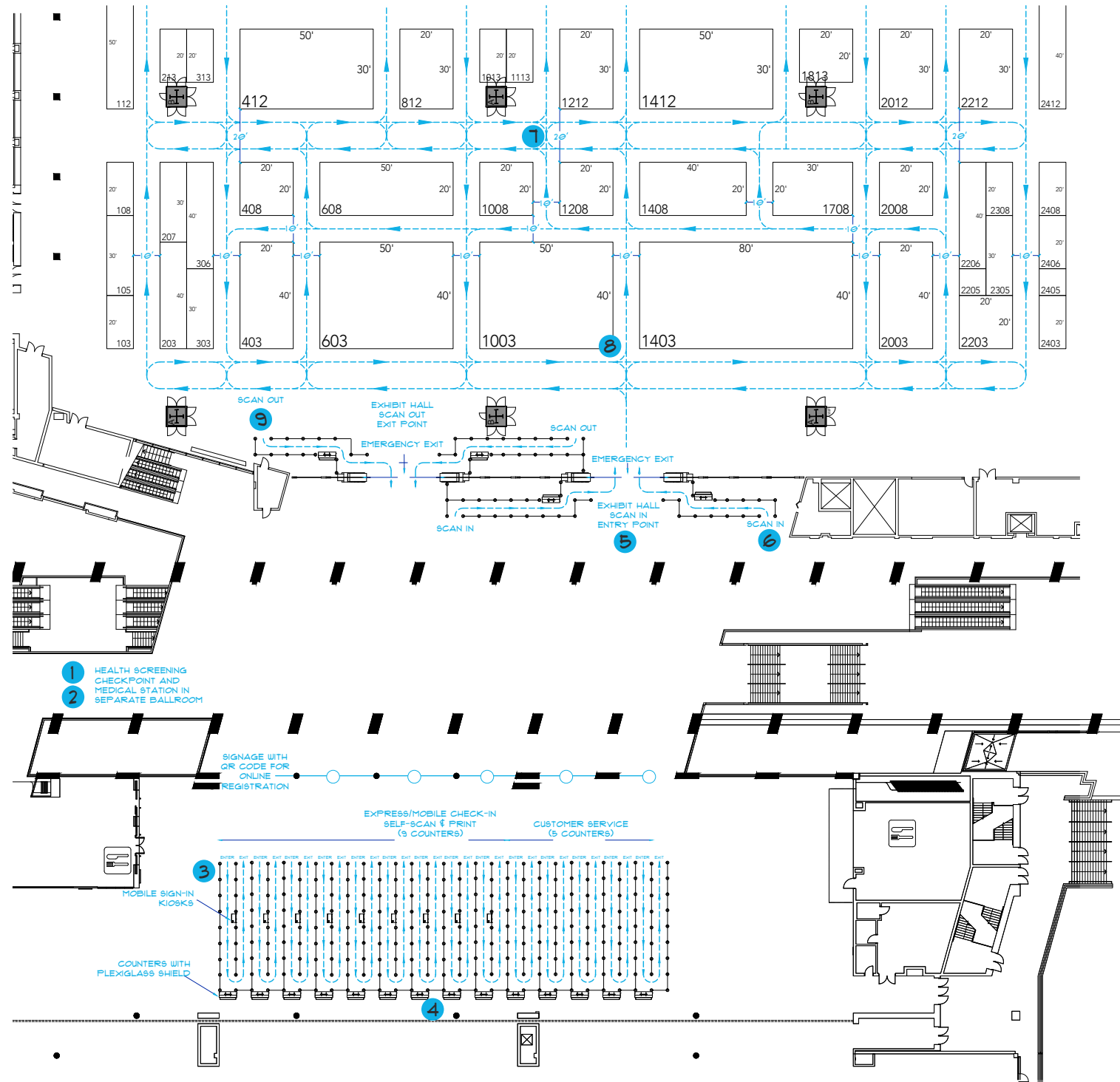
Attendees don't pay good money to stand in line. Nor do they think it's safe, post-COVID-19. After all, moving attendees are happy attendees. And healthier ones, too.



