



LYNNWOOD
CONVENTION
CENTER

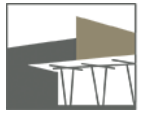
2020 Event Planner Guide

“Creating a Safe Place to Meet”

Version 1.2
November 5, 2020

Managed by:





The Lynnwood Convention Center is excited to welcome you back to our venue.

The heart of the Lynnwood Convention Center re-activation plan is focused on the customer experience.

- We have three customers for every event we manage: the show organizer, the exhibitor, and the attendee.
- The life cycle of an event falls into three phases: the move-in, the event is open to attendees, and the move-out.
- Outlined on this page is the journey visitors will take when visiting our facility. It begins with the opportunity for guests and meeting planners to tour the facility virtually and follows the journey through the event space.
- Recognizing the need to reinforce current physical distancing and proper safety protocols, this plan outlines a series of recommendations for the use of these spaces.
- Provided in this plan are examples of reduced capacities in meeting spaces with examples showing meeting room drawings for various functions based on current CDC guidelines.
- As food is an integral part of any event experience, we also describe how catering and concessions will operate.

Over the last few months, our team has gone through great lengths to implement many changes to ensure your next event is met with heightened sanitization and hygiene practices. We have also created new offerings and modified other services to ensure the health and comfort of our guests. These measures include, but are not limited to:

- Updated capacities and room diagrams to follow physical distancing guidelines
- Menus with alternatives to buffets
- Catering service changes
- Signage throughout the venue
- New linen-less classroom tables
- Application for GBAC STAR accreditation

It will take the Lynnwood Convention Center Team and the Event Organizers working together to bring events back safely. This document provides an overview of responsibilities to achieve this goal. This handbook is to be used in conjunction with Lynnwood Convention Center's full [Safe Re-Opening Plan](#).

Additionally, these guidelines and practices are under continuous review and are subject to change as we monitor conditions and receive guidance from health and government authorities.

- Center for Disease Control and Prevention: www.cdc.gov
- State of Washington: www.COVID19.WA.gov
- United States: www.coronavirus.gov

Per the CDC, there is an inherent risk of exposure to COVID-19 in any public place where people are present. While the Lynnwood Convention Center upholds strict standards and implements strong measures to minimize contamination, we cannot guarantee a risk-free environment. Guests and employees are reminded to follow the CDC recommendations to further reduce risk.

Thank you, again, for choosing the Lynnwood Convention Center for your upcoming event. We look forward to your visit.

*Sara Blayne, CMP
General Manager
Lynnwood Convention Center*

Our goal is to ... Create a Safe Place to Meet.

The purpose of this guide is to outline the Attendee Journey upon the re-opening of the Lynnwood Convention Center. The goal is to communicate a partnership of services and processes to be implemented by the Lynnwood Convention Center team and the Event Organizers/Planners with the goal of keeping employees, volunteers, exhibitors, and attendees safe.

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“At the very heart of this effort is our focus on making our employees, tenants and guests safe and comfortable in a welcoming environment. “

BOB NEWMAN
PRESIDENT AND CEO, ASM GLOBAL

VIRTUAL TOURS

Tours are available for event organizers providing both static and 360-degree images, floorplans and examples of setups and events.

If customer travel is not optimal, this comprehensive virtual tour of our facility will showcase all meetings spaces and concourses.

Our virtual tour allows for an “You Are Here” experience for customers providing the ability to see the building as their attendees would see it is a key element in our competitive advantage.

Event Organizers can view photos, sample floorplans and 360-degree images at their leisure on our website.

A more comprehensive virtual tour is available with a Sales/Events Manager as a guide and to answer specific questions much like an in-person site visit.

VISITOR SERVICES

Convention Center staff business cards along with Visitor Services information, such as our local dining guide, are available online via a QR code positioned at the Visitor Services desk and the reception desks for a touchless information exchange.

COMMUNICATION

ATTENDEE COMMUNICATION

Event organizers should ensure thorough advance communication be provided to attendees regarding new event guidelines. Setting expectations in advance will reduce questions and anxiety.

SAFE RE-OPENING PLAN

This dedicated [plan](#) outlines what steps will be taken to re-open the Lynnwood Convention Center to conventions, conferences, and other events. The goal is to demonstrate to employees and customers that attending these events is safe

ATTENDEE GUIDELINES

A dedicated [webpage](#) outlines the general measures being taken to ensure a safe space to meet, as well as outlines the expectations of guests visiting the Convention Center.

ADVANCE REGISTRATION

Advance registration, even for free events, is required for all events and for individual sessions/breakouts as a part of the event. This allows for more controls over social distancing once on-site per WA State reopening guidelines. Registration lists will also help with contact tracing should the need arise.

To ensure physical distancing measures can be upheld at consumer shows and fairs, potential attendees can register for time slots to attend the show.

