



Tenant and Exhibitor Guidelines

Effective August 27, 2021

for High Point Market October 16-20, 2021

IMC continues to monitor the COVID-19 situation and may adjust as needed to our guidelines and plans. We will notify tenants and exhibitors of any changes via email and will update TogetherSafely.com.

Updated

August 27, 2021



INTERNATIONAL
MARKET CENTERS

Summary of Changes – Effective Aug 27, 2021

Remains unchanged:

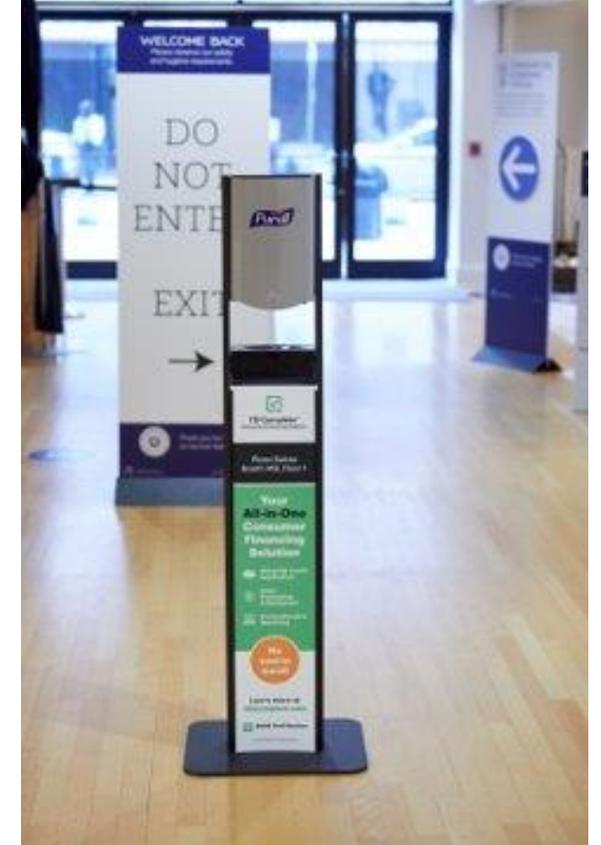
- Social distancing still in effect, so metering people into the building and onto vertical transportation is still required
- Elevator and escalator capacity limits still in effect
- Pre-Registration strongly suggested

Changes:

- **As mandated by Guilford County Board of Commissioners, effective August 13, 2021, while indoors, masks will be required while visiting our High Point campus, regardless of vaccination status. IMC will require masks upon entry to the market buildings and will monitor usage in common areas. As has been our policy throughout the pandemic, tenants are responsible for monitoring mask compliance within their own showrooms.**
- Daily temperature checks no longer required
- **Food & Beverage: Self-Served buffets are once again allowed. Guests going through the buffet lines must wear a mask while doing so.**
- 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

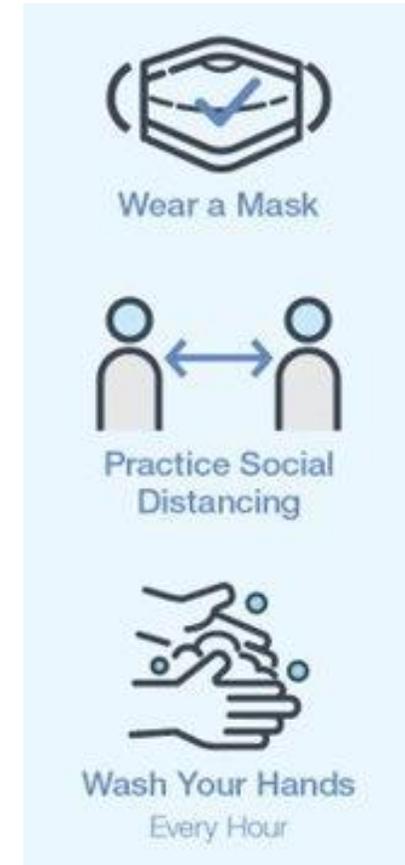
At IMC, we care deeply about our team of employees, our customers, the industries we serve and our communities. This document is designed to outline guidelines and resources for our upcoming markets.

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 campus and, importantly, entering your showroom, and could minimize potential liability risks associated with claims of negligence.