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



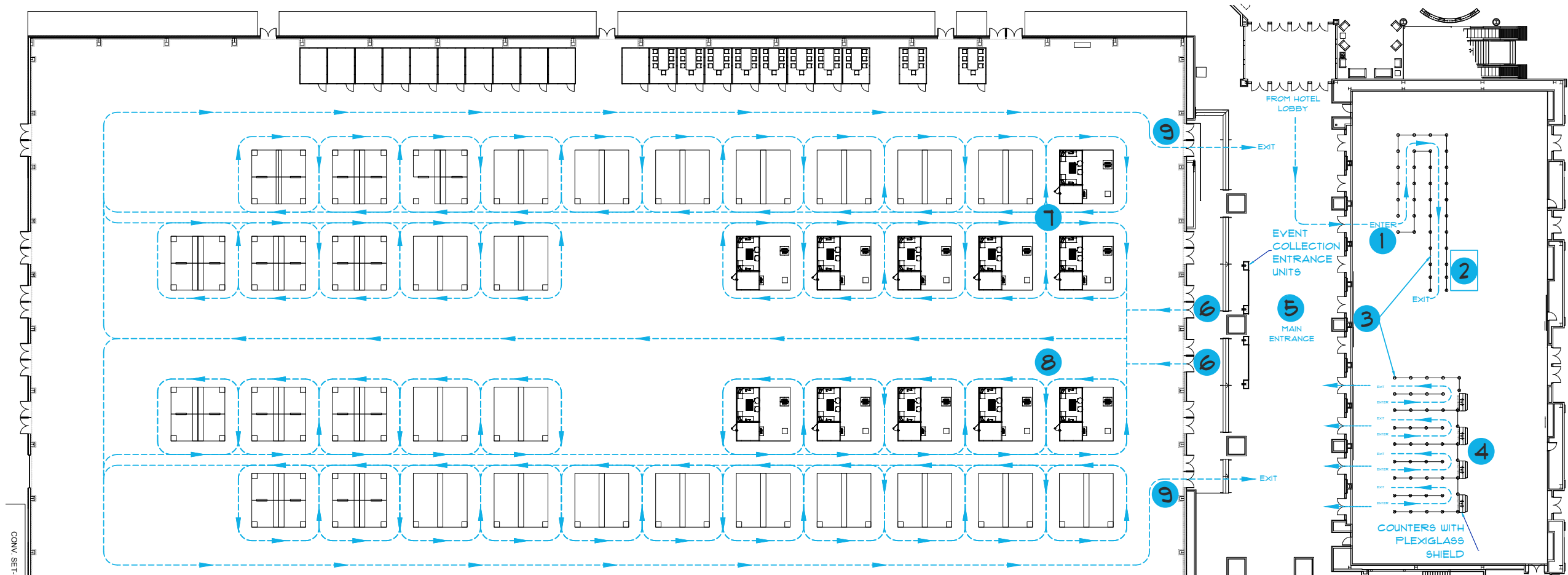


here's how the plan for a trade show in a midsized hall might look

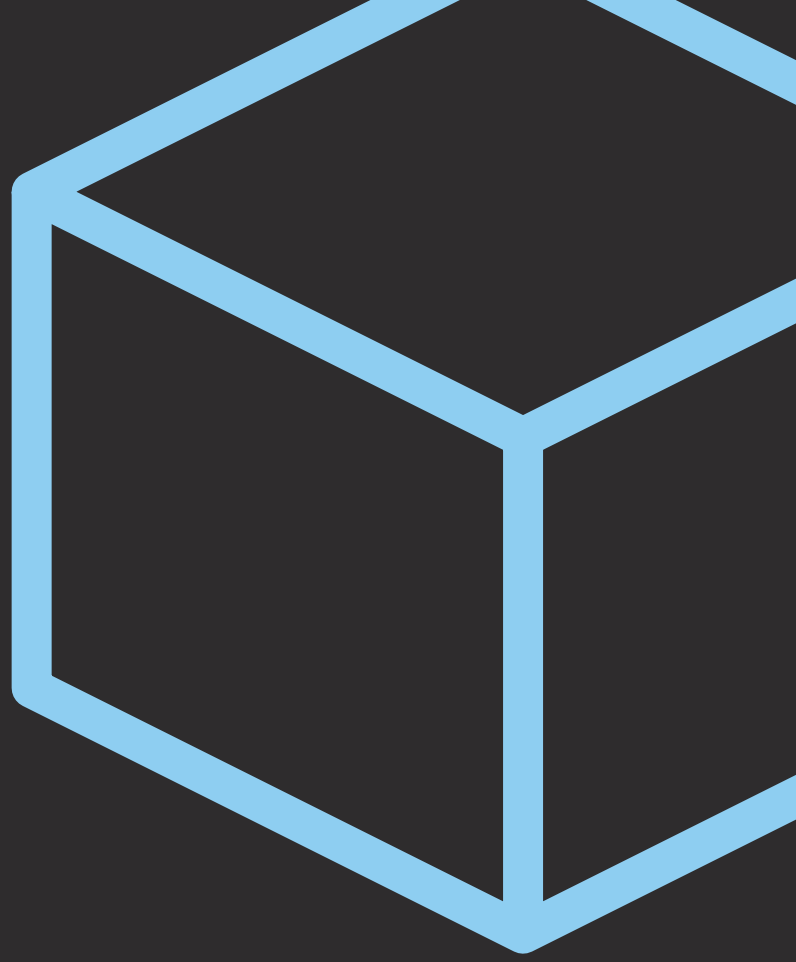
- 1 PRE-ENTRY HEALTH SCREENING CHECKPOINT
- 2 MEDICAL STATION
- 3 QUEUE LINES SPACED 6' APART
- 4 SERVICE COUNTERS WITH SHIELDS SPACED 6' APART
- 5 MAIN ENTRANCE SEPARATE FROM EXITS
- 6 BADGE SCANNING UPON ENTRY
- 7 AISLE WIDTHS ALLOW FOR 6' OF SEPARATION
- 8 AISLES FLOW IN ONE DIRECTION THROUGHOUT
- 9 BADGE SCANNING UPON EXIT

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



5



Exhibits

Exhibit booths and spaces

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 and Safety protocols. Note that with the options available — as well as the ability to customize — the possibilities are virtually endless.



Exhibits: the visit

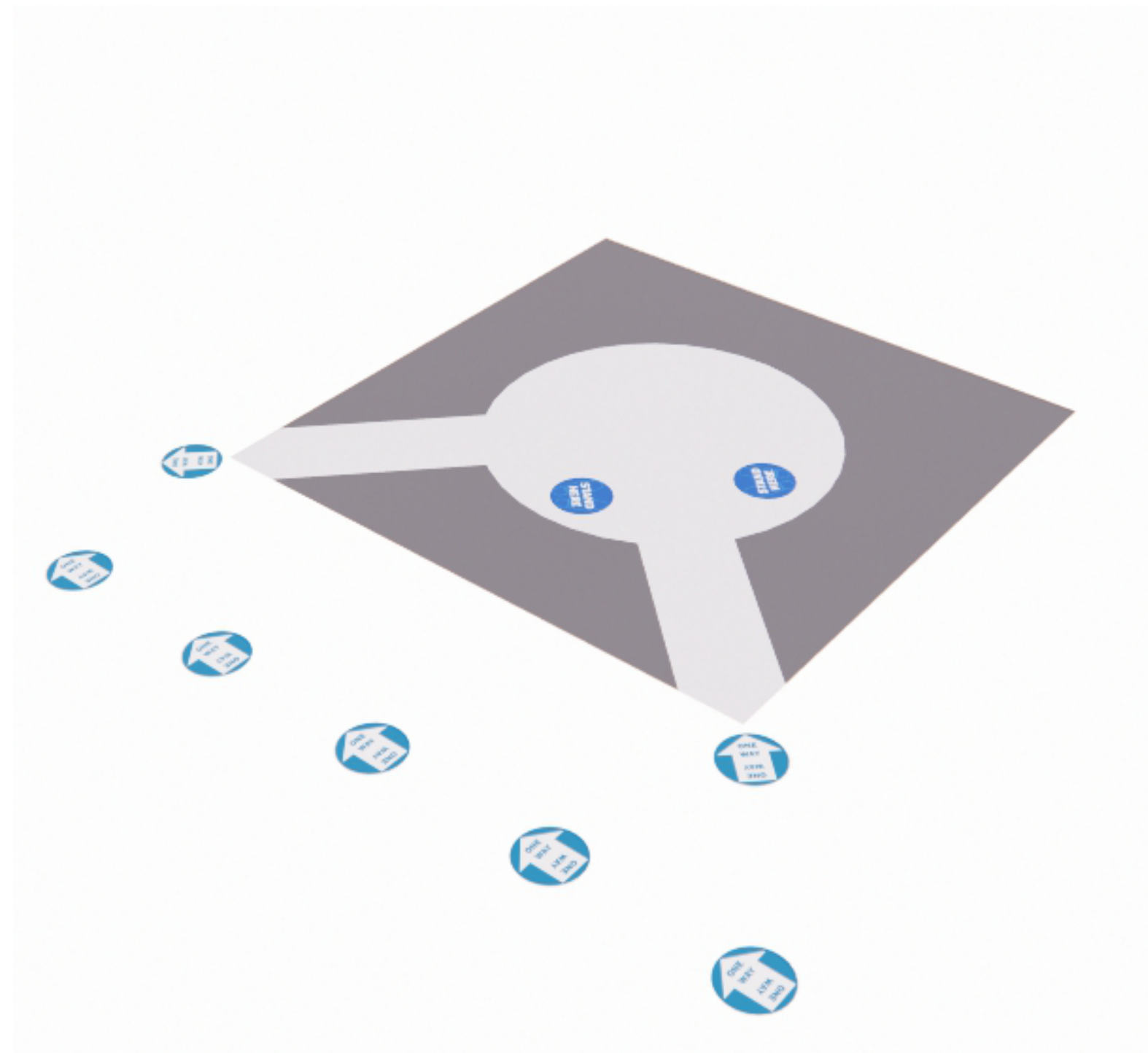
The space should visually provide an easily understandable flow through the booth and encourage the attendee experience.

