



# Atlanta

# Tenant Operating Guidelines

*Effective July 30, 2021*

IMC continues to monitor the COVID-19 situation and may make adjustments as needed to our guidelines and plans. We will notify tenants and exhibitors of any changes.

Changes are highlighted in yellow.

Updated

July 30, 2021



INTERNATIONAL  
MARKET CENTERS

# Summary of Updates – effective July 30, 2021

## Remains unchanged:

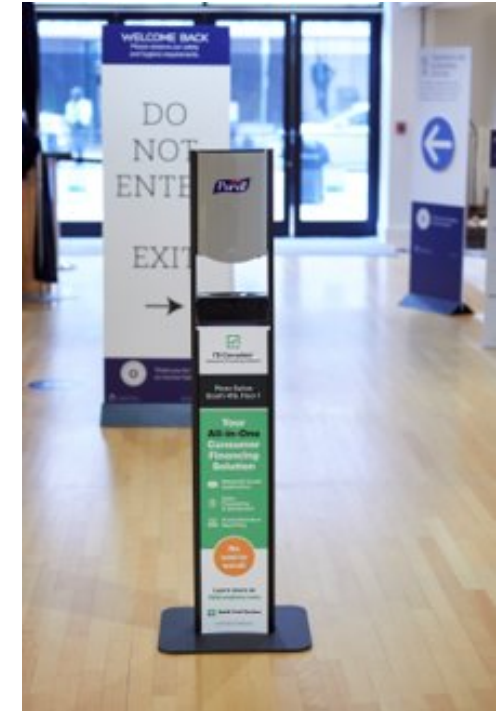
- Social distancing still in effect, so metering people into the building and onto vertical transportation is still required
- Elevator and escalator capacity limits still in effect
- Pre-Registration strongly suggested

## Changes:

- **Based on the CDC's latest recommendation, the City of Atlanta has mandated that masks will now be required to be worn indoors by all individuals regardless of their vaccination status.**
- Daily temperature checks no longer required
- **Food & Beverage: Individual, Self-Served buffets are once again allowed. Guests going through the buffet lines must wear a mask while doing so.**
- Showroom and temporary booth capacity limits lifted, tenants and temporary exhibitors to manage capacity to their own comfort level

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# 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 Markets and events.

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 that unvaccinated individuals at markets 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](http://www.togethersafely.com).



# Campus Protocols

- **Based on the CDC's latest recommendation, the City of Atlanta has mandated that masks will now be required to be worn indoors by all individuals regardless of their vaccination status.**
- 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. **Showroom and temporary booth capacity limits lifted.** Tenants and temporary exhibitors to manage capacity to their own comfort level. Occupancies must not exceed fire code.
- Tenants are responsible for **monitoring mask compliance in their showrooms**
- Elevator capacity will be limited and identified with signs outside each elevator.
- Social distancing on escalators will be encouraged through signage, security personnel and other show management staff.
- **Daily temperature screenings will no longer be required for entry to the buildings.**
- We will continue to maintain density levels within common areas and on building transportation (elevators/escalators) and traffic flow will continue to be monitored within our buildings.
- If you have recently been exposed to COVID-19, have symptoms, or are not feeling well please stay home to protect yourself and others.

# Mask Compliance Information

- **Based on the CDC's latest recommendation, the City of Atlanta has mandated that masks will now be required to be worn indoors by all individuals regardless of their vaccination status.**
- When worn, 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.
- Tenants are responsible for monitoring mask compliance in their showrooms.
- 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.

# Registration

## High Level Goals for New Registration Procedures:

- Avoid personal contact as much as possible
- Maintain social distance - prevent registration lines whenever possible
- Manage ingress and egress during peak times

## Showroom/Exhibitor Registration:

- Paper Badges will be provided for all market attendees.
- Exhibitor hard badges will continue to be honored.
- All showroom staff must register in advance via the [exhibitor portal](#) by updating your roster for each staff member planning to attend market. Rosters must be updated for each Market, per the unique link within the exhibitor portal.
- Exhibitors should arrive at Market between 7-8:30 am, prior to the buyer arrival window, which begins at 9 am.

## Buyer Registration:

- All buyers should pre-register prior to arriving at Market to avoid registration lines on-site.
- Buyers will be encouraged to arrive after 9 am to allow enough time for exhibitor staff to enter the building prior to their arrival.

# What to Expect When You Arrive

- **Based on the CDC's latest recommendation, the City of Atlanta has mandated that masks will now be required to be worn indoors by all individuals regardless of their vaccination status.**
- Social distancing will be reinforced through the use of signage, ropes and stanchions, floor stickers, 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 pre-register, to expedite your time in the registration lines.
- Access will not be allowed through the docks.