PERSONAL PROTECTIVE

GUESTS

Event Planners/Organizers must communicate in advance of the event the requirement for wearing face masks and other social distancing measures as well as the convey the risk of attending an event is with COVID-19.

Masks

Guests will be asked to wear masks during their time in the Convention Center. This will be communicated via the venue's website, on-site signage and through event/registration communication.

Masks will be available for all guests at the building entrances should they not bring their own. Regulation of mask wearing will be a responsibility of the event owner.

Hand Sanitizer

Hand sanitizing stations are placed throughout the venue including at guest entrances, in each event space, as well as in pre-function space.

LOAD-IN & ATTENDEE ARRIVAL

ARRIVAL

- Drop off areas stationed sufficiently apart to allow for crowd distribution
- Attendees will be guided to building entrances based on the location of their event.
- Recommend staggering of opening times for sessions and exhibit halls to allow attendees to arrive in smaller groups while maintaining proper physical distance
- Temperature checking of attendees is at the sole discretion and expense of the event organizers.

REGISTRATION AREAS

- Recommend non-interface/touchless registration
- We encourage print-at-home or scan with phone/digital while staggering in person registration times.
- With the rental of a registration table, plexiglass shields will also be provided to guard human interaction.
- Space tables so there is one table (6') of blank space between.
- No more than one desk worker per table.
- Bring extra office supplies and create system to avoid cross-use and sanitizing of supplies (i.e. labeled bins for clean & used items)

BADGES

- Suggest badges be mailed prior to event start or provided upon hotel check in for room blocks
- Recommend pre-printed badges and no badge collection

SPACING

The venue has generic signage marking 6 feet and increased rope and stanchion.

QUEUEING

Queueing and lining up needs to be avoided when and wherever possible. Agendas, communication and processes should be created or updated to minimize or avoid creating lines including, but not limited to: registration, meals and restrooms breaks.

SHIPPING

New protocols require all deliveries and shipments to be quarantined for 24 hours. Please consider this when determining your shipping timeline. Due to storage contracts, shipments cannot be received more than 48 hours prior to the event load-in or start date.

VENDORS/CONTRACTORS/DELIVERY PERSONNEL/EXHIBITORS

In addition to the standard security protocols, all vendors, contractors, delivery personnel, and exhibitors will be required to complete the ASM Global Health Questionnaire upon arrival through the loading dock.

EXHIBITOR & VENDOR, LABOR CHECK-IN PROCEDURES

- Follow all COVID-19 safety protocols
- Utilization of pre-screening protocols
- Designated single point of entry and exit for labor
- Check in stations with 6' queue separations
- Update signage to include reminders on a safe working environment
- Install additional locations for larger events with a higher number of workers to help with physical distancing
- Suggest staggered start times for large labor numbers to assist with egress and exit, as well as meal and break times.

HEALTH & TEMPERATURE SCREENING

Temperature screening is not currently required by the State or County. However, Lynnwood Convention Center staff and vendors will be subject to health screenings. It is recommended that event organizers request staff and volunteer to complete health screenings as well.

PUBLIC CIRCULATION

PUBLIC RESTROOMS

- Encourage attendees to use the restrooms through-out the event and not just at break times. This will reduce queueing and crowding in this high traffic area.

PASSENGER ELEVATORS

- Limited elevator capacity with physical distancing may cause delayed mobility of your attendees based on your demographics. Consider this when creating your agenda as you may want to increase time between sessions.

ADA ACCOMMODATIONS

- The venue will continue to maintain access in all ingress and egress plans into and around the facility.
- Reduced capacity in room sets will still offer enough accessible seating, including companion seats, to comply with disability laws.



FRONT-OF-HOUSE SIGNAGE

Event Organizers are responsible for event specific signage including registration, agendas, event capacity and directional signage.

Lynnwood Convention Center produces Signage includes:

Lobby Entrances

Signage at the entrances will remind guests of the CDC's "high risk" demographic groups, COVID-19 symptoms and physical distancing and health guidelines

Restrooms

Proper hand washing techniques

Other Public Areas

Signage includes:

- Physical distancing and queueing guidelines
- Public health information
- Elevator etiquette

Front of House Monitors

These digital monitors will rotate between providing event specific location information and reminders for physical distancing and other health reminders.

Customization of front of house monitors is available at a cost.

