



Tenant Operating Guidelines

Atlanta Market | January 12-19, 2021

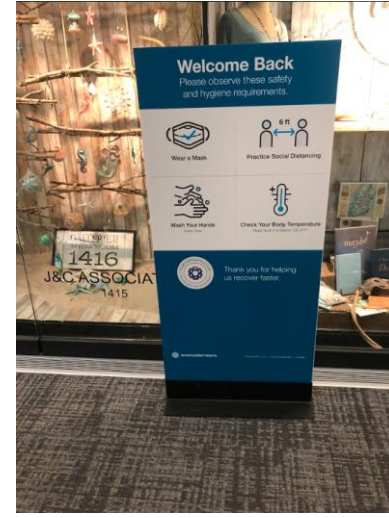
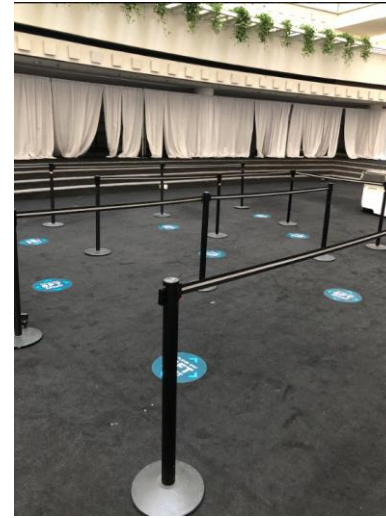
Updated
December 21, 2020



INTERNATIONAL
MARKET CENTERS

Contents

- Our Philosophy
- Campus Protocols
- General Market Information
- Registration
- What to Expect When you Arrive
- Showroom and Tradeshow Capacity
- Mask Compliance
- Enhanced Cleaning & Disinfecting
- Docks and Freight Elevators
- Catering and Food Service
- Questions & Communication
- More Resources



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 Market – January 12 -19, 2021.

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 everyone at market 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.



Campus Protocols

- Appropriate masks of a type approved by the CDC must be worn properly at all times throughout the building. This includes in showrooms and all common areas.
- 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. As further described below, maximum showroom occupancies will be posted and must be observed, but staying below the maximum does not eliminate the need for social distancing. Maximum occupancy may not be achievable in every case.
- Elevator capacity will be limited and identified with signs outside each elevator and floor stickers within the elevator cab.
- Social distancing on escalators will be encouraged through signage, security personnel and other show management staff.
- Temperature screening is required for entry for EVERYONE entering the buildings. This includes exhibitors, buyers, IMC employees, temp workers, food service providers, other vendors working within the building, etc. Anyone with a recorded temperature in excess of 100.4 ° F will not be granted access to the building.
- After badge scanning and temp screening, buyers and exhibitors will receive color coded wrist bands to be worn while at market. Buyers will get one color and exhibitors another.
- Masks will be required for anyone riding a market shuttle to or from market or ADAC.
- IMC will not be hosting any events, educational programming, or lounges during market. All programming leading up to and during market will be virtual to allow buyers to still benefit from this information while maintaining physical distancing.

General Market Information

Official Operating Hours

Showrooms

January 12 – 19, 2021
9 a.m. – 6 p.m.

Permanent Showrooms may choose to stay open late for appointments. Order Until Eight will not be in effect. Showrooms hosting buyers after 6 p.m. can do so at their discretion.

Temporaries

January 13 – 16, 2021
9 a.m. – 5:30 p.m.

Sunday, January 17
9 a.m. – 2 p.m.

Antiques, closes on
Saturday, January 16 at 2
p.m.

View new Temporaries
layout [here](#).



Registration

High Level Goals for New Registration Procedures:

- Avoid personal contact as much as possible with contactless registration and digital badges
- Maintain social distance - prevent registration lines whenever possible
- Manage ingress and egress during peak times
- See a detailed registration process and FAQ document [here](#)

Showroom/Exhibitor Registration:

- Hard Badges will be provided a bar code for arrival scanning; any prior bar code stickers issued will still be honored. Exhibitors will not be assigned entry locations – we ask that they arrive in their buildings
- All showroom staff must register in advance via the [exhibitor portal](#) by updating your roster and requesting Digital Badges for each staff member planning to attend market.
 - ***A unique email or mobile phone number is required for each individual to receive their digital badges directly prior to market.
- Badges will be digital only, there will be no paper/lanyards for any market attendees (unless specifically approved.)
- Exhibitors must arrive at Market between 7-8:30 am, prior to the buyer arrival window, which begins at 9 am.

Registration

Buyer Registration:

