

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>), **is 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.

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

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

When we next meet in Paris, 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 PARIS REAL ESTATE WEEK 2020 SAFELY

REED MIDEM looks forward to welcoming you in Paris this September.

Remember that we are driven by ONE simple goal: to support the international 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 wide-ranging programme of advanced safety measures. Events will continue to be monitored by the French government, national and local authorities, and measures can be subject to change.

STAGING PARIS REAL ESTATE WEEK 2020 SAFELY

SAFETY FIRST – 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 PARIS REAL ESTATE WEEK remains as safe as is 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 if you suffer from an underlying health condition.

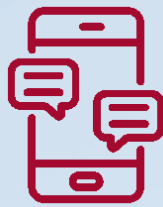
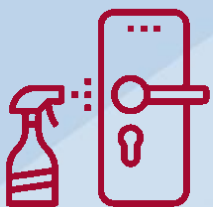
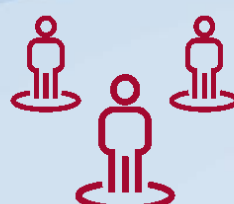
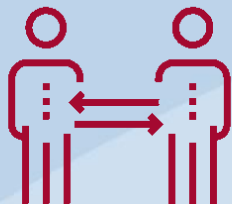
Our Safety Guidelines are based on Reed Exhibitions' 5-Point Plan and have been prepared in conjunction with the venue owner and the relevant authorities and in accordance with the relevant regulations, including Law n° 2020-856 of July 9, 2020. We ask you to comply with all safeguards and precautionary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

STAGING PARIS REAL ESTATE WEEK SAFELY

SAFETY FIRST - STAGING PARIS REAL ESTATE WEEK SAFELY IN PARIS

Below is an overview of some of the standard safety measures we are taking throughout the venue.

- | Wearing a mask will be mandatory for all participants in the venue
- | Participants must supply their own masks
- | 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 services available during show days
- | Reinforced safety checks on food hygiene



STAGING PARIS REAL ESTATE WEEK SAFELY

Our number one priority is to help client to 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 AT PROPEL

- | Exhibitors will be asked to respect all physical distancing and hygiene guidelines issued by Reed MIDEM and government authorities
- | In all areas of PARIS REAL ESTATE WEEK, physical distancing of one meter between attendees will be requested
- | Access to the event for all badge holders will be from 9am. Exhibitors can access the CENTQUATRE from 8.30 am
- | The CENTQUATRE is a ventilated venue thanks to its two wide open doors on each side, its high ceiling ensures air circulation which is constantly renewed. The CENTQUATRE has also many exterior places to enjoy the sun and fresh air.



STAGING PARIS REAL ESTATE WEEK SAFELY

CONFERENCES

- | All conferences will be held with no more than 50% occupancy
- | Despite the fact that we will have limited seating in rooms, we will stream the main contents on screens throughout the event.
- | Available seats will be spaced apart and clearly marked to ensure physical distancing
- | Conference and screening rooms will be disinfected regularly

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, PARIS REAL ESTATE WEEK will not organise large group gatherings
- | This includes not hosting the traditional opening party
- | We will review options if conditions allow

CLUBS & LOUNGES 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 and the venue management 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 PARIS REAL ESTATE WEEK 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 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 of the venue (both inside and outside the venue)

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

- | 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 : United Kitchens
- | 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

PARIS REAL ESTATE WEEK

FAQ

FREQUENTLY ASK QUESTION

It is mandatory to wear a mask during the event?

- | Masks are mandatory inside the venue
- | You are invited to bring several masks and to change it every 4 hours. Special trashes for masks will be set up through the exhibition.

What should I do if I forgot to print my badge?

- | Access to the registration area will be made through a different queue line, you can go there directly to take your badge.

How will be managed the registration area?

- | We will create signage lines to respect 1 meter of social distancing, the badge printer will face the clients to reduce contacts, counters will be disinfected with a spray between each client and each counter will be equipped with a Plexiglas.
- | At the entrance, you will find lanyards dispensers with disinfectant gel, please use the hydro alcoholic gel before you take one.

Will a cloakroom be available?

- | The cloakroom will be set up at the entrance.
- | A disinfectant spray will be used by our hostesses when taking the clothes and giving back the clothes. They will also wear masks and gloves.

PARIS REAL ESTATE WEEK

FAQ

FREQUENTLY ASK QUESTION

- **How will be managed networking lounges and catering areas?**

For drinks and coffee the service will be ensure by waiters with masks and gloves. There will be a one-way flow to avoid crossing paths.

For food distributions we will set up buffets, before accessing the buffet each people must disinfected their hands. Food will be served by our waiters in individual containers, they will be equipped with masks and gloves. Social distancing will be encourage with signage lines on the ground. We will create several distribution points for food.

There will still be networking lounges but furniture will be displayed 1m from each other.

- **What should I do if I feel symptoms of Covid 19? (Fever, cough, fatigue...)**

An isolating room with a nurse will be set up onsite. If you feel any symptoms please go directly to this room with your mask on.