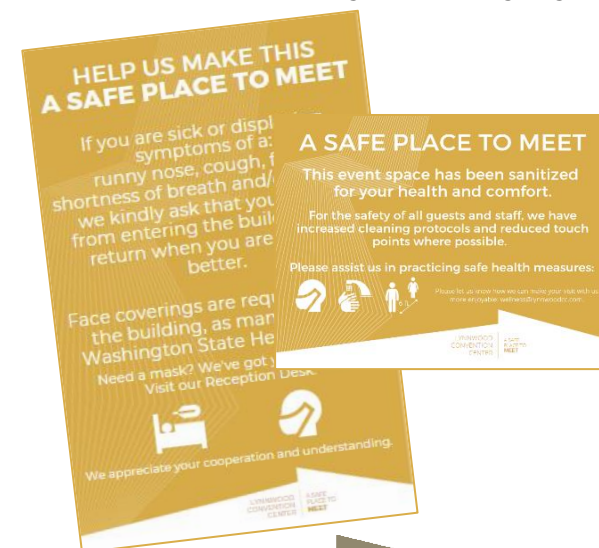
Food & Beverage Service

In addition to the standard food allergen signage, communication will also include hand washing reminders and physical distancing reminders.

Event Space

Signage will include:

- Physical distancing and other health reminders at each seat
- Updated maximum room capacities per physical distancing calculations
- Light switch use
- Hand sanitizer use
- Water cooler "high touch" signage



QR CODES

You and your attendees will find multiple touch-less ways to interact with our team and receive information. There will be opportunities to scan a QR Code to connect and receive information without needing to have handouts and other collateral. Consider this option for sharing concise piece of event information such as agendas, maps and contact information.

MEETING SPACES

CAPACITY

- With reduced occupancy in each space and specific seating arrangements, it is imperative that attendance be tracked in whole and for each breakout.
- Registration is required by state guidelines. We encourage this for breakout sessions as well.
- Customized capacity and floor plans provided by your Sales or Event Manager that adhere to current CDC and state guidelines.

ATTENDEE FLOW

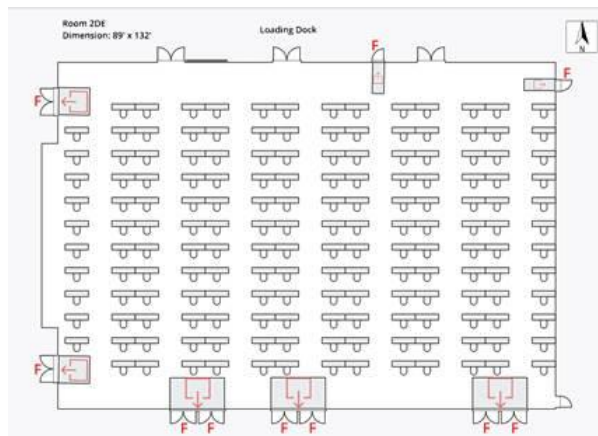
- Reminders of physical distancing protocols and other event “housekeeping” information should be made throughout the event.
- Staggered start/end times for sessions are recommended to reduce congestion on concourses and in restrooms.
- Provide ample time between sessions to allow for cleaning and straighten of chairs to maintain 6’ distancing (more than standard 15 minutes).

LAYOUTS

- Reconfiguration of room sets to allow for physical distancing of 6’
- Visit our website to view all spaces: <https://www.lynnwoodcc.com/p/plan/floor-plans-virtual-tours/floor-plans-virtual-toursphysical-distancing>

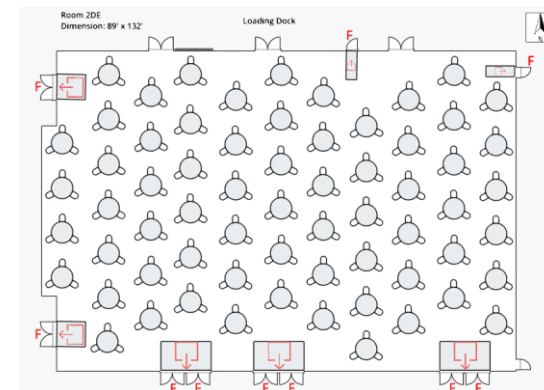
Classroom Setup with Physical Distancing

- Minimum 4’ aisles between rows and around the perimeter
- 1 person per 6’ table, with a maximum of 2 tables set together
- Event specific floor plans are provided



Banquet Setup with Physical Distancing

- Minimum 8’ spacing between tables
- 3 people per table (5 maximum for family units at weddings/memorials)
- Event specific floor plans are provided



EXHIBITS / TRADESHOWS

RECOMMENDATIONS FOR SHOW MANAGERS AND THEIR CONTRACTORS

Capacity

- Limiting attendee flow per hour or per 4-hour segment would allow increased overall capacity. (ie: Attendee segment one: 7am-11am) This requires advance registration.
- Allow time between sessions for egress and cleaning (30 minute minimum).
- Manage amount of attendees and exhibitors in exhibit hall/ specific areas with counting and controlled entrance area
- Congestion signage to indicate when an aisle or area is too crowded
- Staggered load-in and set up times and entrance locations based on venue and show zoning