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 the space.

Have signage to gently remind attendees of physical distancing throughout booth.

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



Exhibits: the property

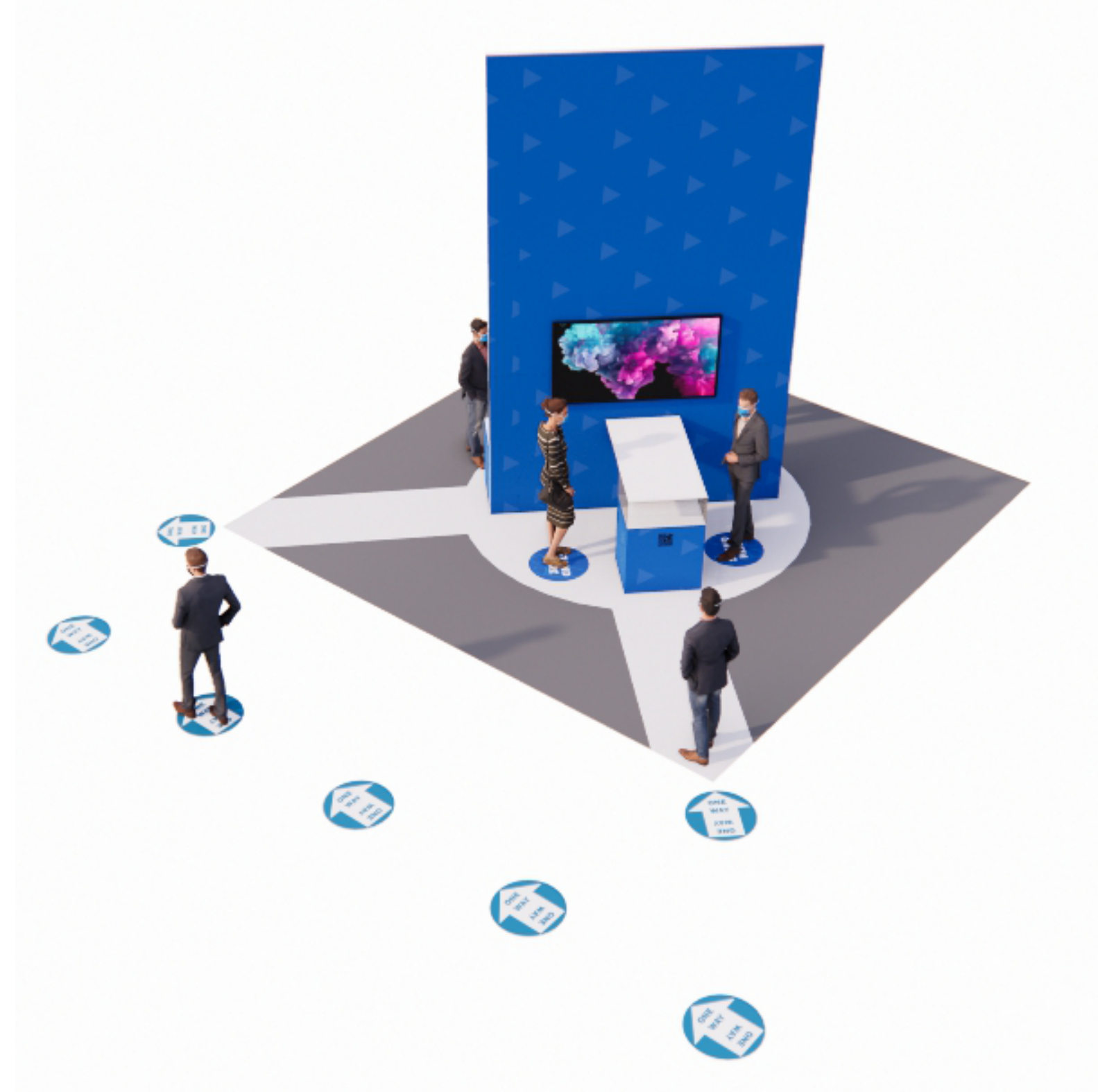
The property adaptations and suggestions may also help maintain the flexibility with your current design and budget. These minor adjustments will provide greater viewing and physical distancing.

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.



The engagement

Technology will continue to play a role in trade shows and may become more mainstream as touchless areas will be preferred.

Large screens for impactful storytelling.

Gesture technology wall, motion sensing.

