



Official Health & Safety Measures: *Good Health + Good Business*



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Subject to Updates and Changes

From Our CEO

Dallas Market Center Customers:

The COVID-19 pandemic is like nothing our marketplace has seen before; likewise, our response to it and our ongoing actions are also unprecedented. We are first and foremost a family company and as part of our customer family, your safety and well-being are our largest concerns even as we remain committed to making your visit to Dallas Market Center inspiring and efficient.

This guidebook contains our roadmap to daily operations as we support the health of all visitors. The protocols and guidelines were developed after in-depth dialogue with a range of health professionals, exhibitors, buyers, and employees. Specifically, we are indebted to the hard work conducted by the Centers for Disease Control, the World Health Organization, and the Texas Department of Health & Human Services. We are also proudly exceeding the guidelines outlined by the Governor of Texas in the *Governor's Report To Open Texas—Texans Helping Texans*.

Our goal is simple: balance good business with good health, which candidly means that these guidelines may be viewed as too cumbersome by some and not strict enough by others. Rest assured that we will continue to make adjustments based upon changing public health reports and local, state, and national guidelines as well as feedback from our customers.

We are confident that the measures outlined here will help protect our guests while supporting our core mission: connecting buyers and sellers and supporting better business together.

Our company obligations are critically important across all departments, which are fully committed to these procedures. Likewise, individual employees of Dallas Market Center are committed to their roles to not merely follow guidelines but to serve as leaders in those efforts.

But most importantly, we are asking more of our exhibitors and buyers. We are asking exhibitors to follow these guidelines and to develop their own procedures. Please be mindful that requirements may vary showroom by showroom. Ultimately, the responsibility lies with each person to follow proscribed protocols in order to create better health.

Dallas has always been a friendly and welcoming marketplace. Today, because of the actions we are taking and the natural design features of our marketplace, Dallas Market Center is uniquely comfortable and well-prepared for all visitors. Thank you for your cooperation and support.

Sincerely,



Cindy Morris,
President and CEO

Preface and Resources

On May 4, Dallas Market Center re-opened its doors to customers following Governor Abbott's April 27 announcement of the first phase of the plan to open Texas.. That re-opening was accompanied by comprehensive new protocols for health and safety that include social distancing, enhanced cleaning, personal protection equipment, and other practices and physical updates to help support a healthy marketplace. These protocols are outlined in a comprehensive report: Texans Helping Texans: The Governor's Report to Open Texas.

To minimize risk these guidelines will be re-evaluated regularly and will be measured against the recommendations of government entities, health experts, and customer input. We fully expect that as conditions change, the outlined measures will also warrant adjustment.

Since April 27, Texas Governor Greg Abbott has issued Executive Orders announcing further phases of re-opening of businesses and activities for the state. Each Executive Order expands upon previous phases of the plans to Open Texas while minimizing the spread of COVID-19, including a mandate requiring face coverings over the nose and mouth be worn. All open businesses are subject to the recommended minimum standard health protocols outlined by the Texas Department of State Health Services. Dallas Market Center is exceeding those minimum requirements, available here: <https://dshs.state.tx.us/coronavirus/opentexas.aspx>

On June 23-26, Dallas Market Center held successful in-person events: Apparel & Accessories Market and KidsWorld Market, drawing attendance that was 85% of last year's events.

In July Dallas Market Center held Open House events welcoming thousands of buyers safely and productively.

In the month of August, Dallas Market Center held multiple events including Total Home & Gift Market, Dallas Lighting Expo, Apparel & Accessories Market, KidsWorld Market, and Western & English Market. Buyers from 40 states attended the events. Participation among showrooms was more than 90% and attendance for Total Home & Gift Market was 55% of last year while the fashion events welcomed 75% of last year's attendance. New buyer attendance increased significantly given the number of exhibitors available in Dallas and the comprehensive health and safety measures in place.

In September and October, daily business inside the marketplace was 85% compared with the same period last year. Dallas Design Week was held and included both in-person and virtual events for the Design Community. And the October editions of Apparel & Accessories Market and KidsWorld Market were successful by all measures: attendance, orders, and health & safety.

If you have any questions or concerns we want to hear from you. Please reach out directly to Dallas Market Center via email at LetsTalk@DallasMarketCenter.com.

Facility Infrastructure: Large Spaces and Distance for Visitors

Dallas Market Center is a 5 million square foot collection of buildings purpose-built for daily business and trade events that allow for generous space between guests. Likewise, individual showrooms by design and function allow for space between guests. There are both natural design features and new measures that support the safety of visitors.

Natural design features include the following:

- Large parking lots with more than 7000 open-air parking spaces
- Multiple entries for each building
- Large entryways/exits allowing for quick entry and exit
- Multiple large registration desks
- Wide hallways of up to 8 feet
- Multiple escalators to all floors in each building—front and back
- Multiple elevators in each building

New efforts include:

- Comprehensive signage throughout the marketplace, both digital and printed, reinforces a list of guidelines and expectations including wearing a mask, maintaining 6-foot distance, using hand sanitizer, and no gatherings.
- Additional signage exists in locations such as elevators, escalators and bathrooms regarding social distancing
- Plexiglass shields now separate registration staff from guests
- More than 100 hand sanitizer stations are located throughout the marketplace--on each floor and near escalators

Facility Operations: Clean, Socially Distant, and Low Contact

The Dallas Market Center team has consulted outside recommendations from the Centers for Disease Control (CDC), the Occupational Safety and Health Administration (OSHA), the Texas Department of Health & Human Services, and the official state guide: *Governor's Report To Open Texas—Texans Helping Texans*. Additionally, the buildings of Dallas Market Center have been evaluated by internal team members including a Safety Committee and the Protective Services staff. The result of that study are the measures outlined below.

