



## **National Farm Machinery Show and Championship Tractor Pull Response Plan**

*The requirements are accurate as of December 8, 2020 and are subject to change. The show is scheduled for March 31 – April 3<sup>rd</sup>.*

### **Mission Statement**

Kentucky Venues shall promote the progress of the Commonwealth of Kentucky and stimulate public interest in the advantages and development of the Commonwealth by providing the Kentucky Exposition Center and the Kentucky International Convention Center for exhibitions, conventions, trade shows, public gatherings, cultural activities and other functions. In managing these two facilities, Kentucky Venues resolves to advance Kentucky's agriculture and tourism industries and economy while serving the entertainment, cultural and educational interests of the public.

### **Overview**

All established guidance in the Kentucky Healthy at Work Venues and Event Spaces, Restaurants, Retail, and Movie Theaters will be followed throughout the entirety of the event. As that guidance continues to change, the content of this action plan will be modified to reflect the most recent updates and changes.

The 56<sup>th</sup> National Farm Machinery Show (NFMS) falls under KRS 147.140(1)(f) as a function of the Kentucky State Fair Board and has taken place in Louisville every year since 1965. NFMS brings an estimated economic impact of \$23.8 million<sup>1</sup>, which is the third largest economic impact from an event in Louisville behind the Kentucky Derby and Mid-America Truck Show.

The procedures within this document have been developed based on best practices and other approved events that have been hosted by Kentucky Venues at the Kentucky Exposition Center, such as the National Street Rod Association Street Rod Nationals and the Kentucky State Fair, the North American International Livestock Exposition and in addition to other approved show plans, such as GIE+ Expo. As the event nears, additional strategies and methods will be implemented, as needed, to further ensure all requirements are being followed.

These requirements and recommendations are intended to make certain that organizers and participants are following the most recent guidance from federal, state and other public health officials.

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<sup>1</sup> This number is provided by Louisville Tourism and is calculated using an industry standard Event Impact Calculator that covers lodging, transportation, food & beverage, retail and recreation spending associated with the event.

## **CLEANING/HAND SANITIZER/HANDWASHING**

- Hand sanitizing stations will be located near food vendors.
- Hand sanitizing stations will be located near the entrances/exits of the building as well as throughout the show floor.
- The Kentucky Exposition Center cleaning staff will clean and disinfect the event areas throughout each day of the event, with increasing frequency of cleaning high-touch areas.
- Cleaning staff will be in key areas for enhanced cleaning areas in lobbies and food courts.
- Restrooms occupancy will be limited, and restrooms will be frequently cleaned throughout the day.
- Additional signage will be placed around the facility to remind people of the importance of hand washing.

## **CONTACT TRACING**

- Everyone entering the facility will be required to submit, at a minimum, a name and phone number to obtain a badge.
- In the event of a positive COVID-19 test, individuals will be notified they may have come into contact with an individual with COVID-19 and they need to go to their local doctor or health department to get tested.

## **FOOD VENDORS**

- Food vendors will be in specific lobbies and outdoor areas. These areas will be limited to 3-4 different vendors to limit congestion and allow for them to be spaced accordingly.
- Vendors involved in the food industry at the show will be required to adhere to the most up to date Healthy at Work Bars and Restaurants requirements.
  - All beverages & food will be pre-packaged to meet the appropriate standards set up by the health department per the Healthy at Work Bars and Restaurants requirements.
- Tables that are set in the area will consist of 72" rounds of 4 chairs, a reduction from the traditional 10 chair seating arrangement, with a minimum of 10' between tables. Seating will be limited.
- Vendors will be required to have at least 3 floor decals, spaced 6 feet apart, to designate locations for individuals to stand while in line.

## **LAYOUT**

- Capacity will be capped at 20,000 people at a given time inside the facility. *This is utilizing the 36 sq. ft. per person ratio established by the cabinet and Healthy at Work Venues and Event Spaces.*
- Attendees will have to register for a specific date to attend. This will help control the number of people in the building at any given time.

