

Reed MIDEM Events in the New Normal

UPDATED
10 September
2020

PREFACE

OUR FRAMEWORK, adapted from Reed Exhibitions' 5-Point Plan (<https://www.reedexhibitions.com/files/Reed-Exhibitions-New-Normal-June-2020.pdf>), to establish a robust programme of measures to support the health and safety of our attendees and organising staff:

Over the past two decades, the trade show industry has responded to and recovered from isolated challenges and national emergencies such as 9/11, the SARS outbreak in 2002 and the Icelandic volcano eruption of 2010.

The Covid-19 pandemic however will bring important and some permanent changes to our approach to organising trade shows, adding new dimensions to our organised events and demanding an even more comprehensive response.

In this difficult and uncertain time, the health and safety of our clients, partners, colleagues and event attendees, is important to Reed MIDEM and our parent company Reed Exhibitions.

When we next meet in Cannes, we will have a consistent and coherent programme of enhanced measures that are designed to ensure that our shows take place in a safe environment. And in order to succeed, it is all of our responsibility to respect the measures put into place.

Trade exhibitions are distinctly different from 'mass gathering' events. They are well-ordered market places for conducting business and commerce where we are able to affect conditions, settings and situations.

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STAGING MAPIC 2020 SAFELY

REED MIDEM looks forward to welcoming you in Cannes this November for the 26th MAPIC.

Know that we are driven by ONE simple goal: to support the international retail real estate industry in its efforts to get back to business in the safest and most accessible means possible.

Today, we are working with our colleagues at Reed Exhibitions, host city authorities and specialist medical advisors to build a coherent and consistent programme of advanced measures. Events will continue to be monitored by the French government, national and local authorities, and measures can be subject to change.

STAGING MAPIC 2020 SAFELY

SAFETY FIRST – MAPIC Admission Policy

Responding effectively to the risks of Covid-19 is a shared responsibility and we would ask you all to play your part in ensuring MAPIC remains as safe as reasonable practicable.

In that respect, Reed MIDEM asks that you abide by our admissions policy set out below.

In general, please do not attend the show if you:

are showing COVID-19 symptoms including a febrile temperature of above 37.8°C; a new continuous cough; shortness of breath or difficulty breathing; and / or the loss of, or change in, sense of smell or taste
have been tested positive for COVID-19 in the last 14-days
have come into close contact with a high risk or infected person within the last 14-days
have travelled from or through a 'watchlist' state or country – you could be quarantined on arrival here in France and / or on your return to your home state or country.

Our onsite medical team will respond to anyone displaying COVID-19 symptoms (24/24) in line with the directions issued by the relevant authorities.

Please (re) consider attending the show if you are in anyway vulnerable to COVID-19 particularly in you suffer from an underlying health condition.

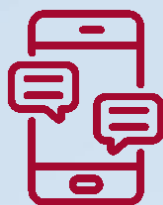
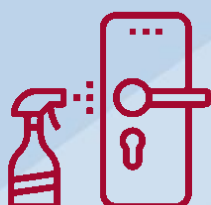
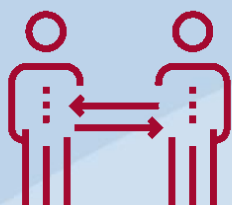
Our Safety Guidelines are based on Reed Exhibitions' 5-Point Plan and have been prepared in conjunction with the venue owner and the relevant authorities and in accordance with the relevant regulations, including Law n° 2020-856 of July 9, 2020. We would ask you to comply with all safeguards and precautionary measures. Anyone not complying will be requested to leave the show in accordance with Article 5 of our Rules."

STAGING MAPIC SAFELY

SAFETY FIRST - STAGING MAPIC SAFELY IN CANNES

Below is an overview of some of the standard safety measures we are taking throughout the Palais des Festivals and all of our event venues throughout Cannes.

- | Wearing a mask will be mandatory for all participants in the Palais and the Palais grounds. Participants must supply their own masks
- | Supplementary masks will be available for purchase at distribution points
- | Reed MIDEM will regulate traffic flow and capacity across the exhibition
- | Conference rooms will not surpass 50% capacity during sessions
- | Hydro alcoholic gel will be available during the market
- | Daily disinfection of high-use areas will be reinforced
- | Medical service available 24/24 during show days
- | Reinforced safety checks on food hygiene



STAGING MAPIC SAFELY

Our number one priority is to help buyers and sellers meet safely and in person. This means we will focus on staging the exhibition and conferences safely and forego the organization of parties, networking and other traditional group gatherings, where we cannot respect physical distancing.

