



# **Atlanta**

# **Tenant Operating Guidelines**

*Effective May 24, 2021*

Updated  
May 19, 2021



# Summary of Updates – effective May 24, 2021

## Remains unchanged

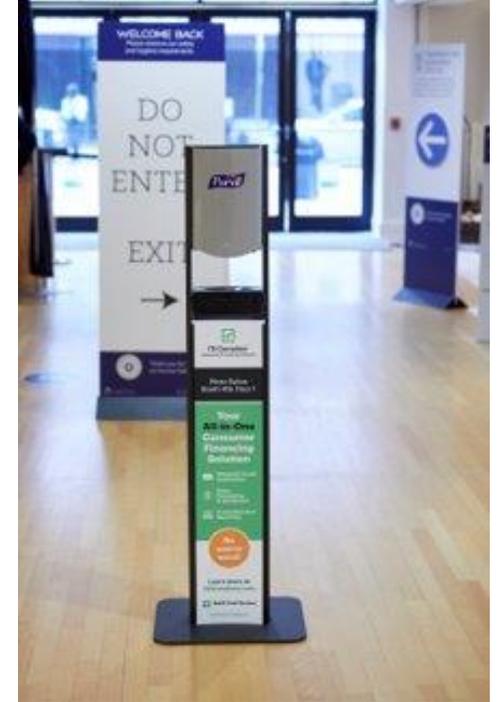
- **Social distancing still in effect, so metering people into the building and onto vertical transportation is still required**
- **Elevator and escalator capacity limits still in effect**
- **Pre-Registration strongly suggested**
- **Self-serve buffets still no longer allowed at this time**

## Changes

- **Masks are strongly recommended while visiting our campuses; however, masks are no longer required for vaccinated attendees. Unvaccinated attendees should still wear masks.** Showrooms and local businesses may still require masks regardless of vaccination status, so please bring your mask with you. Also, please note that masks are still required on market transportation services.
- **Daily temperature checks no longer required**
- **Food & Beverage: Catering Staff-Served buffet service now allowed.** All catering staff must wear their masks at all times.
- **Showroom and temporary booth capacity limits lifted,** tenants and temporary exhibitors to manage capacity to their own comfort level

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# Our Philosophy

At IMC, we care deeply about our team of employees, our customers, the industries we serve and our communities. This document is designed to outline guidelines and resources for our tenants as we prepare for the upcoming Atlanta Markets and events.

We believe that we all have an obligation to do our part to contain the spread of this virus while returning to business, so we will enforce our defined protocols in an effort to do that. We all have to work together to keep our industry safely recovering.

At a high level, our approach to safety is to assume that unvaccinated individuals at markets COULD be COVID positive and asymptomatic, and we developed our plans based on this premise.

Adherence to these safety protocols will ensure buyers are comfortable coming to market and, importantly, entering your showroom, and could minimize potential liability risks associated with claims of negligence.

Full details of the master reopening plan can be found at [www.togethersafely.com](http://www.togethersafely.com).



# Campus Protocols

- **Masks are strongly recommended while visiting our campuses; however, masks are no longer required for vaccinated attendees. Unvaccinated attendees should still wear masks.** Showrooms and local businesses may still require masks regardless of vaccination status, so please bring your mask with you. Also, please note that masks are still required on market transportation services.
- Showrooms must provide their own masks and PPE to their staff.
- Hand sanitizing stations (at least 60% alcohol content) will be placed throughout the campus. Showrooms must provide their own supply for use within their showrooms.
- Social distancing must be observed throughout the campus during market. This includes common areas and within showrooms and tradeshow exhibit areas. **Showroom and temporary booth capacity limits lifted.** Tenants and temporary exhibitors to manage capacity to their own comfort level. Occupancies must not exceed fire code.
- Tenants are responsible for **monitoring mask compliance in their showrooms**
- Elevator capacity will be limited and identified with signs outside each elevator.
- Social distancing on escalators will be encouraged through signage, security personnel and other show management staff.
- **Daily temperature screenings will no longer be required for entry to the buildings.**
- We will continue to maintain density levels within common areas and on building transportation (elevators/escalators) and traffic flow will continue to be monitored within our buildings.
- If you have recently been exposed to COVID-19, have symptoms, or are not feeling well please stay home to protect yourself and others.

