

art miami

DECEMBER 1-6 | 2020
VIP PREVIEW DECEMBER 1

CONTEXT art miami

ALL SECURE STANDARDS
FOR COVID-19
BUSINESS RECOVERY



EVENT OVERVIEW

In its 31st year, Art Miami is the City of Miami's original and longest running contemporary and modern art fair maintaining its well-deserved place as Miami's premier anchor fair.

Globally recognized as a leading destination for the acquisition of the most important works from the 20th and 21st centuries, Art Miami and its sister fair, CONTEXT Art Miami, are ranked number one in fair attendance in the United States and number two globally. The Art Miami Show Group operates five fairs across the United States.

At Informa & the Art Miami Show Group, we care deeply about our family of colleagues, delegates and our communities. In preparation for bringing events back to market, Informa has collaborated with associations, venues, suppliers, contractors and health, government and local authorities to develop industry-wide *All Secure Standards* that raise the bar on safe, hygienic, productive and high-quality organized event experiences.

All events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. Informa **All Secure** is how these standards are being adopted in our business. It means that when exhibitors, sponsors and attendees come to our events, they can connect, learn, know more and do more business, effectively, safely and with confidence.



ART MIAMI OPENING - THE NEW NORMAL

As Miami-Dade County emerges from safer-at-home mandates and we prepare for Art Miami’s upcoming fair season, we want to share what we are doing to help protect every person who attends our event.

Using Miami-Dade County’s “[The New Normal Guide](#),” our plan prioritizes the following:

- Safety and health of staff and guests
- Exceptional visitor experience
- Operational flexibility and nimbleness given rapidly changing conditions, policies and guidelines

Art Miami will follow required measures as set forth in Miami-Dade County Mayor Gimenez’s “[The New Normal Guide](#)” and incorporate guidance set forth by federal, state and local agencies.

Physical
Distancing



Cleaning & Hygiene
Countermeasures



Protect &
Detect



Communication



EMPLOYEE HEALTH AND SAFETY PROTECTIONS

The following are the [Employee Health and Safety Protections](#) implemented for staff and guest safety:

1. Establish single point of entrance.
2. Install hand sanitizing touchless dispensers at entrance, common areas and offices.
3. Post health questionnaire sign at employee check-in requiring employees to self-report any symptoms or contact with COVID-19.
4. Install a contactless temperature reading system to use for scanning staff upon check-in:
 - [Temperatures must be below CDC recommendation of 100.4 F \(38.0 C\) or staff will be sent home sick.](#)
5. Provide staggered breaks to reduce employee to employee contact.
6. Require and supply facial coverings for all staff.
7. Increased and enhanced staffing for cleaning and disinfection of office common areas/touch points (door handles, light switches, etc.)
8. Reconfigure workspaces for social distancing requirement of at least 6ft.
9. Remote work option to continue for any non-guest experience staff members.
10. Reconfigure staff common areas to enable social distancing.
11. Avoid meetings of more than five participants and encouraging virtual meetings.
 - [Social distancing of at least 6ft and facial coverings required for all in-person meetings.](#)
12. Training all staff on new standard operating procedures prior to opening.

