

CREATE

the future of foodservice

October 4-6, 2021

Sheraton Denver Downtown | Denver, CO



Your Guide to a Safe, Secure Experience

INFORMACONNECT.COM/CREATE
#CREATEtogether

Overview

The **CREATE** Team is excited to bring the foodservice industry together under one roof for an unparalleled immersive experience. We are committed to creating an event where our community, partners, staff and local workforce can have an enjoyable and successful experience, conduct business effectively and do all of this in safety and comfort.

The health and safety of our customers and staff remain our #1 priority. Our event has been organized in accordance with the CDC’s guidelines, Informa’s AllSecure Health and Safety standards and in partnership with the Sheraton Denver Downtown Hotel, a Marriott International property with protocols outlined by Marriott’s [Cleanliness Council](#).

The following information includes everything you need to know and every step we are taking to deliver a safe, secure experience. Please take a few minutes before you arrive to familiarize yourself with our on-site policies, services, and how to stay informed during the event.

Note: the following information is effective as of September 28, 2021.

TABLE OF CONTENTS

Overview	2
Before You Arrive	3
During the Event.....	4
Staying Informed	5
Additional Health & Safety Resources.....	6
About Informa AllSecure	7



Before You Arrive

Have you completed your self-assessment? Are you free from any known COVID-19 symptoms? Great! We look forward to seeing you soon.

If you feel unwell please take care of yourself. If you have any of the known symptoms of COVID-19, we must also ask that you stay home. You can refer to the CDC's COVID-19 self-checker guide by [clicking here](#).

BEFORE YOU DEPART

- Have your proof of vaccination and/or negative test results readily available. This is required of all CREATE 2021 participants and staff. See below for more information.
- Have your digital or print registration bar code readily available. This will expedite your entry upon arrival at the event
- Check your flight and travel arrangements for any COVID-19 related restrictions or requirements
- We are closely following the latest [CDC guidelines](#) on mask wearing. All unvaccinated guests are strongly encouraged to wear masks at indoor activities. Guests who will be wearing masks, either in the event areas or at an off-site activity, should bring their own; a limited quantity of masks will be available on site

PROVIDING PROOF

CREATE is requiring all participants and support staff to provide proof of full vaccination or a negative COVID test prior to entering the event, specifically:

VACCINATION PROOF

- May be provided in digital or paper format
- Must display the date the vaccine was administered, or in the case of a 2-dose vaccine series the date of the first and second dosages
- Must be accompanied by a form of legal identification to verify the participant's information matches the proof provided
- In accordance with [CDC guidelines](#), people are considered fully vaccinated 2 weeks after having received their final vaccine dose

PROOF OF NEGATIVE TEST

- May be provided in digital or paper format
- Must be administered no more than 3 calendar days prior to entering the event
- Must be accompanied by a form of legal identification to verify the participant's information matches the proof provided

We have an open line of communication in place with our hotel partner and local health officials. Before the doors open, we will conduct inspections to ensure the venue is safe, clean and ready for business.

During the Event

We are taking additional measures to ensure your health and safety at the event. Please plan accordingly and allow extra time when arriving at the show and making appointments with customers.

WHEN YOU ARRIVE

All participants will be required to show proof of vaccination or negative test results at the event entrance (see section “Before You Arrive” for more detail)

- Once the required form of proof has been verified by event staff, participants will proceed to the registration area to collect the required event credentials and gain entry to the event
- Any participant unable to provide legal identification to verify the proof provided will not be permitted to proceed and will be asked to secure the necessary identification prior to attempting re-entry
- Any participant unable to provide proof of vaccination or negative test results will not be allowed to proceed and will be directed to local testing sites

DURING THE EVENT

MASK POLICY

We are following the latest CDC, state and local health authority guidelines on mask wearing.