THE EXHIBITION HALL WILL BE OPEN

- | Exhibitors will be asked to respect all physical distancing and hygiene guidelines issued by Reed MIDEM and government authorities
- | In all areas of MAPIC, physical distancing of one meter between attendees will be implemented
- | Trade show opening hours will be moved forward by 30 minutes. Access for all badge holders from 8am. Exhibitors can access the Palais earlier if needed (on request)
- | The air conditioning system of the Palais des Festivals is regularly maintained and certified by an independent body. In addition, the P-1 air handling units will be replaced this summer and will therefore be new for MAPIC 2020

STAGING MAPIC SAFELY

MAPIC CONFERENCES & EVENTS

- | We will use a limited number of conference rooms for 2020
 - | All conferences will be held with no more than 50% occupancy
 - | Available seats will be spaced apart and clearly marked to ensure physical distancing
 - | Conference and screening rooms will be disinfected after each use with a minimum of 30 minutes in between use
- | The 1st LEISURUP event will take place in parallel to MAPIC and the public will be invited to attend this event as well in the Palais des Festivals. LEISURUP will respect the same physical distancing measures.**

LeisurUp™

STAGING MAPIC SAFELY

REGISTRATION

- | We will encourage everyone to print their badge credentials in advance
- | Registration will be open onsite and physical distancing will be respected

LIMITED NETWORKING EVENTS OR PARTIES

- | For 2020, MAPIC will not organize large group gatherings
- | This includes not hosting the traditional opening party, not arranging gala dinners and large ballroom-based gatherings
- | We will review options if conditions allow

CLUBS & LOUNGES WILL BE OPEN

- | The Chairman's club will be open
- | All clubs will be designed with physical distancing requirements in mind
- | We are reviewing the location and operations of these critical meeting spaces to offer the best safety and hygiene conditions possible

STAND CONSTRUCTION, DESIGN, OCCUPANCY AND USAGE

MANDATORY SAFETY/HYGIENE REQUIREMENTS AND RECOMMENDATIONS

Reed MIDEM, the Palais des Festivals management and the Semec are working in tandem to help you make the most of the exhibition. Together, in partnership with our exhibitors, and all participants, we can stage MAPIC safely.

Reed MIDEM is not requiring exhibitors to make major design changes to stand decoration, furnishings or layout. However, depending on decoration plans, exhibitors will be required to make some modifications to adhere to common sense safety and hygiene protocols.

Some measures are MANDATORY and must be implemented on stands. Others measures are RECOMMENDED guidelines to be adopted.



STAND CONSTRUCTION, DESIGN, OCCUPANCY AND USAGE

MANDATORY MEASURES

- | MANDATORY: Plan your stand with sufficient space to ensure that physical distancing guidelines are respected during activities on the stand. Avoid unnecessary bottlenecks
- | MANDATORY: Respect maximum capacity on your stand of one person per linear meter (1per/ml), including guests and staff
- | MANDATORY: At the reception desk, install a transparent protective screen (PVC) to protect welcome staff members and stand visitors
- | MANDATORY: Organise removable furniture (tables/chairs) so that physical distancing guidelines are respected (1 meter apart)
- | MANDATORY: In meeting areas with fixed seating, ensure a minimum distance of 1m between each person is respected
- | If a 1m minimum distance cannot be kept in specific areas, other measures such as transparent protective screens in seating areas are an alternative solution
- | MANDATORY: Provide sanitizing hand gel dispensers at the entrance to the stand and in seating areas for your staff and for visitors
- | MANDATORY: Signage: Inform your stand visitors, via signage, of sanitary and physical distancing measures that you have implemented
- | MANDATORY: Communicate these measures to your stand construction company to ensure that the specifications are adequately taken into account
- | MANDATORY: Each exhibitor must provide or make available protective face masks to all employees

STAND CONSTRUCTION, DESIGN, OCCUPANCY AND USAGE

MANDATORY MEASURES

- | MANDATORY: Face masks must be worn by all stand employees, contractors, stand guests and hired temporary help during all times on the stand, including during build up and break down
- | MANDATORY: When off your stand, protective face masks must be worn by all exhibitor employees and contractors throughout the exhibition hall and any location in the Palais des Festivals (both inside the venue and outside the venue on the Palais grounds)