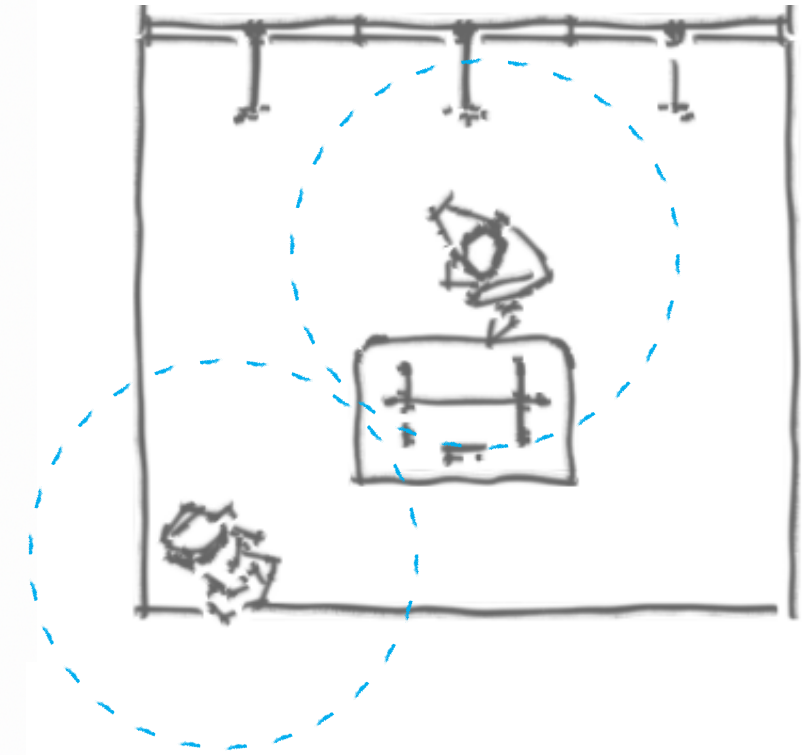
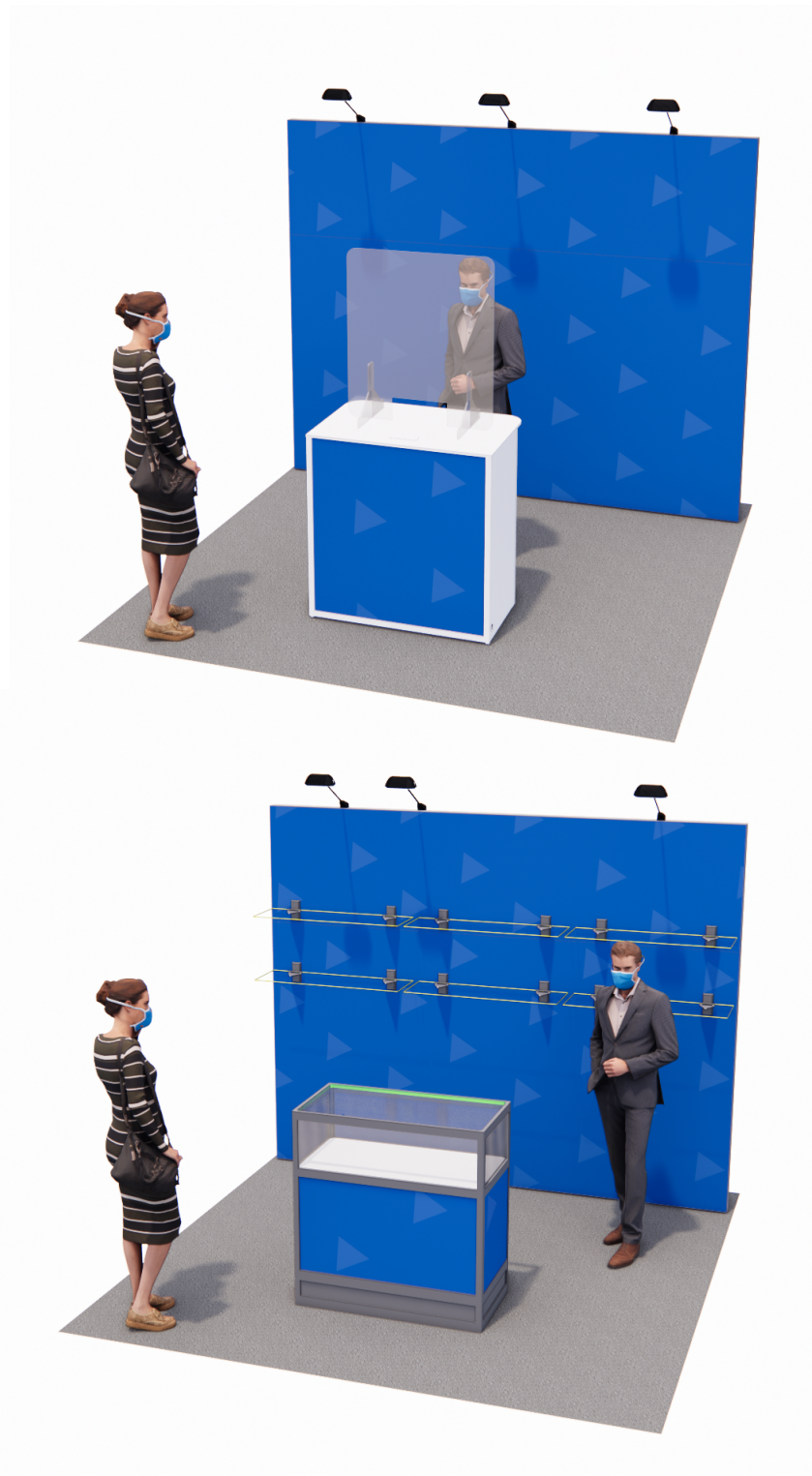
QR/barcodes on personal hand-held devices for sharing content, product information, or business card exchange.

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

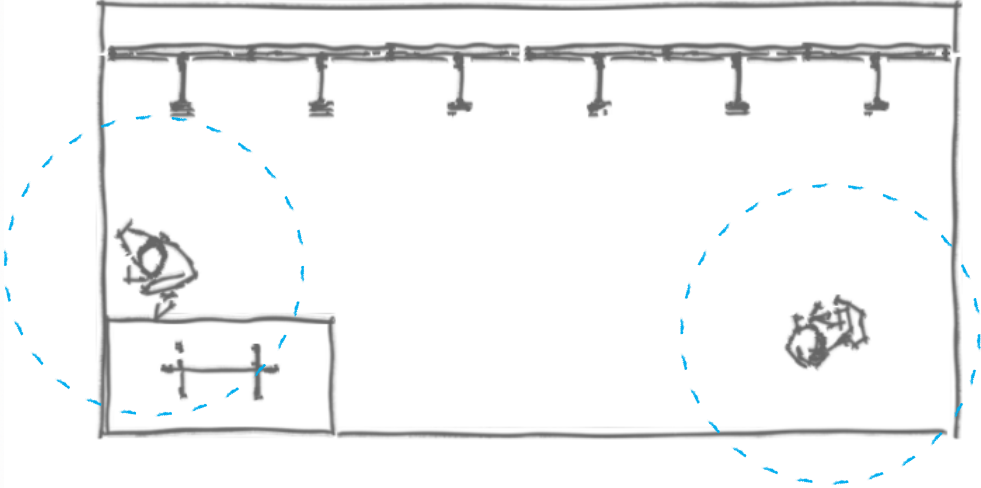
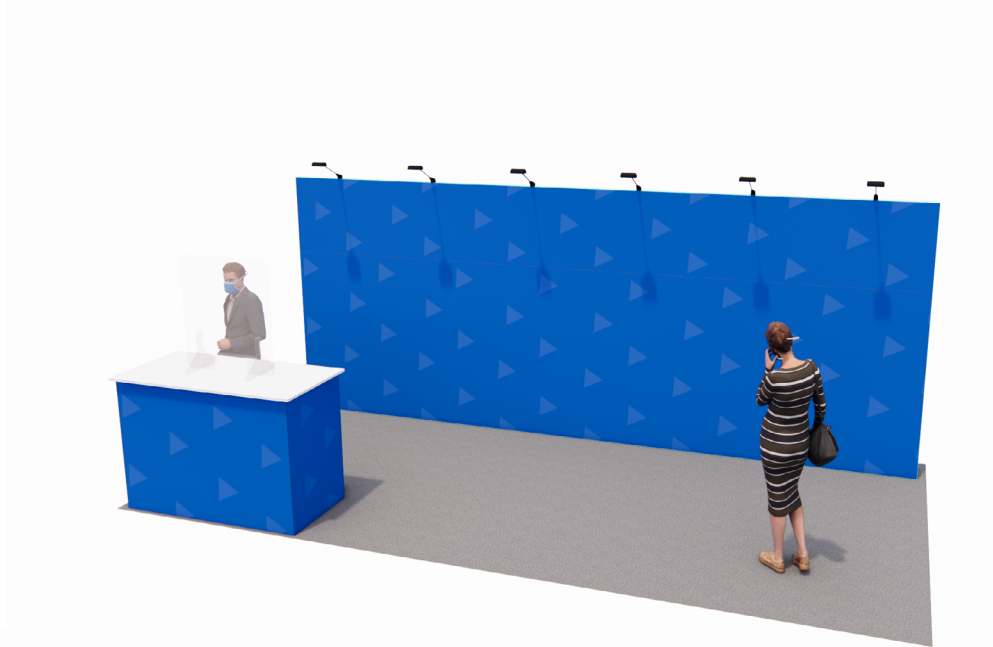