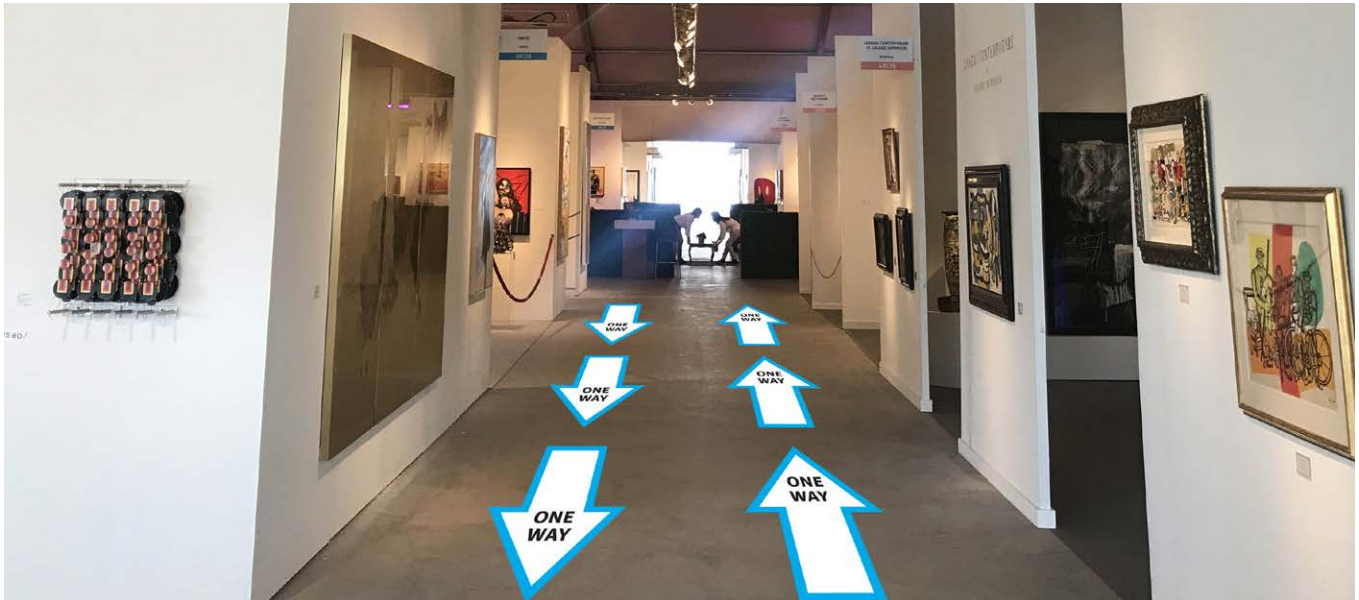


GUEST HEALTH AND SAFETY PROTECTIONS

The following are changes we have implemented for the safety of our guests:

1. Promote and encourage contactless ticketing system (online) for guest ticket reservations.
2. The number of visitors will be limited to ensure proper social distancing and visitor and staff safety. Historically, the legal capacity for the Art Miami tent has been 7,477. Security will use attendance clickers to manage and limit attendance to no more than 50% of total capacity.
3. Valet Service will promote touchless payment and enforce enhanced safety standards including: valet operator will step away 6 feet after opening car door (visual markers will be placed on the ground to assist). After parking, vehicle operator will switch or sanitize gloves prior to servicing the next vehicle.
4. Space out customer lines at main entrance, box office and guest relations desk with visual floor markers every 6ft.
5. Install plexiglass dividers between staff and guests at main entrance ticket scanning stations, box office and guest relations desk.
6. Add additional staff for continuous disinfection of door handles and other high frequency touch points using traditional cleaning techniques and electrostatic fogging technology throughout the day.
7. Install temperature thermal imaging system to use for scanning all guests at the fair entrance for elevated temperatures.
 - Temperatures must be below CDC recommendation of 100.4 F (38.0 C) or guest(s) will be denied admittance.
8. Face coverings/masks will be required for all guests.
 - Face coverings do not need to be worn by persons who have trouble breathing due to a chronic preexisting condition or persons who are not able to remove face coverings without assistance or on their own.
9. Hand cleaning stations to be placed throughout the facility.
10. Temporary restroom models to feature individual entry to each restroom unit limiting access to one person or household/family unit at a time.
 - Signage will note limited entry to each unit.
 - Add cleaning staff for continuous cleaning and disinfection of restrooms throughout the day.
11. Restroom areas will offer contactless hand sanitation option and hands free flush valves.

GUEST HEALTH AND SAFETY PROTECTIONS



BUSINESS PROCESS ADAPTATIONS

The following are additional [Business Adaptions](#) implemented:

1. Add safety and compliance language to digital tickets.
2. Post all safety measures & updates on the official Art Miami websites prior to opening.
3. Art Miami is developing plans for timed ticketing to support social distancing measures and management of maximum capacity limits.
4. The opening night VIP Preview has traditionally featured a 2-tier opening. Additional layers of tiered admission will be implemented for opening night to ensure social distancing and visitor and staff safety.
5. Create guest circulation path in accordance with social distancing regulations throughout the fair. Enforce distancing by posting signs indicating 6ft of separation:
 - [Floor markings indicating circulation path.](#)
 - [Extensive signage throughout.](#)
6. Minimum of 6ft distance will be maintained at all times between staff and guests with either physical barriers or floor markings.
7. Third-party partners to follow all required employee safety protocols including mask/face covering and temperature check upon entering the venue, team member training and retail (Exhibitor Booths) and restaurant requisites as outlined in Miami-Dade County's ["The New Normal Guide."](#)

