

Reed MIDEM Events in the New Normal

PREFACE

OUR FRAMEWORK is adapted from Reed Exhibitions' 5-Point Plan (<https://www.reedexhibitions.com/files/Reed-Exhibitions-New-Normal-Jan-2021.pdf>)

and subject to the French Authorities' regulations in force when MIPCOM 2021 will take place, **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 has brought 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.

TABLE OF CONTENTS



STAGING MIPCOM 2021 SAFELY

- | SAFETY FIRST - STAGING MIPCOM SAFELY IN CANNES }
 - | MIPCOM EXHIBITION HALL }
 - | MIPCOM CONFERENCES }
 - | REGISTRATION }
 - | NETWORKING EVENTS OR PARTIES }
 - | CLUBS & LOUNGES }


STAND CONSTRUCTION, DESIGN, OCCUPANCY AND USAGE }

- | MANDATORY SAFETY/HYGIENE REQUIREMENTS AND RECOMMENDATIONS }
 - | MANDATORY MEASURES }
 - | RECOMMENDED MEASURES }
 - | EXHIBITION BUILD-UP AND BREAKDOWN }
 - | CATERING RECOMMENDATIONS ON STANDS }

THE CITY OF CANNES }

- | HOTELS }
 - | RESTAURANTS AND BARS }
 - | AIRPORT & ARRIVALS }
 - | LOCAL TRANSPORTS }

STAGING MIPCOM SAFELY



REED MIDEM looks forward to welcoming you in Cannes this *October* for the 36th edition of MIPCOM.

Know that we are driven by ONE simple goal: to support the international Television industry showcase the best new shows for distribution, reach new markets, drive business opportunity and help kick start new sales, acquisitions and partnerships 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 program 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 MIPCOM SAFELY

SAFETY FIRST – MIPCOM Admission Policy

Responding effectively to the risks of Covid-19 is a shared responsibility and Reed MIDEM ask all participants to play their part in ensuring MIPCOM remains as safe as reasonably practicable.

In that respect, Reed MIDEM will communicate to all attendees, a person should not attend the show if the individual is showing signs as set out below.

In general, do not attend the show if the person:

Is 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 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 – the individual could be quarantined on arrival in France and / or on the persons return to the individuals 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.

The individual should reconsider attending the show if the individual is in anyway vulnerable to COVID-19 particularly if the person suffers 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.

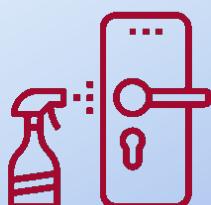
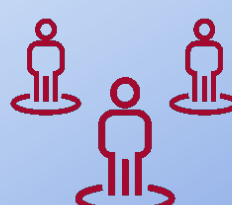
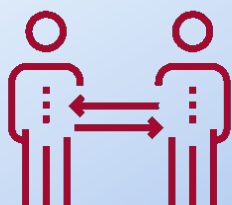
We would ask you to comply with all safeguards and precautionary measures. Anyone not complying will be requested to leave the show in accordance with Article 5 of our Rules.”

STAGING MIPCOM SAFELY

SAFETY FIRST - STAGING MIPCOM SAFELY IN CANNES

Below is an overview of some of the standard safety measures we are implementing at 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 MIPCOM SAFELY

Our number one priority is to help our clients meet safely and in person. This means we will focus on staging the exhibition and conferences safely and *forego the organisation of parties and 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 MIPCOM, physical distancing of one metre between attendees will be implemented
- | Trade show opening hours will be moved forward by 30 minutes. 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 were replaced this summer.

In February 2021, the Palais des Festival was awarded the GBAC STAR accreditation, recognised as the highest International benchmark in health security for public facilities awarded by BIORISK. In addition, to its recent Sanitary Security Label and ECOVID certification issued by the SOCOTEC.

STAGING MIPCOM SAFELY

MIPCOM CONFERENCES & EVENTS

- | We will use a limited number of conference rooms for 2021
- | 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

STAGING MIPCOM 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 2021, MIPCOM will not organise large indoor parties
- | 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, 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 MIPCOM 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 certain common sense modifications to adhere to the safety and hygiene protocols laid out in this document.

Some measures are MANDATORY and must be implemented on stands. Other 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 metre (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 metre 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 sanitising 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, 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

- | A 6 day build up schedule will be implemented.
- | Build-up will be possible during this period 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

- | These service providers will adhere to government hygiene guidelines and will be monitored onsite
- | Exhibitors may continue cooperating with official caterers of your choice
- | 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
- | Digitalisation 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-metre 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 sanitising 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

IMPORTANT INFORMATION

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