10x10 exhibits

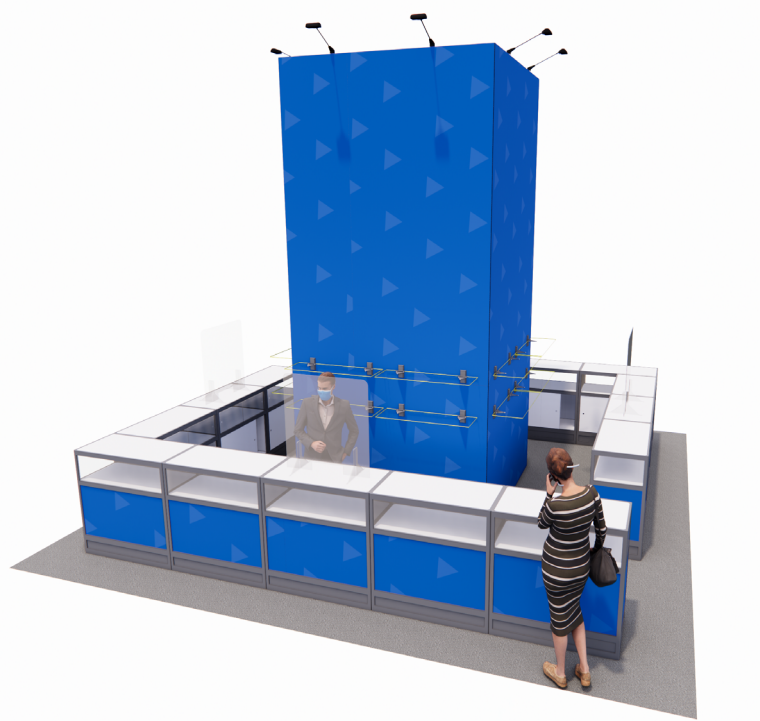
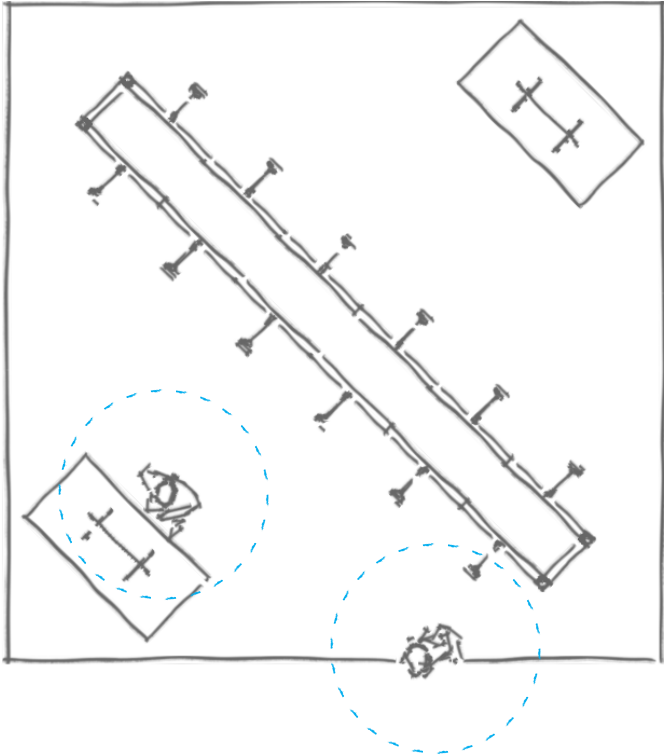
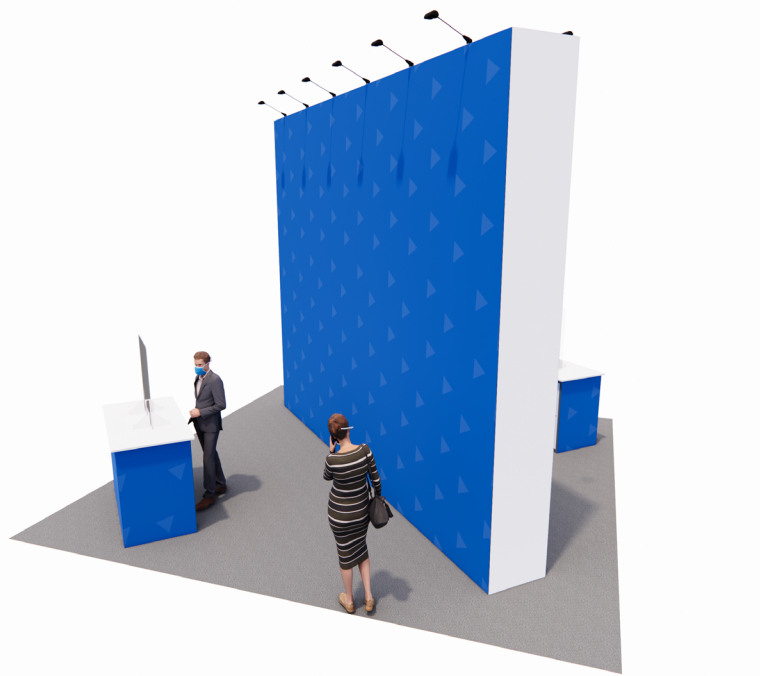
Consider the designs on this and the following 2 pages that showcase your product or service but also allow you room to implement social distancing.