EXHIBITOR BOOTH SPACE

Exhibitors will comply with all requirements (as applicable) outlined for retail establishments in Miami-Dade County's ["The New Normal Guide"](#) and Emergency Orders initiated for retail including but not limited to:

- [Floor markers within each individual Exhibitor booth to allow for social distancing.](#)
- [Increased sanitation of all items throughout the day.](#)
- [Encourage adoption of contactless payment mechanisms.](#)
- [Eliminate interactive exhibits.](#)

GRASPA GROUP AND SPUNTINO CATERING SERVICE

Graspa Group and Spuntino Catering Service to comply with all requirements (as applicable) outlined for restaurants in Miami-Dade County's ["The New Normal Guide"](#) and Emergency Orders initiated for restaurants including but not limited to:

1. Seating in Cafés and VIP lounge to be set up in accordance with social distancing guidelines.

BUSINESS PROCESS ADAPTATIONS

- Encouraging outdoor seating with all tables interior and exterior set to allow for a minimum of 6ft distance between seating. Tables will be arranged such that the distance from the back of one chair to the back of another chair shall be at least 6ft apart and guests shall face each other from a distance of at least 3ft.
 - A per table party limit of 4 persons must be maintained whether seating is indoors or outdoors (unless the members of the party are from the same household then tables may seat up to 10 persons.)
2. Social distancing will be maintained when purchasing at check-out counter through signage and staff monitoring.
 3. Install plexiglass sneeze guards at check-out counter.
 4. Contactless menu via QR codes.
 5. All serveware will be single use and individually wrapped.
 6. Grab and Go's:
 - All food to be packaged in a non-contact format.
 - Use of multiple kiosks where customers can order directly and pay from the touch screen. There will be a staff member in the area for any assistance and to sanitize screens between customers. The kiosks will be placed six feet apart to ensure social distancing.
 - Contactless order + pick up for exhibitors via an online ordering platform.



PUBLIC HEALTH INTERVENTIONS AND INDUSTRY-WIDE SAFEGUARDS

The following are [Miami Dade Industry Wide Requirements](#) we have implemented:

1. Deep cleaning with disinfection during all operating hours with comprehensive cleaning and disinfection overnight and prior to opening each day. Additional staff have been added to the schedule to dedicate to this.
2. Install required CDC signage in all high traffic areas and in multiple languages, including but not limited to:
 - “Stop the Spread of Germs.”
 - “Symptoms of Coronavirus.”
 - “Use of Face Coverings to Help Slow the Spread of COVID-19.”
3. Install dedicated trash containers for face masks and other personal protective equipment (PPE) near exits and entrances and other common areas.
4. HVAC Air filtration will be enhanced with the addition of specially made air purifiers (20 ton each) to be placed in key areas of the tent. These air purifiers consist of multiple layers of HEPA or equivalent filters and rows of UV lights that are capable of disinfecting 300,000 cubic feet of air per hour.
5. Post Help Desk email address and/or telephone number for employees/customers to contact if they have questions or concerns.
6. All Staff, Guests and Vendors are asked to comply with the *All Secure Standards* and social distancing guidelines.
7. Should an employee or contractor’s daily screening present an elevated temperature (100.4F / 38.0 C), the individual will be sent home sick and required to get tested prior to returning to work. In the case of a positive test result, Art Miami will work with local health officials to trace and contact individuals that may have been exposed.
 - Employees and contractors identified as at risk of infection due to exposure (as consistent with contact tracing protocols) will be asked to get tested and self-quarantine.
 - Art Miami will determine (to the best extent possible) what area(s) of the venue were exposed by the infected individual in order to be thoroughly disinfected including electrostatic sprayers with EPA biodegradable disinfectants and with a focus on high-touch areas.

Note: Art Miami’s All Secure plan is following all GBAC Standards (Global Biorisk Advisory Council) and will undertake enhanced, deep cleaning before, during and after the fair to ensure the highest standards of hygiene and cleanliness. This includes complete overnight disinfection, electrostatic sprayers with EPA biodegradable disinfectants and continuous sanitation throughout the course of the fair, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.

INFORMA ALL SECURE 10 KEY COMMITMENTS

CLEANING & HYGIENE:

The show is following all GBAC standards (Global Biorisk Advisory Council.)