Full details of our safety plan can be found at www.togethersafely.com



Campus Protocols

- **As mandated by Guilford County Board of Commissioners, effective August 13, 2021, while indoors, masks will be required while visiting our High Point campus, regardless of vaccination status.**
- **IMC will require masks upon entry to the market buildings and will monitor usage in common areas.**
- **Tenants are responsible for monitoring mask compliance in their showrooms.**
- 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 have been lifted. Tenants and temporary exhibitors will manage capacity to their own comfort level. Occupancies must not exceed fire code.
- 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.
- 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.
- If you have recently been exposed to COVID-19, have symptoms, or are not feeling well please stay home to protect yourself and others.

Mask Compliance Information

- **As mandated by Guilford County Board of Commissioners, effective August 13, 2021, while indoors, masks will be required while visiting our High Point campus, regardless of vaccination status.**
- 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.

Registration

High Level Goals for Registration Procedures:

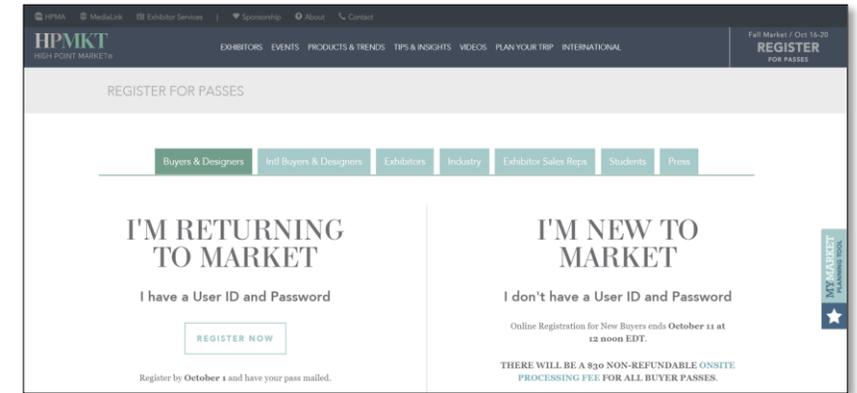
- Limit personal contact as much as possible with pre-registration.
- Maintain social distance - prevent registration lines whenever possible.
- Manage ingress and egress during peak times.

Showroom/Exhibitor Registration:

- Exhibitors **MUST [PRE-REGISTER](#)** by the deadlines below to receive your badge by mail prior to Market.
 - September 17 - International
 - September 24 - United States
- Registration desks will open in buildings on the first day of market: Saturday, October 14.
- All attendees are required to wear masks while indoors and in showrooms.

Buyer Registration:

- All buyers should [pre-register](#) prior to arriving at Market to avoid registration lines on-site.



What to Expect When You Arrive

- **As mandated by Guilford County Board of Commissioners, effective August 13, 2021, while indoors, masks will be required while visiting our High Point campus, regardless of vaccination status.**
- Social distancing will be reinforced through the use of signage, ropes and stanchions, floor stickers to denote 6' distance, limited elevator and escalator capacity, etc.
- Use of freight and service 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.
- Access will not be allowed through the docks.

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 High Point Market 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:

- While attendant served buffets are highly recommended, showrooms will be allowed to offer self-service food and beverage stations provided the below protocols are met.
- All guests going through the buffet line must wear a face mask as they go through the line, regardless of vaccination status.
- Serving utensils should be changed out hourly as this is a high touch surface.
- 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, where practicable, and marked for easy recognition.
- All surfaces must be disinfected on an hourly basis.

Catering & Food Service

- A preferred caterer list for any food and beverage will be disseminated in the weeks leading up to Market. This provider list will include all vendor partners that have been certified by IMC's Food Service Provider, Centerplate 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**:
 - Contact Dawn Sullivan dsullivan@imcenters.com | 404.220.2265 for service protocols
- ALL caterers must **schedule a dock delivery time in advance & will NOT be allowed to enter the building without a scheduled time**. To schedule a delivery time please contact the loading dock. Showrooms in IHFC, Wrenn, Green, Hamilton, Design, Commerce, Showplace can contact Edith at (336) 888-3765 to schedule a dock appointment. Showrooms in Furniture Plaza, Market Square/Suites at Market Square, Plaza Suite, Commerce & Design and National Furniture Mart can contact Felicia at (336) 821-1535 to schedule a dock appointment.
- Please note that delivery drivers will be subject to the same PPE protocols required of all people entering 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-complaint food orders will be turned away at the dock.**