# Registration

## High Level Goals for New Registration Procedures:

- Avoid personal contact as much as possible
- Maintain social distance - prevent registration lines whenever possible
- Manage ingress and egress during peak times
- Updated detailed registration process and FAQ document to come

## Showroom/Exhibitor Registration:

- Paper Badges will be provided for all market attendees.
- Exhibitors will not be assigned entry locations – we ask that they arrive in their buildings
- Exhibitor hard badges will continue to be honored.
- All showroom staff must register in advance via the [exhibitor portal](#) by updating your roster for each staff member planning to attend market.
- Exhibitors must arrive at Market between 7-8:30 am, prior to the buyer arrival window, which begins at 9 am.

## Buyer Registration:

- All buyers should pre-register prior to arriving at Market to avoid registration lines on-site.
- Buyers will be encouraged to arrive after 9 am to allow enough time for exhibitor staff to enter the building prior to their arrival.

# What to Expect When You Arrive

- **Masks are strongly recommended while visiting our campuses; however, masks are no longer required for vaccinated attendees. Unvaccinated attendees should still wear masks.** Showrooms and local businesses may still require masks regardless of vaccination status, so please bring your mask with you. Also, please note that masks are still required on market transportation services.
- Social distancing will be reinforced through the use of signage, ropes and stanchions, floor stickers, limited elevator and escalator capacity, etc.
- Use of freight elevators is restricted to IMC dock staff, except during peak ingress and egress times, as directed by IMC personnel. We suggest using stairs when possible to avoid elevator or escalator lines.
- We encourage you to pre-register, to expedite your time in the registration lines.
- Access will not be allowed through the docks.



# Showroom & Temporary Booth Capacity

## Occupancy Limits:

- Capacity limits will return to 100% fire code occupancy.
- Permanent tenants and temporary exhibitors shall determine and manage occupancy within their showroom or booth to meet their own level of comfort.
- Managing social distancing and controlling density inside spaces is encouraged.



# Mask Compliance Information

- **Masks are strongly recommended while visiting our campuses; however, masks are no longer required for vaccinated attendees. Unvaccinated attendees should still wear masks.** Showrooms and local businesses may still require masks regardless of vaccination status, so please bring your mask with you. Also, please note that masks are still required on market transportation services.
- When worn, masks must at all times cover the nose and mouth of the wearer and may be of the reusable, fabric variety or three-ply disposable masks.
- Tenants are responsible for monitoring mask compliance in their showrooms.
- The CDC does not recommend the use of face shields alone. If a face shield is worn it must be accompanied by an appropriate mask of a type approved by the CDC.
- Learn more about [How to Select, wear, and Clean Your Mask | CDC](#)
- Selling / Distribution of Personal Protective Equipment (PPE)  
While IMC is a proponent of and mandates the use of certain PPE while in its facilities, IMC does not allow the selling or distribution by exhibitors of PPE items that have not been properly vetted to ensure compliance with CDC guidelines. IMC, in its sole discretion, reserves the right to require that any exhibitor / tenant selling or distributing unapproved PPE cease such activities immediately.

# Enhanced Cleaning & Disinfecting

- Nightly and daily cleaning and disinfecting of lobbies, registration, elevators, escalators, restrooms, concessions and furnishings.
- Increased attendants and cleaning frequency throughout the day.
- Additional hand sanitizer dispensers will be installed throughout the building common areas adjacent to high touch areas for convenience and ease of use.



# Docks & Freight Elevators

- Make a dock appointment so that we can schedule move-in and move-out activities in an orderly and properly-distanced way. To maintain proper social distancing, we will not have all dock bays in use.
- To make your appointment, schedule online at <https://www.jotform.com/americasmart/shipping-request> or call:
  - For Building 1, call 404-220-2346
  - For Building 2, call 404-220-2595
  - For Building 3, call 404-220-2884 or 404-220-2885
- If you do not make a dock appointment, we will have to work you into the schedule when we have an opening.
- In order to enable IMC to effectively disinfect equipment on a regular schedule, IMC will not be able to loan any equipment to tenants for moving freight. Freight must be moved by IMC personnel.
- Tenants will not be permitted in the freight elevators and must access the buildings through designated main lobbies.