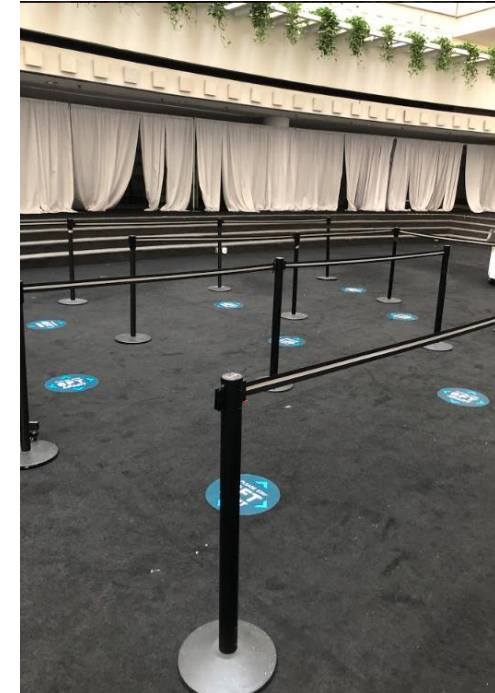
- All buyer must pre-register prior to arriving at Market and will receive a Fast Badge email confirmation at the time of pre-registration. We will have a scaled down on-site registration function, but we are trying to avoid registration lines on-site.
- Digital badges will be emailed approximately 1 week prior to the show. The email will be sent from reghelp@americasmart.com
- The Market week has been split into two sessions for buyers to spread traffic more evenly across the full market period. Buyers must register for either Session A or B. Exhibitors should attend all show days.
 - Session A: January 12-15, 2021 (4 days total - 4 days permanent showrooms, 3 days temps)
 - Session B: January 15-19, 2021(5 days total - 5 days permanent showrooms, 3 days temps)
- We recognize some buyers may need more than 4 days at market, and we can accommodate special requests. Buyers should contact us at 404-220-2446 or reghelp@americasmart.com for special arrangements.
- Roughly one week prior to market, buyers will receive their digital badge and an assigned entry location.
- Buyers will be encouraged to arrive after 9 am to allow enough time for exhibitor staff to enter the building prior to their arrival.
- If showrooms have scheduled buyer appointments prior to 9 am, please send that list of appointments to Arrivals@imcenters.com, so we can ensure we are prepared for their arrival.

What to Expect When You Arrive

- Tenants should arrive between 7-8:30 am at their assigned entry location.
- Masks must be worn upon entry and throughout the campus at all times during market.
- Everyone will go through temperature screening each day.
- Your digital badge or hard showroom badge will grant you entry after the temperature screening.
- 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 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 arrive early to minimize your wait in line, so you do not miss any appointments while waiting in the temp screening or badge scanning lines.
- Access will not be allowed through the docks. You must arrive at your designated entry location.



Temperature Screening



Social Distancing Floor Stickers

Showroom Capacity

- To maintain proper social distancing, IMC will provide a capacity limit for each showroom:
 - Showroom capacity will be calculated based on 50% of the total “mercantile” occupancy limit. This equates to 1 person per 120 square feet of net usable space.
- Capacity limits have been communicated to showrooms and exhibitors.
- IMC will install window clings at the entry of each showroom/booth space noting total occupancy and PPE requirements.
- Capacity limits must be regulated by showroom or booth management, but IMC reserves the right to intervene if violations are noted.



Mask Compliance Information

- Appropriate masks of a type approved by the CDC must be properly worn by visitors at all times while in or about the buildings, without exception. This includes showrooms.
- 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.
- 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.

NOTE: Non-compliant individuals will receive a warning and a reminder of the requirements. Repeated noncompliance may result in the removal of the individual from the facility.

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.
- Maximum capacities for each restroom will be determined and posted on or near the entrance.
- When arriving at market, PPE will be available upon request for Buyers. Items include a mask, hand sanitizer, and a card outlining safety protocols.



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 for daily temperature screening.

Catering & Food Service

Permanent Showrooms

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 the Atlanta Market:

Service minimums:

- Elimination of all self-service food and beverage stations (no buffets; no self-serve cheese or hors d'oeuvre platters; no self-serve coffee machines; no self-serve popcorn machines; etc.)
- All food & beverage must be pre-packaged, served individually in disposable containers, or packaged in a way which reduces touching from multiple people
- 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

- 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 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 the same temperature screening and 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-compliant food orders will be turned away at the dock.**

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 Monday, January 4.** 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

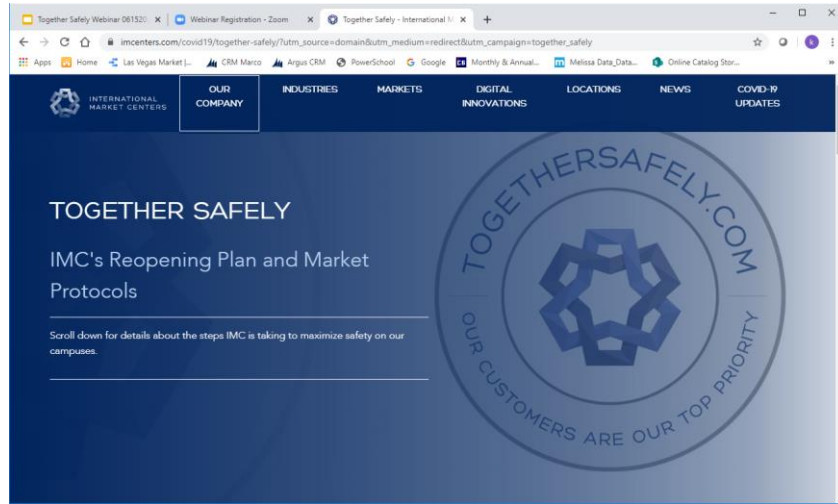
In accordance with food service guidelines and protocols issued by the Centers for Disease Control (CDC), the National Restaurant Association's ServSafe COVID-19 program, the Food and Drug Administration (FDA), state and local governmental regulatory agencies, IMC has set forth the following Catering 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, socially distanced a minimum of 6 ft, 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 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

**Latest
Updates**

TogetherSafely.com
togethersafely@imcenters.com



ATLANTA
MARKET
at AmericasMart



INTERNATIONAL
MARKET CENTERS

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](#)

[Stax Survey Commissioned by IMC](#)

[TogetherSafely.com](#)

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

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

[Buyer Registration](#)

[Registration Changes Overview](#)

[Housing](#)

**Latest
Updates**

TogetherSafely.com
togethersafely@imcenters.com





THANK YOU

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

togethersafely@imcenters.com