- 1. Enhanced cleaning:** All Informa events will undertake enhanced, deep cleaning before, during and after our events to ensure the highest standards of hygiene and cleanliness. This includes complete overnight disinfection, electrostatic sprayers with EPA biodegradable disinfectants and continuous sanitation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.
- 2. Personal hygiene:** All Informa events will provide designated hygiene hosts as well as additional hand washing facilities and hand sanitizing stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

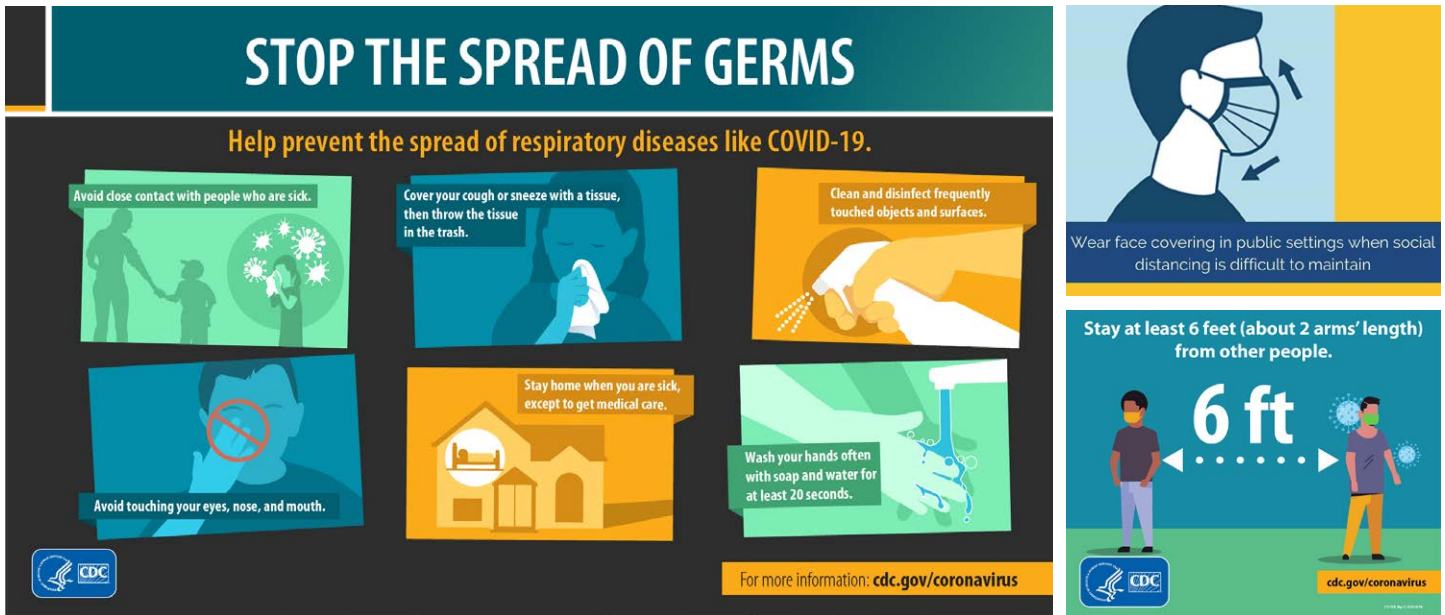
PHYSICAL DISTANCING:

- 3. Non-contact registration:** All Informa events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.
- 4. Physical contact:** All Informa events will request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.
- 5. Physical distancing:** All Informa events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance. This will be managed through one or more control measures such as pre-show communications to participants, a one-way traffic system around show floors, on-site signage and floor markings and on-site social distance ambassadors.
- 6. Food and beverage stations:** All Informa event teams will work to employ the highest standard of food safety, minimizing self-service buffets in favor of pre-packaged food options & disposable pre-packaged silverware. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

INFORMA ALLSECURE 10 KEY COMMITMENTS

PROTECT & DETECT:

- 7. Personal Protective Equipment (PPE):** Participants at all Informa events will be asked to wear a face mask on entry. Further items of PPE, such as gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.
- 8. First aid:** All Informa events will have access to a qualified first aider and a separate quarantine area if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.
- 9. Screening:** All Informa events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.
- 10. Trace and contact:** Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.





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THANK YOU!

INFO@ARTMIAMI.COM
+1 305.517.7977

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A large, white, curved sign with the words "art miami" in a bold, blue, lowercase sans-serif font. The sign is mounted on a building facade. In the foreground, there are lush green plants and purple flowers. The background shows a clear sky and other parts of the event space.