

2021 ATA TRADE SHOW – SAFETY PLAN FOR ATTENDEES

Updated on September 24, 2020



**ATA staff will continue to update this document as more information becomes available through the Indiana Convention Center and the Marion County Public Health Department.*

Face Coverings

Mask or face coverings will be required while in the Indiana Convention Center. This includes all areas (lobbies, meeting rooms and exhibit halls) and at all times (exhibitor move-in, show days, and move-out), except when eating and drinking.

Attendees and exhibitors are encouraged to bring their own face covering, but the following will be supplied:

- Free sponsor-provided cloth masks
- Free disposable masks (provided by ATA)
- For-purchase face coverings at the ATA Store

Health Screening

All individuals entering the ICC will move through a two-step health screen. Attendees will be asked three standard health-screen questions and have their temperature checked using a no-touch thermometer. All cleared individuals who complete and pass the health screen will be given a wrist band that allows them access to exhibit halls and meeting rooms. Hand sanitizer will be available to individuals as they exit the health screening.

An attendee's temperature must be 100.3 or under to pass the health screening. Individuals who have a temperature of 100.4 or over will be required to receive a secondary evaluation by medical specialists and a follow-up action will be determined. In most cases, the individual will be allowed to return to be screened the following day.

Health screenings will be conducted daily. Once an individual is cleared for a given day they can exit and re-enter the building as needed. Wristbands, along with an official Trade Show badge, must be worn at all times.

Exact locations of the health screening stations will be provided to attendees and exhibitors 7-10 days before move-in.

Anyone in the building affiliated with the ATA Trade Show (vendors, catering staff, ICC staff, etc.) must follow health screening protocols and requirements.

Large Social Events

Large social events will not take place, including Connections; an ATA Happy Hour, and Outtech Innovations, in an effort to focus on safety.

Exhibit Hall Traffic

All 10-foot aisles in the exhibit hall will be one-way traffic. All cross aisles were increased to 20-feet prior to the start of the booth selection process and will allow for two-way traffic. The exhibit hall doors will be clearly marked as "entrance only," "exit only," or "two-way controlled traffic."

Centerplate Food & Beverage

The Centerplate staff will adhere to strict health and safety guidelines. Food and beverage service will be available at the ICC, but menus and services will be modified for the safety of all guests. Plexiglass shields have been installed in all service areas.

Social Distancing

Social distancing will be required when possible. The ICC space used by the ATA Trade Show is 1.2 million square feet, which will only reach 9% capacity with the expected attendance. As always, attendance will be controlled, and the public will not be allowed anywhere inside the ICC.

- Large social events will not take place at #ATA2021, including Connections: an ATA Happy Hour, and Outtech Innovations, in an effort to focus on safety.
- Additional seating will be added in available spaces to allow for additional socially distanced seating and eating.
- Exhibitors should consider a booth layout that allows space for social distancing and avoid in-booth activities that generate crowds.

Medical Personnel

Extra medical personnel will be onsite to ensure the safety of all guests.

Registration/Trade Show Badges

All attendees and exhibitors must register for their badges in advance of the Show to minimize contact points. Registration will close on December 22, 2020. No new member applications will be accepted or processed onsite. Attendees are required to bring their QR registration code with them to the Show to be scanned at one of the express pass stations where badges will be printed. ATA members will find the QR registration code in the express pass email sent to them after they register for their badge. If an attendee doesn't have their QR code onsite, they must go to the Main Registration counter and present a valid picture ID to pick up their badge.

Attendee registration does not currently have a limit, but it will be monitored to ensure the expected attendance is within capacity limits for social distancing.

Unlike in previous years, exhibitors will not be able to purchase additional badges beyond their booth space allotment.

Increased Sanitization at ICC

The ICC has recently invested \$7 million in safety enhancements, including:

- Numerous permanent and temporary hand sanitizer kiosks throughout the ICC.
- A Clorox 360 disinfecting system to sanitize between sessions and overnight.
- Dedicated building staff to sanitize and disinfect constantly throughout the day.
- 24/7 fresh air circulation into the building.
- Hospital-grade air filtration. MERV 14 air filters have been installed in the HVAC system. The MERV 14 filters provide the highest quality air filtration available for the HVAC system.

The ICC is also currently in the process of pursuing the GBAC STAR Facility Accreditation, the cleaning industry's only outbreak, prevention, response and recovery accreditation for facilities.

Onsite Education

We will still offer onsite education, but there will likely be limited capacity per session.

Vulnerable Population

ATA encourages anyone who is immunocompromised or has serious underlying medical conditions to stay home.

Be informed

[Know the COVID-19 Symptoms](#)

[Quarantine and Isolation Protocols for COVID-19](#)

[How to Protect Yourself and Others](#)

[Protect Yourself and Others in Public Settings](#)

[Stop the Spread of Germs](#)

[How to Safely Wear and Take Off a Mask](#)

[What You Should Know about COVID-19](#)