# Catering & Food Service

## *Permanent Showrooms*

- Please view the [preferred caterer list](#) for showroom catering needs. This provider list includes all vendor partners that have been certified by IMC's Food Service Provider (Aramark) as having the proper food preparation and handling measures in place and are aligned with IMC's guidelines.
- In the event that a **NON-Preferred outside caterer is used**:
  - Caterer must contact Dawn Green at [DGGreen@AmericasMart.com](mailto:DGGreen@AmericasMart.com) for service protocols.
  - Caterer must **schedule a dock delivery time in advance & will NOT be allowed to enter the building without a scheduled time**. Dock appointments can be made by completing this form <https://www.jotform.com/americasmart/shipping-request>.
- Please note that delivery drivers will be subject to PPE protocols required to enter the campus, thus additional scheduling time should be allocated. A food service representative, in addition to a security officer, will be on the docks to monitor outside catering orders to ensure they are compliant before they will be allowed to enter the building. **Non-compliant food orders will be turned away at the dock.**
- All catering staff must wear their masks at all times.

# Catering & Food Service

In accordance with food service guidelines and protocols issued by the Centers for Disease Control (CDC), the National Restaurant Association's ServSafe COVID-19 program, the Food and Drug Administration, state and local governmental regulatory agencies, IMC has set forth the following Catering and Food & Beverage framework for inside campus Showrooms during Markets and Year-Round.

**Please note these guidelines are subject to change based on local government updated food service policies. Any changes to what is outlined in this document will be communicated accordingly.**

## Service minimums:

- Elimination of all self-service food and beverage stations (no self-serve buffets; no self-serve cheese or hors d'oeuvre platters; no self-serve coffee machines; no self-serve popcorn machines; etc.).
- Catering Staff-served buffet service now allowed. All catering staff must wear their masks at all times.
- Unless food and beverage is being served by a catering staff member, all food and beverage must be pre-packaged, served individually in disposable containers, or packaged in a way which reduces touching from multiple people.
- All food and beverage must be confined to defined, stationary areas within showrooms.
- Food and beverage is NOT permitted in public areas nor consumed while walking or mobile.
- The repackaging of food inside a showroom is not allowed at this time. All food that is delivered to showrooms must be in individually wrapped containers for individual consumption. This includes showrooms who have a kitchen component located within their showroom.
- Disposable single-use plates and cups must be used.
- All utensils must be plastic, disposable & individually wrapped.
- As much as practicable, all beverages must be individually packaged (bottled water, canned soda, plastic juice containers, etc.).
- Elimination of personal re-fillable cups.
- A minimum of one (1) hand sanitizer pump or free-standing unit will need to be placed in all areas where there is food service.
- If serving food and beverage within a showroom, consumption areas should be included, and marked for easy recognition, to allow for a minimum of 6 ft social distancing between occupants.
- All surfaces must be disinfected on an hourly basis.

# Catering & Food Service

## ***Permanent Showrooms - Bars & Alcohol Service***

Showrooms with built in bars are expected to follow safety protocols set forth by IMC and local government regulations when administering bar service within their licensed space. **All alcohol orders must be made by five full business days before the opening day of any show, daily or event.**

Specifically, bars must adhere to the following:

- ***Self-Serve beverage stations are not permitted.***
- There should be one (1) designated bartender serving alcohol and liquor from behind a bar or service area with an adequate degree of separation between the bartender and guest. TIPS certification should be visible at all times.
- Physical barriers, such as clear plastic partitions, should be used where practicable.
- Bartender(s) are required to wear a face mask at all times, using gloves as practicable.
- Bartender(s) must wash or sanitize their hands after each transaction.
- Bartender(s) are to set the drink down in front of the guest to minimize contact.
- Bar fruit must be covered and not accessible to guests.
- Bar surfaces must be wiped down with a sanitizing solution each hour.
- Ideally bar seating should be eliminated, however if seating is required, it should be spaced to implement social distancing.
- Hand sanitizer(s) must be available for guests to use, touchless ones preferred. Sanitizers should have a minimum sixty percent (60%) alcohol content for effectiveness.
- Cash Tips are discouraged, but if accepted should be placed in a designated receptacle and not given directly to bartender.
- Bartenders must wash hands directly after handling cash.
- Drinks are to be served in single use disposable glassware.
- Communal bar snacks are not allowed at this time.

