The Content Marketing World team is excited to bring our community together under one roof for an unparalleled immersive experience. We are committed to creating an event where our attendees, sponsors, partners, staff, and local workforce can have an enjoyable and successful experience, conduct business effectively, and do all of this in safety and comfort.

The health and safety of our customers and staff remain our #1 priority. Our event has been organized in accordance with the CDC's guidelines, Informa's AllSecure Health and Safety standards, and in partnership with the Huntington Convention Center of Cleveland.

The following information includes everything you need to know and every step we are taking to deliver a safe, secure experience. Please take a few minutes before you arrive to familiarize yourself with our on-site policies, services, and how to stay informed during the event.

Note: the following information is effective as of August 24, 2021.

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BEFORE YOU ARRIVE

Have you completed your self-assessment? Are you free from any known COVID-19 symptoms? Great! We look forward to seeing you soon.

If you feel unwell, please take care of yourself. If you have any of the known symptoms of COVID-19, we must also ask that you stay home. You can refer to the CDC's COVID-19 self-checker guide **here**.

BEFORE YOU DEPART:

- ▶ Have your proof of vaccination and/or negative test readily available. This is required of all Content Marketing World participants and staff. See below for more information.
- ▶ Have your digital or print registration QR code from your confirmation email readily available. This will expedite your entry upon arrival at the event
- ▶ Check your flight and travel arrangements for any COVID-19 related restrictions or requirements
- ▶ We are closely following the latest CDC guidelines on mask wearing. All staff will wear masks when interfacing with guests during the event. Any guests who will be wearing masks should bring their own; a minimal quantity will be available on-site.

PROVIDING PROOF:

Content Marketing World is requiring all participants and support staff to provide proof of full vaccination or negative test prior to entering the event, specifically:

VACCINATION PROOF:

- ▶ May be provided in digital or paper format
- ▶ Must display the date the vaccine was administered, or in the case of a 2-dose vaccine series, the date of second dosage
- ▶ Must be accompanied by a form of legal identification to verify the participant's information matches the proof provided
- ▶ In accordance with **CDC guidelines**, people are considered fully vaccinated:
  - ■ 2 weeks after their second dose in a 2-dose series, such as the Pfizer or Moderna vaccines, or
  - ■ 2 weeks after a single-dose vaccine such as Johnson & Johnson's Janssen vaccine

PROOF OF NEGATIVE TEST:

- ▶ May be provided in digital or paper format
- ▶ Must be administered no more than 3 calendar days prior to entering the event
- ▶ Must be accompanied by a form of legal identification to verify the participant's information matches the proof provided

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.

DURING THE EVENT

We are taking additional measures to ensure your health and safety at the event. Please plan accordingly and allow extra time when arriving at the show and making appointments with customers.

WHEN YOU ARRIVE:

All participants will be required to show proof of vaccination or negative test results at Registration. (see section "Before You Arrive" for more detail)

▶ Once the required form of proof has been verified by event staff, participants will receive an official badge to gain entry to the event.

▶ Any participant unable to provide legal identification to verify the proof provided will not be permitted to proceed and will be asked to secure the necessary identification prior to attempting re-entry.

▶ Any participant unable to provide proof of vaccination or negative test results will not be allowed entry to the event and will need to arrange for a test locally.

DURING THE EVENT:

▶ Mask policy – We are following the latest CDC, state and local health authority guidelines on mask wearing.

- All event staff - including security staff, foodservice staff and contractors - will wear masks when interfacing with guests during event hours
- Guests who will be wearing masks should bring their own; a minimal quantity will be available on-site.

▶ Transparent barriers on registration counters will be implemented for enhanced safety and our staff will regularly clean all equipment.

▶ Session room seating will include extra spacing for comfort and presentations will be available on demand on our virtual platform for anyone who wishes not to participate in person.

▶ Please follow all recommended health and safety measures, including those from the CDC, such as washing your hands often and covering your cough or sneeze. Please do not come to the event if you have any of the symptoms of COVID-19.

▶ We've increased staff and security to provide the BEST customer service and make sure information is easily accessible.

▶ Exhibitors will have access to enhanced cleaning and disinfection services for their booths.

▶ Trash will be removed through the venue with great frequency.

▶ Daily disinfecting will take place to sanitize all restrooms and frequently touched public areas.

▶ All off-site events will follow the same protocols as the on-site event.

FEELING SICK UNEXPECTEDLY AT THE EVENT?

▶ Please visit the First Aid Station in Expo Hall A. Medical personnel will be available to assist.

▶ If you are experiencing symptoms of COVID-19, we must ask you to please visit the First Aid Station in Expo Hall A for testing.

▶ If you test positive for COVID-19 and are unable to travel, we will work with you and your hotel to accommodate you. Please contact Stephanie Stahl at 202-256-7041 or **Stephanie.Stahl@informa.com** for assistance.