10x20 exhibits



20x20 exhibits



6

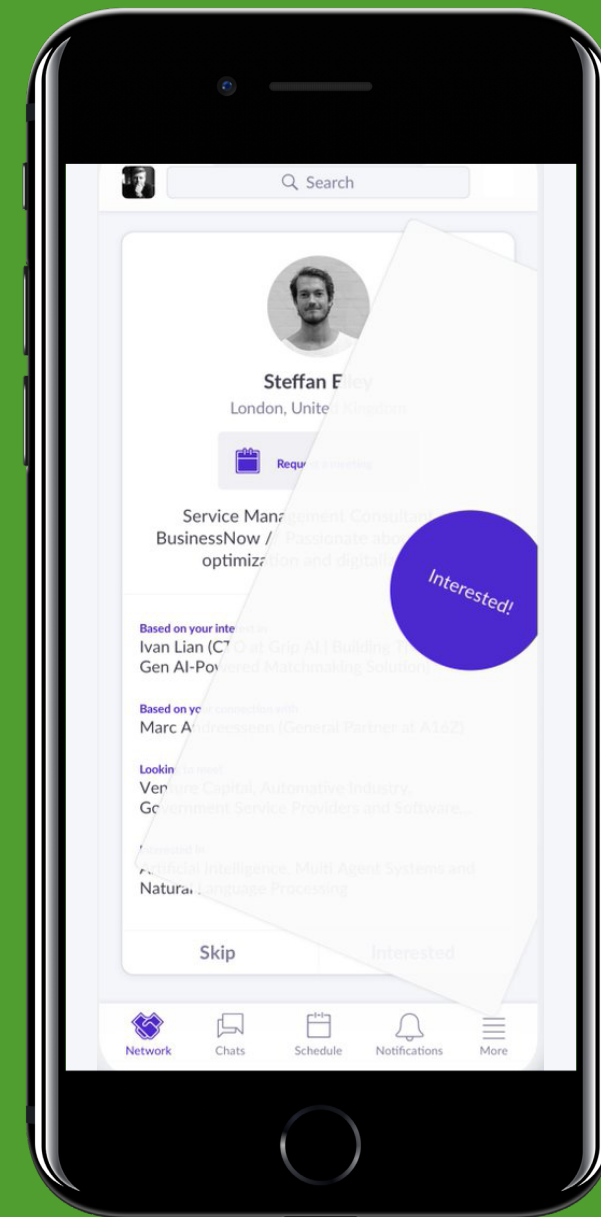


Networking

Getting a grip on connections

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.

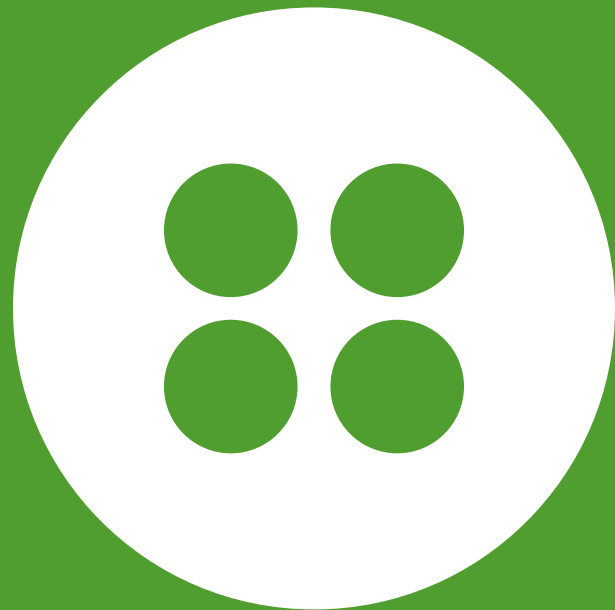
Enter Grip, a professional matchmaking app and partner solution offered by Freeman. Grip uses the latest AI technology to provide attendees, exhibitors, and sponsors with highly targeted networking recommendations to help them meet other people with their professional goals and interests. In the post-COVID-19 world, safe and efficient networking will be imperative, and Grip delivers a virtual opportunity to augment and enrich live engagements.



Details make the networking experience



SPACING



DENSITY



AUDIO



FURNITURE

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 that adhere to health and safety requirements and facilitate effective, meaningful interactions. Delivering environments that 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 aisleways between networking spaces.



If desired, indicate required social distances with floor graphics.



