

ALL SECURE STANDARDS

As we return to live events, Diversified Communications is committed to the health and safety of our customers, partners, speakers, and staff. With the guidance of event industry associations UFI, AEO, and SISO, Diversified Communications has adapted the [All Secure Standards](#).

In addition to this set of best practices, each Diversified Communications event will follow the recommendations from public health officials, federal, state, and local authorities, and venues.

It is our goal to create spaces where businesses and people can connect, learn, and grow. We believe these comprehensive standards will allow us to do so safely and securely.

Physical Distancing



Physical contact restriction

Participants should avoid physical contact including handshakes, hugs, and limit the distribution and exchange of printed materials and booth swag.



Contactless registration

Pre-registration is encouraged for all participants. In addition, we will provide alternative options for safe onsite registration and check in.



Social distancing

Our venues will provide a recommendation for density on the expo hall floor. Participants should take note of signage regarding traffic flow, entrances, and exits. Meetings and conference rooms will also ensure seating is spaced a minimum of 6 feet apart.

Cleaning & Hygiene



Enhanced cleaning

Our team will work closely with the venue to ensure continuous sanitization of our event spaces, including restrooms, door handles, food service areas, conference room tables, AV equipment, and common areas. Exhibitors will be encouraged to frequently disinfect their booths.



Hand sanitation

Hand sanitizing stations will be placed throughout the event space, along with signage to promote their use.



Food and beverage

We will work with our venues to enhance food safety and eliminate all self-serve buffet style food functions and replace with boxed or wrapped individual meals and restrict food and beverage in conference rooms.

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Protect & Detect



Required face coverings

All participants will be required to wear a CDC approved face mask covering their nose and mouth. Diversified Communications will provide CDC approved masks for those that do not comply or are without. Participants will not be permitted to enter without meeting this requirement.



On site screening

Diversified Communications will partner with venue on the best screening process at entrances into building. Participants who are not feeling well should not attend and are encouraged to review the Diversified Flexibility Promise.



First aid

All events will have a designated first aid team and isolation area.



Staff training

All Diversified Communications staff will be trained on our Incident Response Plan.

Communication



Pre-event communication

Diversified Communications will provide a series of email communications to all participants with detailed information about what to expect at the event. Participants are required to provide their mobile number during registration and encouraged to download the mobile app.



Contact tracing

Should it become necessary, we will work with local authorities who will trace and contact participants, subject to local privacy guidelines.