Catering & Food Service

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. Specifically, bars must adhere to the following:

- Self-Serve beverage stations will be permitted provided the below protocols are met.
- If a dedicated bartender will be used, they should serve the alcohol and liquor from behind a bar or service area with an adequate degree of separation between the bartender and guest.
- Physical barriers, such as clear plastic partitions, are encouraged to be used where practicable.
- Bartender(s) are required to **wear a face mask at all times**, regardless if the individual has been vaccinated or has natural immunity from COVID.
- Bartender(s) must wash or sanitize their hands after each transaction and directly after handling cash.
- Bartender(s) are to set the drink down in front of the guest to minimize contact.
- Bar surfaces must be wiped down with a sanitizing solution each hour.
- Bar seating 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.
- Drinks are to be served in single use disposable glassware.
- If communal bar snacks will be offered, any serving utensils will need to be changed out on an hourly basis as this is considered a high-touch surface.

Catering & Food Service

Self-Service F&B (non-alcoholic)

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

- Self-Serve stations will be permitted provided the below protocols are met.
- 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, are encouraged to be used where practicable.
- Attendant(s) are required to wear a face mask at all times, regardless if the individual has been vaccinated or has natural immunity from COVID.
- 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 surfaces where food items are located must be wiped down with a sanitizing solution each hour.
- Ideally if seating will be used, 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.
- If communal bar snacks will be offered, any serving utensils will need to be changed out on an hourly basis as this is considered a high-touch surface.

Showroom 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.

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 & Service Elevators

- Dock appointments are required 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 simultaneously.
- Appointments should be confirmed and scheduled a minimum of 24 hours in advance.
- Please make your dock appointment by contacting the loading dock. Showrooms in IHFC, Wrenn, Green, Hamilton, Design, Commerce, Showplace can contact Edith at (336) 888-3765 to schedule a dock appointment. Showrooms in Furniture Plaza, Market Square/Suites at Market Square, Plaza Suite, Commerce & Design and National Furniture Mart can contact Felicia at (336) 821-1535 to schedule a dock appointment.
- Unscheduled shipments are subject to delays and/or additional fees.
- In order to enable IMC to effectively disinfect equipment on a regular schedule, IMC will not be able to loan any equipment to tenants. IMC personnel will have exclusive control of freight docks and elevators during business hours.
- Foot traffic will not be permitted through the loading docks or service elevators.

Questions and Communications



Staying Up To Date on Safety Procedures

- **Email** – Read weekly emails from IMC and High Point Market for important updates and opportunities
- **Website** – [Togethersafely.com](https://togethersafely.com) houses current processes, videos and assets
- **Contact** 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:

IHFC/Main

IHFC Floors 1, 5-12

Deadra Weston
(336) 888-3740 O
(336) 442-2242 C

IHFC Design Floors 2-4

Jennifer Rudisill
(336) 888-3780 O
(336) 688-5820 C

InterHall

Joel Weston
(336) 822-0431 O
(336) 884-2467 C

Market Square Tower

Patti Preston
(336) 821-1544 O
(336) 259-8006 C

Suites at Market Square

Joel Weston
(336) 822-0431 O
(336) 884-2467 C

Showplace, Hamilton

Nonnie Kreilick
(336) 822-0421 O
(336) 803-2488 C

National Furniture Mart, Plaza Suites, Furniture Plaza

Patti Preston
(336) 821-1544 O
(336) 259-8006 C

C&D

Jennifer Rudisill
(336) 888-3780 O
(336) 688-5820 C

**Latest
Updates**

TogetherSafely.com
togethersafely@imcenters.com



Additional Resources

[Guilford County, North Carolina County News](#)

[City of High Point COVID-19 Information](#)

[High Point CVB COVID-19 Information](#)

[Official State of North Carolina COVID-19 Information](#)

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

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

[TogetherSafely.com](#)





THANK YOU

[TogetherSafely.com](https://togethersafely.com)

togethersafely@imcenters.com