- All unvaccinated guests are strongly encouraged to wear masks at indoor activities
- Guests who will be wearing masks, either in the event areas or at an off-site activity, should bring their own; a limited quantity of masks will be available on site
- All guests attending off-site activities where transportation is provided are required to wear masks during transport in accordance with state and federal guidelines
- Please follow all recommended health and safety measures, including those from the CDC, such as washing your hands often and covering your cough or sneeze. Please do not come to the event if you have any of the symptoms of COVID-19
- We have designed all event areas to give everyone space and comfort and reduce the chance of crowding in any location
- There will be signage throughout the event about the safest distances to keep
- Additional hand sanitizers will be available throughout the event areas
- Trash will be removed through the venue with great frequency
- Daily disinfecting will take place to sanitize all restrooms and frequently touched public areas
- All off-site events follow the same protocols as the on-site event. Guests participating in off-site activities where transportation is provided must wear masks during transport in accordance with state and federal guidelines
- Meeting rooms will be cleaned during break periods whenever possible

FEELING SICK UNEXPECTEDLY AT THE EVENT?

- Please visit the First Aid Station at Plaza Court 8. Medical personnel will be available to assist
- If you are experiencing symptoms of COVID-19, we must ask you to leave the venue. Please visit one of these local testing facilities immediately: [COVID Check Colorado - Find Testing Sites](#)
- If you test positive for COVID-19 on site and are unable to travel, we will work with you and the hotel to accommodate you. Please contact Shea Hochenberger at shea.hochenberger@informa.com for assistance

Staying Informed

CONTACT US ANYTIME

If you have any questions about our health and safety measures or how you can best prepare, contact us at CREATEsupport@informa.com

BEFORE THE SHOW

Please refer to [CREATE Health & Safety page](#) to review a full list of health and safety measures.

To speak with your account executive or a member of our team directly, please contact Shea Hochenberger at shea.hochenberger@informa.com

AT THE SHOW

Signage referencing our health and safety measures will be placed throughout the venue.

Our staff will also be ready to answer your questions at the Registration area located on the Concourse level of the Plaza building.



Additional Health & Safety Resources

SHERATON DENVER DOWNTOWN HOTEL

The Sheraton Denver Downtown Hotel, a Marriott International property, is committed to providing you with a safe environment that aligns with expert protocols for working to defeat COVID-19. Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, the **Marriott Cleanliness Council** is redefining their health and safety standards. Learn more about **Marriott's Commitment to Clean** standards [here](#).

HOTEL RESERVATIONS

The Sheraton Denver Downtown Hotel is our official housing partner. For information or to make a reservation, please contact the hotel directly at 303.893.3333 or [book online](#).

AIRLINE TRAVEL

AMERICAN

[Travel Information](#)
[Health & Safety](#)

DELTA

[Travel Information](#)
[Health & Safety](#)

JETBLUE

[Travel Information](#)
[Health & Safety](#)

SOUTHWEST

[Travel Information](#)
[Health & Safety](#)

UNITED

[Travel Information](#)
[Health & Safety](#)

RIDE SHARE

UBER

[Health & Safety](#)

LYFT

[Health & Safety](#)

ADDITIONAL RESOURCES

US TRAVEL

ASSOCIATION

[Industry Guidance](#)

CDC

[General Guidelines](#)

[Travel Guideline](#)



About Informa AllSecure



CREATE will be organized in accordance with Informa's AllSecure health and safety standards. As the world's leading events' organizer, Informa has developed a detailed set of enhanced measures to provide the highest levels of safety, hygiene and cleanliness, and to ensure that our customers, partners and colleagues can connect, learn, know more and do business effectively, safely and with confidence.

All Informa events will be run according to official government and local authority guidance, as well as any venue or location-specific regulations. In addition, all Informa events will follow the [ten Informa AllSecure priority commitments](#).



We are following the [CDC's latest guidance](#) on mask wearing and would encourage everyone in our community to do the same. Guests who will be wearing masks should bring their own; a limited quantity of masks will be available on site.



All attendees and exhibitors will be encouraged to register online before the show enabling barcode scanning for contactless entry.



We've allowed for space, comfort and are reducing the chance of crowding at any single point. Plus there will be signage and reminders on recommended distancing practices.



We will undertake enhanced, deep cleaning before, during and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. Additional hand sanitizing stations will be provided throughout the event space, encouraging all participants to regularly wash and disinfect their hands.