## MEETINGS

- All meeting rooms will be set to adhere to the Healthy at Work Movie Theater guidelines. Rooms will also be set with rows separated by 6' and rooms will be less than 33% of the listed capacity.
- Some of the educational sessions will be cancelled to allow for ample time to clean and sanitize the rooms between sessions.
- Signs will be placed on all doors leading into the exhibit halls reminding attendees of good social distancing and face masks/coverings requirements.
- All doors will be propped open to reduce touch points for attendees and staff. Rooms will also be set with separate doors for entry and exit.
- All paper resources will be converted into electronic resources to reduce contact points.
- Additional rooms will be set up for overflow for meetings and the meeting will be streamed into those rooms.
- Meetings will be conducted utilizing a hybrid model. There will be limited seating in the meeting rooms (set to Healthy at Work Movie Theater guidelines) and people will be able attend virtually as well.

## CHAMPIONSHIP TRACTOR PULL

*Championship Tractor Pull is an annual that has taken place since 1969 and is each evening of the National Farm Machinery Show along with a matinee on Saturday.*

*It is conducted in Freedom Hall and the vehicles are stored and worked on in Broadbent Arena.*

- Broadbent Arena will be closed to the general public. Only individuals directly involved with the tractor pull will be allowed to enter. *Historically Broadbent Arena is open to the public to allow individuals to walk around the tractors.*
- Every other row in Freedom Hall will be covered with plastic to prevent individuals from sitting in the seats.
- Two seats will be placed between all parties that have purchased tickets, to allow for social distancing.
- Everyone in attendance will be required to wear face masks/coverings.
- Capacity will be capped at less than 7,000 people for each performance. Typically, the pull draws about 75,000 over the course of 5 shows. *This will be a reduction of about 67% in attendance.*
- Tickets will be required to be purchased via Ticketmaster. *This will require individuals to share at a minimum their names and e-mail addresses. We are anticipating a reduction of about 67% of the seating capacity in Freedom Hall.*
- Video messages will be incorporated into the production of the show to remind people about the importance of social distancing, face masks/coverings, and other COVID related information.
- Graphic signage will be developed and utilized on all messaging platforms in Freedom Hall about social distancing and face masks/coverings.

## SHOW SPACE

- Face masks/coverings will be required for everyone in attendance.
- Adherence to all established Governor Executive Orders will be required to attend the show.
- Attendees and Exhibitors travel from around the country, but primarily the region, to see the latest products and trends in the farming industry. Most attendees drive to the event.
- The show is anticipating a 10% reduction in total number of vendors for the show.
- Each booth is being required to have an increased cleaning regimen of high touch items throughout their booth, as well as, their booth space and equipment.
- Aisles are all 10-15' and there will be some "Buffer Zones" created for wider aisles in higher traffic areas to help create more space to aid in social distancing.
- All vendors will be required to adhere to established guidelines in the Kentucky Health at Work for Retail Businesses.
- Signage will be placed around the facility and the show floor to remind people about the importance of social distancing and the requirements to wear face masks/coverings.
- Public address announcements will be made every 30-45 minutes to remind individuals about social distancing and the requirements to wear face masks/coverings.
- Videos that have been created for the Commonwealth (for example, #MaskUpKY campaign) will be played on the video board located in the North Wing Lobby near a food court to remind people about social distancing and the requirements to wear face masks/coverings.
- Floor markings will be placed to help remind people about social distancing and one-way aisles.
- The trade show will be conducted in a hybrid model. This will allow for virtual attendees to visit booths from the show floor and get the same type of information.
  - Vendors will also be given the option to have live events streamed virtually in addition.
  - This will be the first major tradeshow to utilize a hybrid model.

## REGISTRATION

- Registration will be required by all in attendance to manage crowd sizes, increase social distancing and reduce physical contact. *This is the first time in show history that we are requiring registration by all attendees.*
  - Online registration will be offered in advance and the use of media and social media will be utilized to inform people about needing to register for the show. A majority of attendees are expected to utilize this registration option.
  - Attendees will have the opportunity to register on their phones or other electronic devices.
  - Additional registration locations will be utilized at various locations around the city, key hotels, airport, etc., to help reduce on-site registrations.
  - On-site registration will take place at minimal number of locations to aid individuals that need assistance but to help encourage people to register online.

- Signage will be placed at the entry ways to the facility to notify individuals about the need for registration. QR codes will be utilized at these locations for individuals to register and reduce physical contact.

**MISCELLANEOUS**

- Floor decals will be placed around the property to encourage social distancing.
- Barriers will be erected in all areas where event transactions will be required to take place.
- Additional signage will be placed outside all public areas to designate capacity numbers.