



OCT 4-6
ILTA 2021

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CONNECT. ENGAGE. COLLABORATE.

INTERNATIONAL OPERATING
CONFERENCE & TRADE SHOW

ILTA 2021 Conference and Trade Show

When you attend ILTA 2021 Annual International Operating Conference and Trade Show, you will clearly see that health and safety are priorities, and that a range of measures are in place to ensure everyone involved can enjoy a safe, hygienic, productive, high-quality and well-organized event. ILTA operates all events in accordance with local, state and federal government guidelines, as well as all venue-specific regulations.

When You Arrive on Site CONFERENCE ATTENDEES

- Upon arrival, attendees will enter the facility through the parking garage, from the street, or via the bridge from the Hilton hotel.
- For conference attendees who have pre-registered, please follow signage directing you to the registration area located on Level 2 of the Marriott Marquis.
- If you have not pre-registered, you will need to register at the George R. Brown Convention Center in Exhibit Hall B.
- All attendees must collect their badges/lanyards before entering the exhibition halls and conference rooms.
- All attendees must wear face masks while at the event.

When You Arrive on Site EXHIBITORS

- Exhibitors and stand-builders who arrive to set up before registration is officially open may access the hall via the loading dock.
- You can pick up your bracelet for set-up first and then pick up your badge later on during registration hours.

Social Distancing ALL ATTENDEES

- **All event activities will take place with social/physical distancing in mind.**
- **Please keep a 4-6-foot distance between yourself and other attendees.**
- Avoid handshakes and embraces as greetings.
- Take advantage of event technology! Use the **ILTA Event App** to connect with other attendees, find exhibitors, and get the latest event information.
- Floor plans have been adjusted, aisles have been widened, and considerations have been made in the event set-up to allow for adequate crowd distribution.

Social Distancing EXHIBITORS

ILTA is adhering to social/physical distancing in all facets of the event. Considerations have been made in conference rooms and at registration. We ask exhibitors to adhere to this policy during the exhibition.

- All booth activities (meetings, receptions, demonstrations, etc.) should allow for proper social distancing. We request that you staff your booth with no more than two booth personnel per 10 x 10 space at any one time.

10x10=2

10x20 = 4

20x20=8

20x30 = 12

20x40=16

- Meeting areas/furniture in your booth should be arranged to accommodate a safe physical distance between booth personnel and trade show visitors.
- Take advantage of event technology:
 - Use lead retrieval for contact-free scanning of attendee badges to follow up on leads from the event! See the Exhibitor Service Manual for more information.
 - Connect with attendees through the ILTA Event App and post regularly.

Booth Activities

- Please limit physical giveaways at the booth to avoid high-contact touchpoints.

Stand Catering/Receptions

- Outside catering is **STRICTLY PROHIBITED** at the George R. Brown Convention Center. Waivers will not be granted. All food and beverages must be purchased from the official supplier: Levy Catering

Tips and Suggestions for Exhibitors

- Exhibitors are encouraged to ship directly to the Freeman warehouse to manage freight processing in a more controlled environment.
- Consider touchless (electronic and digital) alternatives to engagement, collateral materials, and giveaways.

Registration ALL ATTENDEES

- For maximum badging efficiency, please come prepared with your digital barcode confirmation ready to display on your mobile device or your physical confirmation letter.
- All attendees are strongly encouraged to register online prior to arriving at the event.
- Online registration will remain open throughout the event. Retrieve your badge simply by sharing your name or barcode when you arrive.
- Signage and floor markings will indicate safe distances for attendees while lining up for badges.
- To ensure safety, registration staff will have masks, and the Marriott Marquis will provide plexiglass separators.

Registration EXHIBITORS

Avoid lines!! Exhibitors may collect badges on setup days to avoid crowds and allow for each access to the exhibit hall before the show opens.

- Please come prepared with your barcode confirmation ready to display on your mobile device or your confirmation letter.

Avoid the crowds: Pick up your badge early!

Conference Registration Hours:

- Saturday, October 2 5:00 PM - 8:00 PM
- Sunday, October 3 9:00 AM - 5:00 PM
- Monday, October 4 7:00 AM - 5:00 PM
- Tuesday, October 5 9:00 AM - 1:30 PM

Exhibitor Registration Hours:

- Sunday, October 3 7:30 AM - 5:00 PM
- Monday, October 4 7:30 AM - 10:00 AM
- Tuesday, October 5 1:30 PM - 6:00 PM
- Wednesday, October 6 9:00 AM - 2:00 PM

Show Hours:

- Tuesday, October 5 1:30PM - 6:00 PM
- Wednesday October 6 9:00 AM - 2:00 PM

Hygiene ALL ATTENDEES

- **All attendees must wear face masks for the duration of the event.**
- Individual(s) should wash their hands before putting on a face covering.
- The same side of the mask should be placed against the face and mouth each time to avoid sharing the contaminated side of the face mask with other attendees.
- Face covering should be removed using the straps to avoid touching the part protecting the face.
- Reusable face masks should be worn no more than twice. After that, wash them or replace them with new masks.
- Marriott has positioned touchless hand sanitizer stations throughout the hotel, including in restrooms and meeting rooms.
- **Wash your hands often!** Do so especially when you have been in high-touch areas, including escalators, elevators, and seating areas.
- **AVOID touching your eyes, nose and mouth**

Hygiene EXHIBITORS

- Stand-cleaning is available through Freeman. Please see the Exhibitor Service Manual for more information.
- We request that you regularly disinfect your stand throughout the event.
- Masks are required for all booth workers.
- Include signage promoting health and safety best practices.

Health Checks ALL ATTENDEES

- Show management is closely monitoring the advice from local health authorities on screening participants. We will follow that guidance.
- If you are not feeling well or are beginning to show symptoms, please do not come to the event.
- If you begin to feel unwell at the event, on-site medical personnel are person, or security staff personnel to be directed to the medical team.

Health Checks EXHIBITORS

- High-contact touchpoints such as tools, equipment, and other materials should be sanitized regularly.
- PPE is required, including face masks and facial shield

Go with the Flow (of Traffic) ALL ATTENDEES

- One-way aisles will be implemented within the exhibition hall to minimize physical contact and bottlenecks.
- Entrance Only and Exit Only doors are in effect.
- Attendees are discouraged from gathering at entrances and causing traffic jams.
- If an entrance is crowded, please take advantage of a lobby networking area until the crowd disperses and entrances become clear again.
- Time your visit carefully.

Conference Delegates

- Arrive at sessions early to avoid lines.
- Microphones should not be shared. They will be sanitized before and after each use.
- Attendees are asked to clear all conference rooms after sessions have finished to allow for a thorough room cleaning. Please help us expedite this process by exiting rooms at the end of sessions.
- All social distancing measures and protocols remain in effect during conferencesessions, including the wearing of face masks and the use of spacing between seats.
- Plexiglass shields will be installed between speakers.