



# PLANNING A **SAFE** CES EXPERIENCE

**Planning for CES® 2022 is underway.** We remain focused on bringing you the most influential tech event in the world. Major brands are committed and excited to return to Las Vegas for an in-person event.

Coming back to Las Vegas, we face new considerations when we attend conferences, conduct business, and travel to meetings. Just as your companies innovated to overcome challenges presented by the pandemic, we are adapting our event plans to the evolving situation. We want to ensure CES continues to help you make the connections you need to grow your business and your brand. But we will do so with safety standards and processes in place.

Your safety, security and health are always a priority at CES. We continue to evaluate and expand the measures we will put in place. CTA will be reviewing guidelines for health safety measures from the Centers for Disease Control and Prevention, and Nevada and Clark County. CTA will follow applicable federal, state and local laws, adapting CES plans accordingly and sharing updates with you and other CES audiences. We are also working closely with the Las Vegas community, including the Las Vegas Convention and Visitors Authority, exhibit venues and hotels as they develop and implement their plans to safely welcome back trade events like CES.

While the situation will continue to evolve over the coming months, here are just some of the precautions we will implement:

## WHAT TO EXPECT AT CES



### Healthy Venues

- The Las Vegas Convention Center, MGM and the Sands Expo/The Venetian have been awarded the Global Biorisk Advisory Council GBAC STAR™ certification by ISSA. This accreditation means the properties are using cleaning protocols and work practices to minimize risks associated with infectious disease.
- CES official exhibit venues have improved their ventilation systems and increased outside air flow.



### Conference Area and Meeting Spacing

- Chairs will be set to follow local social distancing guidelines.
- Meeting rooms and executive suite participants will be asked to follow show rules and local guidance with respect to social distancing.



### Wider Aisles and One Directional Traffic

- We've increased the width of many of the aisles on the show floors to help with social distancing.
- The public areas and entry points at CES venues will respect social distancing and use one way traffic flow.



### Food and Beverage Precautions

- Catering and concession outlets in CES venues will follow health and safety precautions including adequate spacing to promote social distancing and provide pre-packaged food options.



### Healthy Habits

- Hand sanitization stations will be placed throughout CES venues to encourage frequent hand sanitization.
- CES will follow medical guidance on the use of face masks while in CES venues; however, all attendees should expect a mask policy.
- We will issue best practices for attendees that include avoiding shaking hands and how exhibitors can best manage product demonstrations.



### Health Screenings and Services

- CES attendees should expect some type of health screening, such as temperature checks or proof of vaccination, COVID-19 antibodies or negative COVID-19 test. We will share details later this Summer.
- CES will provide on-site access to health service and medical aid.

*This is just a sample of the initiatives currently underway – others are under consideration. We will continue to provide updates to exhibitors and attendees and expect to announce additional guidance in September and again in December. All CES exhibitors are encouraged to contact their CES representative should they have questions about CES health and safety planning.*

## RECOMMENDATIONS FOR EXHIBITORS

Below are some recommendations and considerations as you begin to plan your CES exhibit experience:

- Ensure your booth has plenty of hand sanitizer that is visible and easily accessible
- Ensure your booth design can accommodate proper social distancing. This includes designated entrances and exits, one directional traffic flow within your booth and socially distanced seating in demo/presentation areas with an access-control monitor
- Frequent booth/product cleaning including regular disinfecting surfaces and wiping down high-touch items



We thank you for your continued support and look forward to welcoming you to CES in January!