2-person capacity



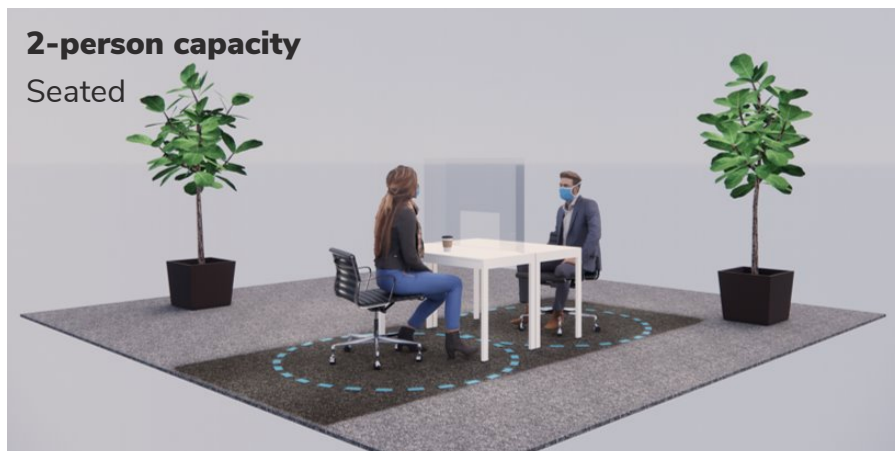
4-person capacity

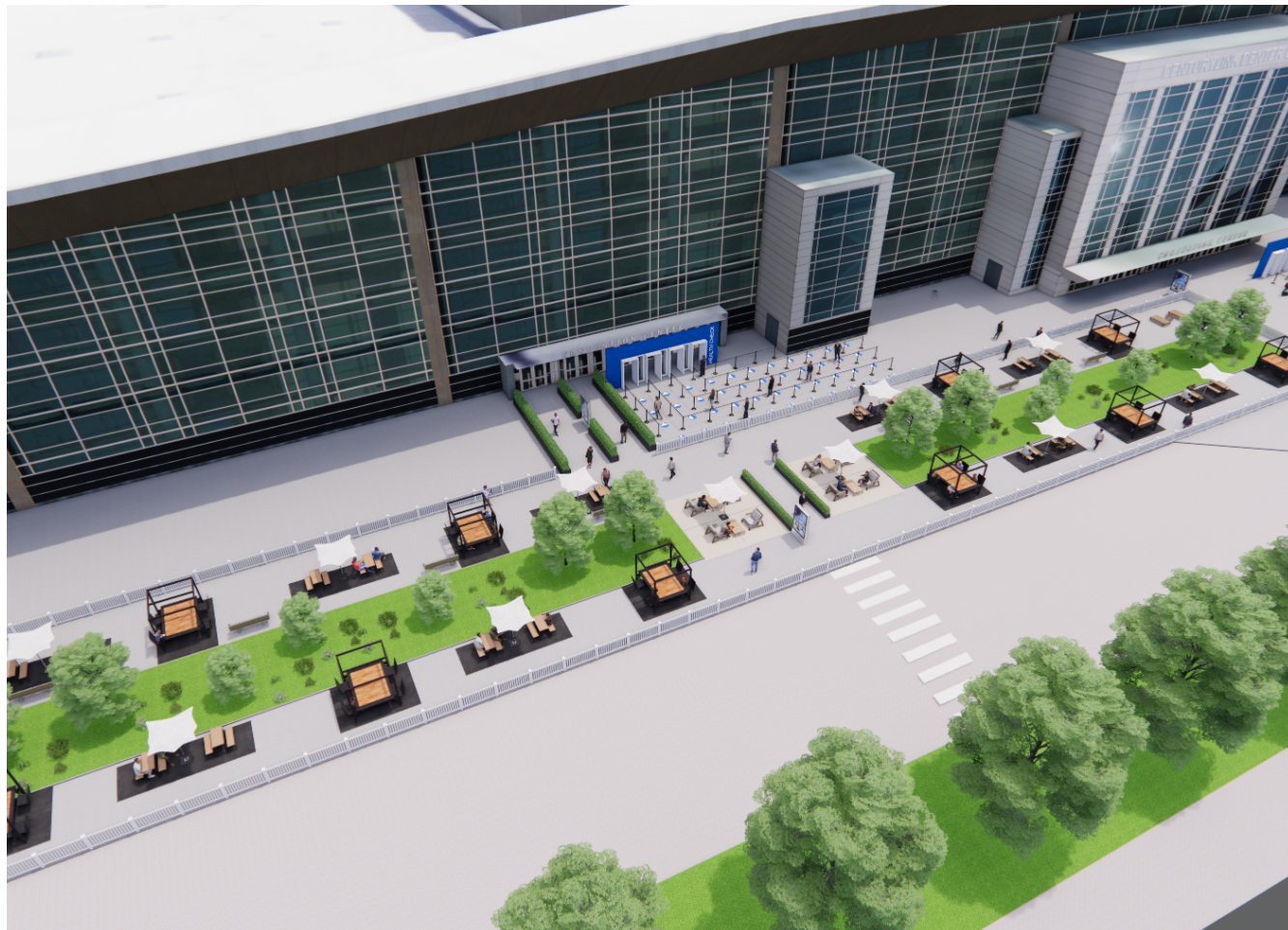
Meeting pods

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 aiseways between meeting spaces; this will help individuals maintain appropriate distance and help to mitigate audio issues.



If desired, indicate required social distances with floor graphics.





Take it outside

A few minutes in the 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 that 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.

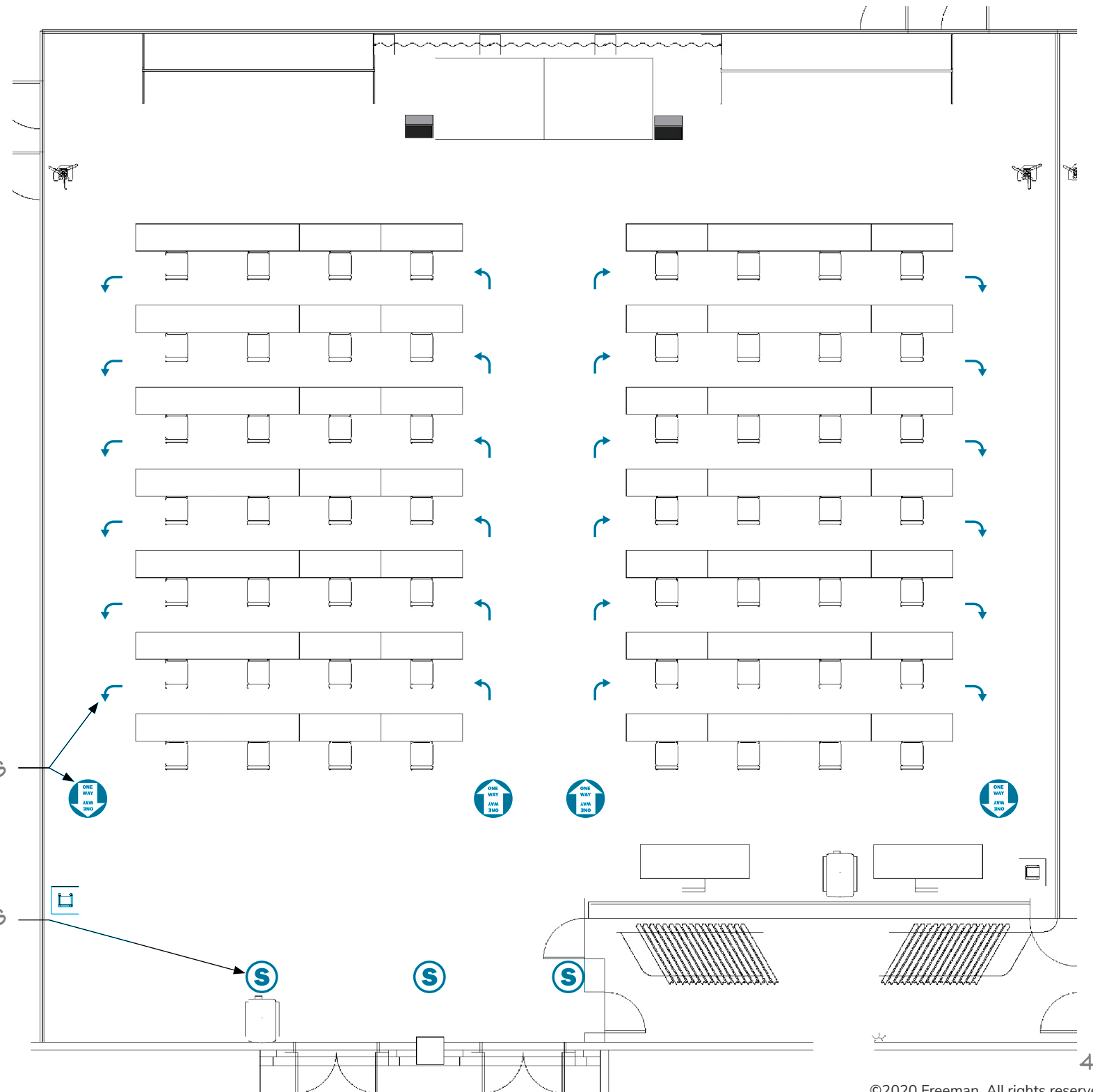
TABLETOP SIGNAGE



FLOOR GRAPHIC

FLOOR GRAPHICS

SANITIZATION STATIONS



Session seating options

Consider cleaning and sanitation requirements when selecting furniture; try to steer clear of fabric or upholstery.



