



INTERNATIONAL  
MARKET CENTERS



ATLANTA  
MARKET  
at AmericasMart

# Important Registration Changes

## Atlanta Market | August 13-18, 2020

Updated June 23, 2020

With health and safety best practices and recommendations in mind, we are implementing changes to registration and attendance policies for Atlanta Market. These are designed to minimize touch points during the registration process and encourage social distancing while at market – all in accordance with our TogetherSafely master plan, available in [full detail here](#).

We ask for your patience and understanding this Summer as we practice new health & safety guidelines, which can be found at [www.TogetherSafely.com](http://www.TogetherSafely.com).

## Overview – What’s New:

- Pre-registration is **required** for all attendees (buyers, media, exhibitors, industry) – you must register for Atlanta Market before you arrive. While we will have a small on-site registration presence, wait times will be longer than normal as we enforce social distancing for the safety of all of our guests.
- We are implementing **attendance sessions for buyers**. These sessions are designed to help spread the volume of attendees across Market days to support social distancing. Exhibitors are asked to staff the showrooms and booth all week.

The two (2) Atlanta Market Summer 2020 sessions are\*\*:

- Session A: August 13-15 (3 days)
- Session B: August 16-18 (3 days)
- Any buyer that registered for Market before the sessions were created (before June 24, 2020) will be defaulted to Session A with the option of changing to Session B if preferred. If you wish to change your session please contact us at 404-220-2446 or [reghelp@americasmart.com](mailto:reghelp@americasmart.com).
- Once you pre-register, you will receive a confirmation email (Fast Badge). Closer to the Market start date, you will receive your **Digital Badge** via text or email, as indicated by your preference selected during Pre-Registration. There will be no paper badges or lanyards used for Market. This Digital Badge will include a barcode that you will present to be scanned upon entry. If you do not receive your Digital Badge before arriving, your Fast Badge can be used to retrieve your Digital Badge at our onsite registration locations. You will need to display this on your mobile device. Please ensure your email address and mobile phone number are correct when you register.
- Your digital badge will include an **assigned entry point**. We will assign entry locations to maximize all entrances and get people into the building as safely and efficiently as possible. To further disperse traffic especially during peak morning hours, staff, vendors and exhibitors will be asked to arrive between 7:00-8:30 am, and we ask buyers to arrive after 9 am. Keep in mind that there will likely still be lines at 9 am, so plan accordingly.

- All attendees will enter through a **temperature check station** and be scanned upon entry and exit each day during market, so we can adequately manage total market attendance and adhere to social distancing regulations.
- If a buyer has booked their hotel through our partner [onPeak](#) and needs to adjust the reservation to match their session, they can adjust their reservation as needed.

## **FAQ**

### **FOR BUYERS / DESIGNERS:**

#### **Can I come to Market early, before Session A begins?**

Our goal is to welcome all buyers to do business. Buyers should register for the session that most closely aligns to their travel plans. Early entrance will be accommodated and you will be registered as an Open Daily buyer if needing access to showrooms before official opening day of August 13. We recommend that you make appointments with showrooms if you plan to come prior to the official first day of Market.

#### **I want to attend both sessions. Is this possible?**

We encourage you to register and attend one session only in order to uphold social distancing for your health and others. You will not be able to pre-register for both. We recommend you pre-register for the session where you'll be attending the most days. For example, if you plan to attend for four (4) days August 13-16, you would register for Session A.

#### **I registered for Session A. Will I be turned away if I need to attend 1 or 2 days of Session B? I need more than 3 days.**

While we encourage you to attend one session only, you will not be turned away. If you feel you need more than three days at market, please contact us directly, and we will make every effort to accommodate those needs. For assistance, please call 404-220-2446.

#### **What do I need to bring to access Market?**

Please bring your barcoded digital badge (emailed or texted to you in advance) and a Photo ID.

#### **I have an appointment with a showroom before 9am. Can I come in early in the morning?**

If you have an appointment, you will be directed to a special check-in desk to gain access prior to 9am. Further instructions will be provided. We will be asking showrooms to provide us with a list of buyers that should be granted access early so we can be prepared to welcome you onsite.

#### **Is there a difference between Session A and B? Is there a reason I should attend one or the other?**

Both sessions are identical with 3 days of permanent showrooms and 2 days of temporary exhibits open each. We expect that Session B may be less trafficked and recommend you consider this option for ease of social distancing and time with exhibitor staff and reps.

#### **What will the arrival process be like?**

All attendees (buyers, exhibitors, media, industry) are required to register online or via phone in advance of Market. Digital Badges will be issued prior to market along with an arrival location. You will

be asked to use your location to check-in each morning and pass a health & safety checkpoint including temperature and PPE check.

**What health & safety measures will be in place at market?**

Our markets will require social distancing, consistent use of PPE, and increased hygiene of both individuals and the facilities. The comprehensive plan can be found at: [www.TogetherSafely.com](http://www.TogetherSafely.com).

**I have questions about my hotel or need to change my reservation. What should I do?**

We always recommend booking through our official housing partner – onPeak. This ensures the most flexibility for reservations. Please contact onPeak for any assistance. If you have booked outside of onPeak and our housing block, you will need to make arrangements directly with their hotel.

Our housing page with information is located here:

<https://www.americasmart.com/travel/hotel-reservations>. You may also call at 800-241-6405.

## **FOR TENANTS / EXHIBITORS:**

**Do the above sessions apply to my showroom staff and reps?**

Only BUYERS are asked to choose their attendance window, we expect that showrooms will be staffed for the duration of market. Showroom and exhibitor staff will be allowed access for all market days.

**Do I need to pre-register my entire staff?**

Yes, pre-registration will be required for everyone attending markets this Summer.

**I have a hard/permanent badge. Do I still need to register?**

Your hard badge will grant you access, however we encourage you to register so we can have an accurate count of the number of people working in your showroom to manage density.

**How will my showroom set-up staff access our showroom prior to market?**

Exhibitors may access their showroom at any time as needed for showroom set-up following the Phase 2 protocols outlined in at [www.togethersafely.com](http://www.togethersafely.com). Onsite health and safety protocols will need to be followed when on campus.

**What time will I need to arrive?**

On market days, exhibitors are asked to arrive between 7-8:30am in the building in which they exhibit.

**Can I make early appointments with my buyers?**

We recognize that some showrooms need early morning appointments. We will be asking you to provide us with a list of these buyers in advance so we can direct them to a special check-in location prior to 9am. More information on this is forthcoming.

**How should I plan my pre-market sales meeting?**

Prior to opening day, you and your team can access the building while following the new health & safety protocols outlined in Phase 2 of the reopening plan.

**Can I close my showroom early?**

No, we recommend you keep your showroom staffed for the duration of market since attendance will be spread among all market days. Closing early may mean missing a customer or potential customer who is browsing for new resources. Get the most out of your investment by staying until the end of market.

The comprehensive health & safety plan can be found at: [www.TogetherSafely.com](http://www.TogetherSafely.com).