# Catering & Food Service

As food service guidelines and protocols transition back to Pre-Covid standards IMC will adapt to guidelines 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 Markets and Year-Round.

**Please note these guidelines are subject to change based on local government updated food service policies. Any changes to what is outlined in this document will be communicated accordingly.**

## **Service minimums:**

- **Self-service food and beverage stations are now allowed** (including self-serve buffets; self-serve cheese or hors d'oeuvre platters; self-serve coffee machines; self-serve popcorn machines; etc.).
- **Pre-packaged - individual servings are no longer required.**
- **Self-Served buffet service is now allowed. Serving utensils must be sanitized every 30 minutes.**
- **China, glassware, and metal flatware may be used.**
- **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 3 ft social distancing between occupants.**
- All surfaces must be disinfected on an hourly basis.
- All catering staff must wear their masks at all times.

# Catering & Food Service

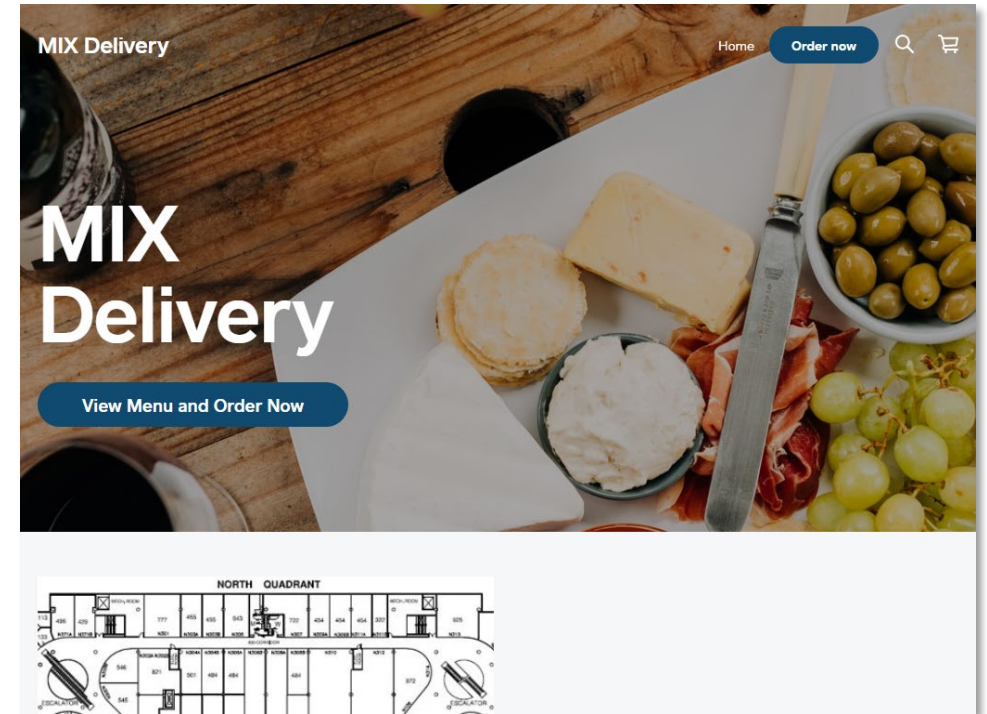
- Please view the [preferred caterer list](#) for showroom catering needs. This provider list includes all vendor partners that have been certified by IMC's Food Service Provider (Aramark) as having the proper food preparation and handling measures in place and are aligned with IMC's guidelines.
- In the event that a **NON-Preferred outside caterer is used**:
  - Caterer must contact Dawn Sullivan at [DSullivan@imcenters.com](mailto:DSullivan@imcenters.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 PPE protocols required to enter 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.**
- All catering staff must wear their masks at all times.

# Catering & Food Service

NEW for 2021!

Exhibitors can now order food, beverages and alcohol online throughout market (no cut-off date).

**AmericasMartCatering.com**



# Catering & Food Service

## 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 five full business days before the opening day of any show, daily or event.**

Specifically, bars must adhere to the following:

- **Self-Serve beverage stations are now permitted again.**
- **Prepackaged – individual servings are no longer required.**
- Bartender(s) are required to wear a face mask at all times,
- TIPS certification should be visible at all times.
- Bar surfaces must be wiped down with a sanitizing solution each hour.
- **Bar seating should be spaced to allow a minimum of 3' for 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 acceptable.**
- **Drinks can now again be served in reusable glassware.**
- **Communal bar snacks are allowed once again.**

# Catering & Food Service

## 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 are once again permitted.**
- **Food items may now be served in methods acceptable in Pre-Covid methods.**
- 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.
- All surfaces where food items are located must be wiped down with a sanitizing solution each hour.
- **Seating should be spaced to implement 3' social distancing.**
- **Hand sanitizer(s) is recommended** for guests to use, touchless ones preferred. Sanitizers should have a minimum sixty percent (60%) alcohol content for effectiveness.
- **Cash Tips are acceptable.**
- **Communal bar snacks are allowed again.**

# Catering & Food Service

## Food Sample Protocols

As food service guidelines and protocols transition back to Pre-Covid standards IMC will adapt to 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.