BLADE CHAIR



DUET STACK CHAIR



RAZOR CHAIR



TECH TABLET CHAIR
FOR SMALLER SESSIONS



Furniture and 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.



Barrier Size 31.5"W x 36"H

Social distancing product offerings



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



42"H



42"L 72"H



Vertical 63"W 23"L 83"H
Horizontal 83"W 23"L 63"H

Social distancing product offerings



39"L 9"D 72"H

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



48-70"L 12"D 31¹/₂"H

Divider for use on top of counters and bars. Display can be clear or have branding applied.

9



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.

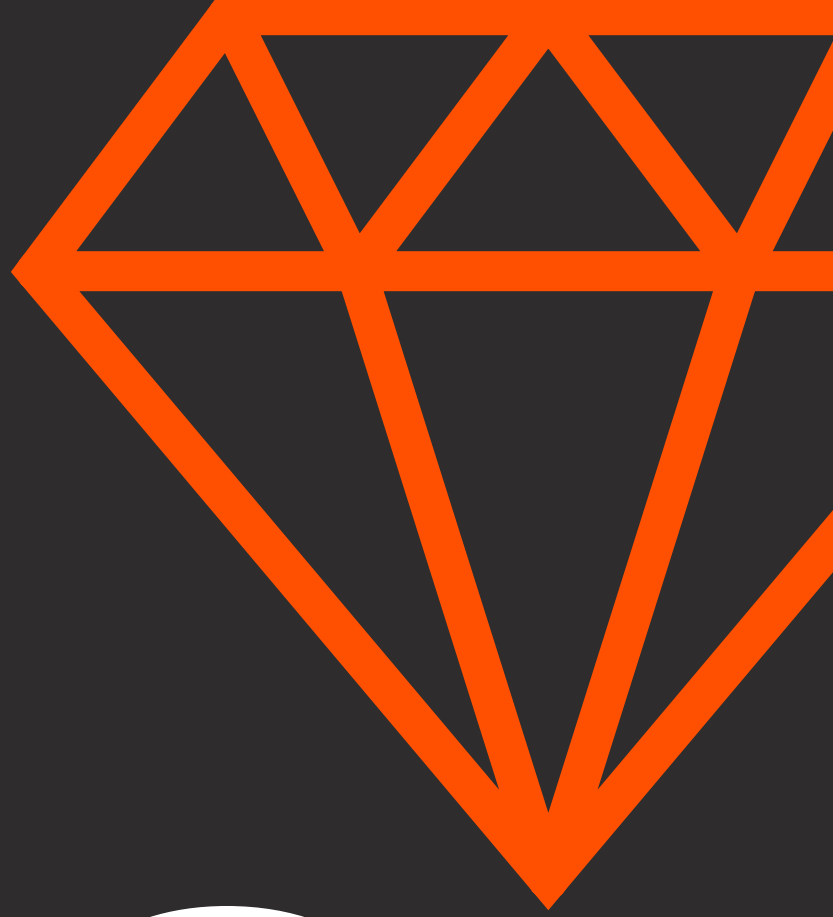
When a live event goes online as well, it extends the reach and resonance of its event brand, through speakers, sessions, and posters.

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.



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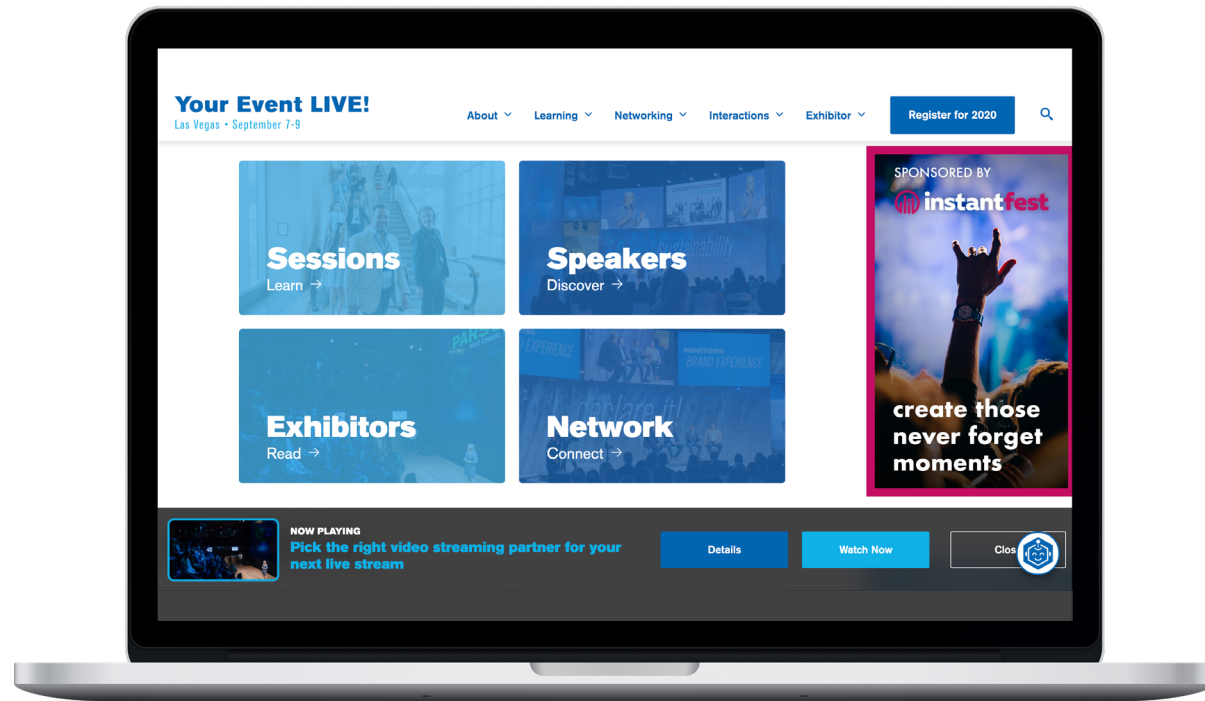


Sponsorship

You down with PPE?

Making it easy for attendees to observe health and 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.





Potent possibilities in hybrid sponsorships

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 and safety concerns makes 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 everything from pre-event communications to online elements to 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.

**Click or scan the QR code
for tips, tools and more
to design safe, engaging
events.**



When you're ready, feel free to reach out.

Contact us

About Freeman

Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era.

With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.