RECOMMENDED MEASURES

- | RECOMMENDED: Where possible, create one-way traffic flow on the stand via floor signage
- | RECOMMENDED: Frequently clean, with disinfectant wipes, contact surfaces such as counters, tables, showcases etc. after each visitor visit. Additional daytime and/or evening cleaning services may be ordered from the venue
- | RECOMMENDED: Limit to a minimum the distribution of printed marketing material (brochures etc.). We recommend digital marketing collateral when and where possible
- | RECOMMENDED: Limit distribution of sweets or other giveaways from containers. The distribution of such items to employees staffing the stand is possible as long as the hygiene regulations are observed

STAND CONSTRUCTION, DESIGN, OCCUPANCY AND USAGE

EXHIBITION BUILD-UP AND BREAKDOWN

- | We will retain a six-day build up schedule
- | Build-up hours will be extended to ensure stands are delivered on time
- | All stand services will be operational. Reed MIDEM will provide updates to exhibitors regarding access to services based on physical distancing and hygiene guidelines

CATERING RECOMMENDATIONS ON STANDS

- | Exhibitors may continue cooperating with official caterers of your choice
- | These service providers will adhere to government hygiene guidelines and will be monitored onsite
- | Respect the general hygiene requirements for serving and storing food that you provide yourself. Details are available in the Exhibitors Technical Guide
- | Cocktails on stands will still be possible as long as physical distancing and sanitary regulations are applied (individual portions, floor signage in front of the buffet etc...)
- | Self-service is not permitted for cocktails (cookies, candies...)
- | All the food must be served by dedicated staff wearing gloves and masks

THE CITY OF CANNES

CANNES

- | General disinfection of the city including play areas
- | Cleaning of public spaces, playgrounds, bus stops etc
- | In transport, disinfection of buses
- | Transport: Mandatory wearing of a mask, hydro alcoholic gel - driver protection, only one seat in two to be available for use
- | Wearing of masks recommended in busy areas (shops, waiting areas, administrative areas, markets, pedestrian streets...)
- | Beaches are open

HOTELS WILL BE OPEN TO WELCOME GUESTS

Commitment to the implementation of the UMIH health protocol (Union of Hotels). To date, the sanitary measures are the following (these measures are likely to evolve depending on government recommendations):

- | Physical distancing will be mandated by hotels
- | Face mask policy for staff and use of other personal protective equipment
- | Digitalization of check-in and check-out procedures
- | Increased cleaning operations
- | Limit the number of people allowed per elevator
- | Rooms will stay vacant for 24 hours between check-out and new occupancy
- | Additional room disinfection and cleaning service upon request
- | Breakfasts served in rooms or in the dining area respecting physical distancing

THE CITY OF CANNES

RESTAURANTS AND BARS

Food establishments are taking all the appropriate precautions as per government and hotel management guidelines.

Upon Restaurant entry:

- | Respect one-meter distance from other customers and teams
- | Hand washing with the hydro alcoholic solution available at the entrance
- | The toilet facilities will be disinfected several times a day and disinfectant wipes are available

Means of payment:

- | Respect one-meter distance from other customers and teams
- | Hand sanitizing with the alcoholic solution available on the counter
- | Contactless payment expected to be widely available

THE CITY OF CANNES

AIRPORT & ARRIVALS

Hygiene:

- | Cleaning and disinfection: Commissioning of an autonomous anti-bacterial mobile robot (eliminates almost 100% of bacteria in the air and on surfaces)
- | Reinforcement of cleaning teams with the protocol used in hospitals (anti-bacterial cleaner)
- | Provision of hydro alcoholic gel distribution terminal (check-in-baggage-filtering area)
- | Installation of air purifiers in toilet areas (purifying UV radiation technique not harmful to health)
- | Installation of filters for ventilation
- | Air duct cleaning multiplied by three

Health & Safety:

- | Communication - signage throughout the terminals for passengers indicating measures
- | Installation of Plexiglas protective screens in reception areas
- | Physical distancing for check-in, boarding and baggage recovery
- | Mandatory wearing of masks (customers can buy them on site)

THE CITY OF CANNES

LOCAL TRANSPORT

Taxis:

- | Front and rear seats separated by Plexiglas
- | Mask for the driver
- | Regular disinfection of vehicles: cleaning of sensitive parts of vehicles (headrest - handles - armrests) with anti-microbial wipes
- | Provision of hydro alcoholic gel
- | Spraying of anti-bacterial products
- | Regular ventilation of the vehicle

These measures are a work in progress and will evolve according to changing government recommendations and the situation related to the pandemic.