# Catering & Food Service

## ***Permanent Showrooms Self-Service F&B (non-alcoholic)***

Similar to the Bar & Alcohol Service requirements, showrooms with self-supporting yogurt stations; espresso machines; popcorn machines; kuerigs; etc. must adhere to the following:

- ***Self-Serve stations of any kind are not permitted.***
- There should be one (1) designated attendant with an adequate degree of separation between the attendant and guest.
- All food items are to be served in single use disposable containers, with single use prewrapped utensils when needed.
- Physical barriers, such as clear plastic partitions, should be used where practicable.
- Attendant(s) are required to wear a face mask & gloves at all times.
- Attendant(s) must wash or sanitize their hands on a regular basis.
- When possible, attendant(s) are to set the item down in front of the guest, preferably on a tray, to minimize contact.
- All items must be covered and not accessible to guests.
- All surfaces where food items are located must be wiped down with a sanitizing solution each hour.
- Ideally seating should be eliminated, however if seating is required, it should be spaced to implement social distancing.
- Hand sanitizer(s) must be available for guests to use, touchless ones preferred. Sanitizers should have a minimum sixty percent (60%) alcohol content for effectiveness.
- Cash Tips are discouraged, but if accepted should be placed in a designated receptacle and not given directly to the attendant(s).
- Attendant(s) must wash hands directly after handling cash.
- Communal bar snacks are not allowed at this time.

# Catering & Food Service

## *Temporary Exhibitor - Food Sample Protocols*

In accordance with food service guidelines and protocols issued by the Centers for Disease Control (CDC), the National Restaurant Association's ServSafe COVID-19 program, the Food and Drug Administration (FDA), state and local governmental regulatory agencies, IMC has set forth the following Catering and Food & Beverage framework for food samples during Market.

- All food samples must be individually prepackaged in advance of being on the floor.
- As has been the requirement in the past, the hand washing kits/stations will continue to be required in booths, despite the samples being required to be prepackaged.
- Ample consumption areas should be included where possible, or marked for easy recognition, to distinguish areas where guests who are sampling the product can stand or sit to consume the samples. Any extended lingering or exposure to other people while guests are chewing/eating the samples need to be minimized as much as possible.
- If information cards detailing the samples are handed out, these should be disposable cards designed for one time use to be thrown away after a guest touches the card.
- There should only be one person handing out the samples and/or the information cards to guests. This designated person must wear gloves, a face mask and regularly wash and switch out the gloves to maintain cleanliness. If utensils are required to consume the sample, utensils must be individually packaged and disposed of immediately after usage. Hand sanitizer for guests need to be available in booths, touchless ones are preferable. Sanitizers should have a minimum 60% alcohol content for effectiveness.
- Under no circumstances will open samples be permitted – even with the use of sneeze guards.
- All serving surfaces and tables must be disinfected on an hourly basis.

# Questions and Communications



## Staying Up To Date on Safety Procedures

- **Email** – Read weekly emails from IMC and Atlanta Market for important updates and opportunities
- **Website** – [Togethersafely.com](https://togethersafely.com) houses current processes, videos and assets
- **Contact** [togethersafely@imcenters.com](mailto:togethersafely@imcenters.com) to ensure your questions or concerns are filtered to the appropriate IMC team member

## General questions or concerns?

Reach out to your tenant relations manager:

Building 1  
Jake Jackson  
404.220.2370

Building 2  
Kelly Campbell  
404.220.2592

Building 3  
Chuck Welkner  
404.220.2888

# Additional Resources

[Atlanta Attractions](#)

[Downtown Atlanta](#)

[Georgia Department of Public Health – Daily COVID-19 Report](#)

[Centers for Disease Control \(CDC\)](#)

[World Health Organization \(WHO\)](#)

[National Retail Federation – Operation Open Doors](#)

[TogetherSafely.com](#)

[Juniper – Suite of tools designed to seamlessly connects physical and digital](#)

[wholesale commerce](#)

[Exhibitor Portal \(including tenant and exhibitor registration\)](#)

[Buyer Registration](#)

[Housing](#)

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