CONTACT US ANYTIME

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

BEFORE THE SHOW

Please refer to **Content Marketing World Health & Safety** page to review a full list of health and safety measures. To speak with your account executive or a member of our team directly, please **Contact Us**.

AT THE SHOW

Signage referencing our health and safety measures will be placed throughout the venue. Our staff will also be ready to answer your questions at Registration.
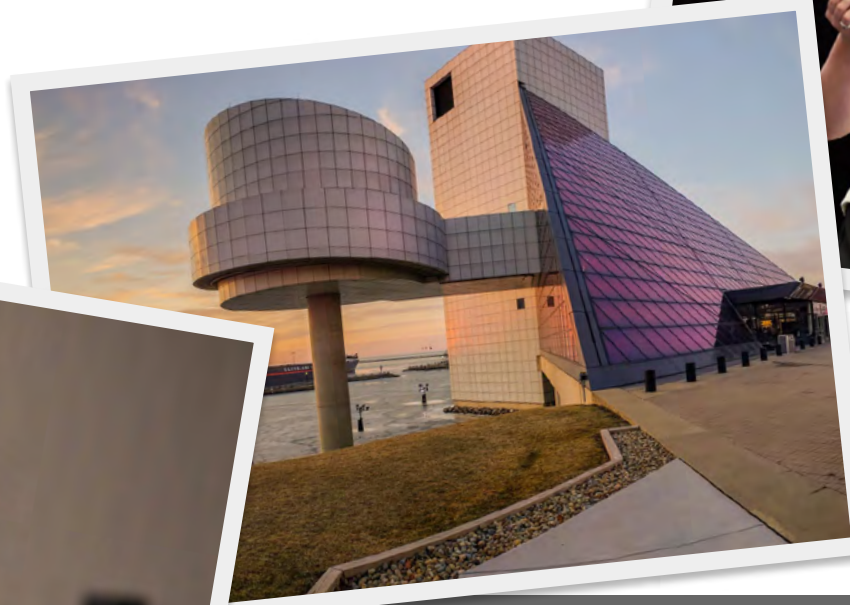
ADDITIONAL HEALTH & SAFETY RESOURCES

HUNTINGTON CONVENTION CENTER

In these ever changing and uncertain times, the Huntington Convention Center Staff is continuously researching and implementing new ways to make the building safe to have events again. For a preview of their safety protocols – including HVAC filter upgrades, touchless door openers, enhanced cleaning technologies, and more – check out the video **posted here**, as well as **these resources** from the HCCC and their building partners.

HOTEL PARTNERS

CHP is our official housing partner. Information on hotels may be found on our Hotel Reservation link, within the description for each property. **Click here** for more information and our hotel list.

CLEVELAND CLEAN COMMITTED PROGRAM

Destination Cleveland's CLEAN COMMITTED program asks business owners for their word to ensure a clean and healthy environment for visitors and residents. CLEAN COMMITTED is a voluntary commitment to guidelines and orders of federal, state and local public health officials as well as industry associations to help minimize the spread of COVID-19 and other infectious diseases. The program was developed in partnership with the Cuyahoga County Board of Health, Cleveland Clinic, The MetroHealth System, and University Hospital. **Click here** for more information about the program.

AIRLINE TRAVEL

AMERICAN
Travel Information
Health & Safety

DELTA
Travel Information
Health & Safety

JETBLUE
Travel Information
Health & Safety

SOUTHWEST
Travel Information
Health & Safety

UNITED
Travel Information
Health & Safety

RIDE SHARE

UBER
Health & Safety

LYFT
Health & Safety

ADDITIONAL RESOURCES

US TRAVEL ASSOCIATION
Industry Guidance

CDC
General Guidelines
Travel Guidelines

ABOUT INFORMA ALLSECURE

Informa AllSecure

Content Marketing World will be organized in accordance with Informa's AllSecure health and safety standards. As the world's leading events' organizer, Informa has developed a detailed set of enhanced measures to provide the highest levels of safety, hygiene, and cleanliness, and to ensure that our customers, partners, and colleagues can connect, learn, know more, and do business effectively, safely, and with confidence.

All Informa events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow **the ten Informa AllSecure priority commitments**.

We are following the CDC's latest guidance on mask wearing and would encourage everyone in our community to do the same. Any guests who will be wearing masks should bring their own; a minimal quantity will be available on-site.

All attendees and exhibitors will be encouraged to register online before the show, enabling QR code scanning for contactless entry. Registration counters will have a partition between visitors and registration staff.

We've allowed for space, comfort and are reducing the chance of crowding at any single point. Plus there will be signage and reminders on recommended distancing practices.

We will undertake enhanced, deep cleaning before, during, and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. Additional hand sanitizing stations will be provided throughout the event space.