- Prepackaged – individual servings are no longer required.
- Sample Sizes must still meet IMC requirements.
- As has been the requirement in the past, the hand washing kits/stations will continue to be required in booths.
- Consumption areas are no longer required; however, seating areas should allow for a minimum of 3' social distancing.
- Serving utensils must be sanitized every 30 minutes.
- Hand sanitizer is recommended in booths, touchless ones are preferable. Sanitizers should have a minimum 60% alcohol content for effectiveness.
- All serving surfaces and tables must be disinfected on an hourly basis.

# Showroom & Temporary Booth Capacity

## Occupancy Limits:

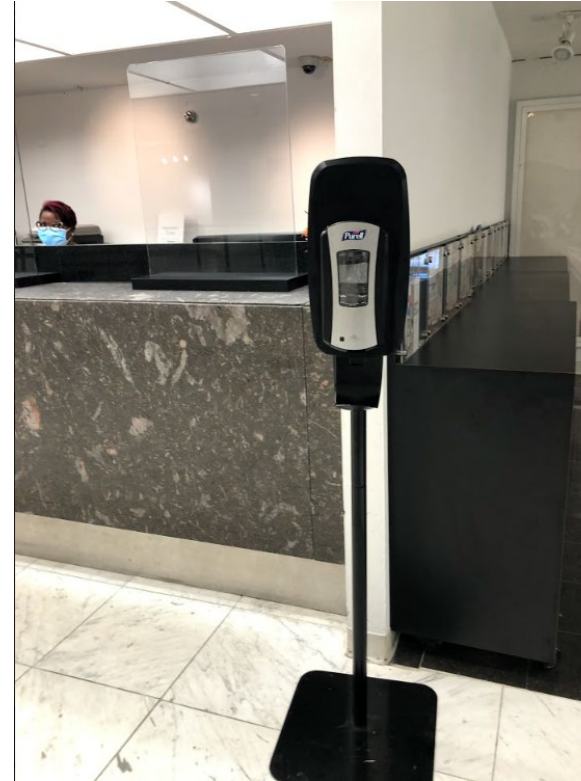
- Capacity limits will return to 100% fire code occupancy.
- Permanent tenants and temporary exhibitors shall determine and manage occupancy within their showroom or booth to meet their own level of comfort.
- Managing social distancing and controlling density inside spaces is encouraged.





# 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.

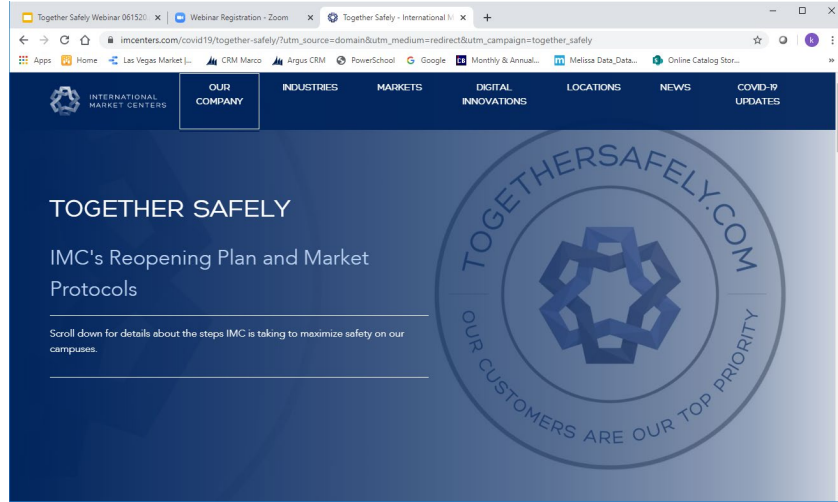




# Docks & Freight Elevators

- 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.

# Questions and Communications



## Staying Up To Date on Safety Procedures

- **Email** – Read 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](mailto: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

# 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](#)

[TogetherSafely.com](#)

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

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

[Buyer Registration](#)

[Housing](#)



# THANK YOU

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

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