



22 | 23 September 2021 Javits Center

The Glo. Cal BtoB event boosting Beauty Innovation

As MakeUp in New York Organizer, we want you to have the safest visit of our show as our priority remains your health and safety. For that reason, the below Best Practices recommended by the local and federal Center for Disease Control (CDC), the Javits Center and our In-house or external contractors will be implemented in order to create the most secure and welcoming environment. Clear communication about the most updated COVID 19 guidelines will be sent out to all participants before the show.

Before coming to the show



Registration

- Encourage all participants to pre-register, print and bring their badge with them
- Encourage visitors to arrive at different time
- Contact tracing



Face Mask mandatory for all without exception. It must be worn while at the venue



Wellness Check

Any attendee is required to have a temperature check before coming. Temperatures over 100,4 F and or a recent positive COVID test, we ask you not to come.

On the trade show floor



Registration

- Control the traffic flow to avoid any mass congregation
- Mark floor to manage social distancing
- Sneeze Guard on all counters
- Touchless onsite registration process



Safe Walk

- Wider aisles to allow physical distancing protocols
- Restricted access points where needed
- Separated entry and exit doors
- Encourage all exhibitors to limit large gathering in the booth
- Security control on the whole exhibition area (face masks, congestion points, entry and exit doors)



On exhibitor's booth

- All giveaways should be limited and single served (sealed packaged)
- Request that they send them to you after the show is preferable
- Avoid visiting a booth when already too busy
- Use of Plexiglass shields will be encouraged to protect both visitor and exhibitor
- Exhibitors to clean touch points as frequently as possible
- Exhibitors to have hand sanitizer at their booth
- Use of gloves recommended for safer handle

At the Javits Center



SOCIAL DISTANCING



On public areas which may include, but not only, registration, catering concessions and restrooms , reinforcement of the traffic control with floor signage for safe physical distances and building security agents to check face masks.



MakeUp in New York Team and our Building Security will make sure to reduce gathering points. Clear signage for ways in and out

HYGIENE



Increased cleaning efforts inside the Exhibit Hall as well as in all public areas and restrooms. Seperate marked trash cans for disposal of masks at exit points from the center.



Emergency Response Protocol for symptomatic person at all times with contracted medical personnel.



Increased hand sanitizing stations throughout the building and on show floor.



Handout and other collateral paper number mitigation with a touchless process distribution



The Center will achieve Global Biorisk Advisory Council (GBAC) certification and will establish cleaning and sanitizing practices in line with GBAC and CDC recommendations. The Center will continue to operate with higher rates of air filtration, ventilation and fresh air intake. The building will maintain 74+ Degrees Fahrenheit and 40-60% relative humidity when possible, depending on season, for comfort control and to reduce viral transmission. Temperature screening of all Center employees or visitors to Administrative office as well as all vendors personnel for each entry. Any person with a temperature higher than 100,3° F may not be admitted to the building depending on medical personnel opinion.