Layouts

- For smaller booths - make sure that there is a 1' "buffer zone" in the front of the booth for attendees to step out of the aisle to reduce congestion
- Place dividers in middle of 20', 15' or 12' aisles to manage traffic flow and attendee intermingling
- Wider Aisles – 10' Minimum; Wider Cross-Aisles
- Buffer spaces in between booths

Patron Flow

- A queue line to enter exhibit hall with pre-defined or controlled path
- Entrance units to include graphics on COVID-19 safety standards with possible speaking reel to remind attendees of regulations, like the airports, "Stand behind the Yellow Line"
- One Direction/One-Way aisles for Entry and Exit - only have exhibitors on one side of aisle to limit congestion
- Make aisles one-way. BONUS: This also forces attendees to pass by all booths.
- Alternate carpet color and visual signage

Exhibitors/Contractors

- Labor Check in stations with 6' queue separations and floor markings
- PPE (gloves, masks, sanitizers readily available) protocols
- Implement health/security ambassadors on all shows
- Tailgate talk information each morning about distancing when working in booths and working with exhibitors
- Safety: Instruction on proper use of masks
- Space out labor sign-in locations to assure it is distanced

Material Handling

- Wipe down of equipment prior to use
- Equipment assigned and not shared throughout a shift (i.e. forklift)
- Industrial spray down of all furniture with tags indicating when it was last sanitized with the date and hour
- Spray down of all carpets when installed
- Move-in will require heavy targeting with exhibitors completing set and leaving to allow others to enter
- All drivers must stay in their vehicles at delivery

Exhibit Booth Recommendations

- 8' high siderails
- Guidelines for interactions (no hand shaking)
- No giveaways or booth snacks
- Appointments or blocks of time assigned by attendee
- No performances or live demos that gather crowds
- Strict booth staff limit per net square foot
- Rental hand sanitizer units for exhibitors to place next to any hands-on contact location
- Provide simple peel and stick 24" floor lines for exhibitors to apply in their booth space in front of counters or demo locations to suggest proper distance for attendees to stand
- Nightly disinfecting via general spray of all exhibit areas

MENU & SERVICE UPDATES

MENUS

Our Chef and culinary team have been dedicated to not only updating the styles of service and food preparations measures, but also updating the menu itself to best meet the needs of our guests.

Our new Wellness Menu has:

- Increased plated meal choices
- Increased boxed meal choices
- Changed Buffets to Action Stations
- Updated break items to Grab & Go
- No self-serve buffets

SEATING

As with meeting and training rooms, banquet rooms and meals spaces have a limited number of guests per table and within the room, in accordance with physical distancing guidelines.

NO SELF-SERVE BUFFETS

- All action/attended stations will have sneeze guards

Please be reminded that the Lynnwood Convention Center is the exclusive food and beverage provider. Outside food and beverage is strictly prohibited.

BEVERAGE SERVICE

COFFEE SERVICE

- Installation of touch-free spigots on coffee and other beverage urns
- Signage to assist with ensuring health measures

BAR SERVICE

- Moving to cashless
- Installation of new Point of Sales machines to minimize touch points
- Use of Sneeze Guards at bars
- No pre-poured tray-passed beverage service
- Need to consider measures for avoiding lines such as increased number of bars

WATER BUBBLERS

Stations located in each meeting space will be sanitized before and after each event, as well as each hour during room use.

Hand sanitizers are located at each bubbler.

CATERING SET UP LOCATION

It is recommended that all food be placed in an open space to avoid crowding and allow for safer queueing.

All food and beverage stations should also be placed away from where passersby may come into contact with the catering (i.e. public hallways).

EVENT ORGANIZERS CAN FURTHER ASSIST WITH SAFETY BY IMPLEMENTING THE FOLLOWING MEASURES:

- Adjusting event flow
- Staggering mealtimes
- Prolonging meal periods
- Provide grab & go breaks outside of a dedicated break time to reduce lines

WI-FI

CONNECTIVITY

The Lynnwood Convention Center is positioned to support greater than usual bandwidth needs that may arise from show-side requirements to offer additional virtual options.

The venues has the ability to deploy more access points to accommodate physical distancing.

VIRTUAL & HYBRID EVENTS

If there is a call for presenters/performers to be on site and to be onstage in front of an exclusively or primarily virtual audience, our internet circuits would again be able to support these needs from a data and connectivity perspective.

AUDIO VISUAL

MEETING ROOM AUDIO VISUAL

- We advise there be no shared microphones and ensure each panelist and speaker has his/her own microphone.
- Lavalier microphones are recommended to ensure the flow of your event is not interrupted with the need to change out and/or sanitize handheld microphones.
- Audience Q&A needs to be managed carefully. Consider online apps and tools to communicate with the audience during a presentation. Texting is an economical solution if other tools don't fit your budget.