1. Temperature Checks

Mandatory checks of temperature via a handheld device have been instituted. Every person entering the buildings will be screened once a day for an elevated temperature at one of the main entrances. This includes showroom personnel, buyers, staff, and contractors. Each person will receive a colored sticker in order to proceed into the marketplace. Anyone with a temperature above 100 will be escorted to a waiting area and screened a second time. Anyone with a consistently elevated temperature will not be allowed into the marketplace.

2. Face Coverings Required

Face coverings are required per the State of Texas and a [Dallas County order](#). These masks or coverings must be worn at all times throughout the building common areas except while eating in designated locations. If a buyer arrives without a face covering, they will be issued one by DMC.

Customers without face covering will not be granted access. Face coverings must cover the nose and mouth.

3. Entries

Limited entryways into Dallas Market Center will be open during business hours, allowing for free and clear access into and from the buildings through areas where temperature checks will occur.

4. Social Distancing

All showroom personnel, buyers, contractors and staff will practice social distancing by maintaining a distance of 6 feet between them.

5. Housekeeping/Cleaning Protocols

The facilities continue to undergo deep cleaning on a regular basis with the use of hospital-grade cleaners to disinfect high-touch points including:

- doors and door handles
- stair handrails
- elevator buttons
- light switches
- escalator handrails
- countertops and table tops

6. DMC Staff Protocols

Staff of Dallas Market Center will maintain strict health and safety measures including:

- Wearing masks or protective face shields
- Registration team members will operate behind plexiglass shields
- All employees will undergo daily health screening measures including temperature checks
- All staff entering the facility will wash hands and/or sanitize hands

7. Human Resources and Protective Services Oversight

Any team member with an elevated temperature and/or showing signs or symptoms of possible COVID-19 and will be sent home for quarantine as outlined in the Governor's standard health protocols.

8. Freight Services

The delivery of freight to and from Dallas Market Center will continue uninterrupted. Outside service providers (e.g. UPS, FedEx) will follow their own approved health and safety protocols. DMC associates handling freight will follow the company protocols of masks and social distancing.

9. Registration/Pre-registration

All registration desks will remain open in all buildings. Enhanced safety measures are being taken including:

- Visitors to market events are highly encouraged to pre-register in order to receive a Fast Pass to enable them to scan, print a badge and enter the marketplace quickly upon arrival.
- Plexiglass shields have been placed at each registration area
- Hand sanitizer is available at each registration desk
- All registration staff wear face coverings

- All registration staff undergo health screening measures daily including temperature checks
- All staff entering the facility will wash hands and/or sanitize hands
- Staff will maintain physical distancing
- Social distancing markers are located for each registration line
- Staff will minimize contact with personal identification records like drivers licenses by using gloves or plastic devices to receive, review, and return identification
- Masks are available for guests

10. Food and Beverage Services

Food and beverage services are available but in limited areas and with strict health and safety protocols via our service provider Levy Restaurants. They include:

- All food service staff will be screened upon arrival which includes a health questionnaire
- All staff will wear PPE equipment
- All service locations will be cleaned and sanitized with increased frequency
- New menus feature individually packaged foods
- Common containers, bulk items, self-serve stations will no longer be offered
- Starbucks service includes beverages, pre-packaged food, snacks, and pastries. The facility has no seating, no cash payments, and no common containers. All guests will maintain social distancing.
- Outside caterers are highly limited and are listed on the DMC website

11. Exhibitor Communications

Dallas Market Center is committed to communicating policies and procedures plus timely updates and news to all exhibitors on a regular schedule—usually multiple times per month. The centerpiece of that effort is the monthly exhibitor newsletter as well as CEO communications. In addition, there will be consistent one-on-one communication from DMC’s exhibitor relations team and leasing team. All exhibitors are highly encouraged to ensure that their contact information is up-to-date.

12. Buyer Communications

Communications via a broad number of channels reaches our buyer community. That includes email, website, social media and on-site communications via signage and printed materials. Information on health & safety efforts will continue to be included in all emails, on the front page of the website, and onsite. In addition, our Retail Development team is handling one-on-one communication to buyers, major stores, and buying groups to answer questions and concerns.

13. DMC Employee Communications

Making sure that the Dallas Market Center team is up-to-date on all information is critically important. Therefore, the DMC team receives internal communication and is often copied on outbound communications to buyers and exhibitors. Furthermore, the marketing team has developed an FAQ document to share with front-line employees in direct contact with customers on key topics related to the pandemic.

14. Corporate Office Protocols

The Dallas Market Center corporate office is located on the 5th floor of the Trade Mart and is an open-office concept with large spaces between associates. These natural design features help

keep employees at a distance. New measures have also been initiated for safety and well-being including:

- Daily temperature checks for all associates
- Requirement that face coverings be worn by employees at all times except when sitting at their personal desk or eating
- Maintaining social distancing
- Limiting in-person meetings as much as possible
- Limiting meetings with outside guests/companies to critical meetings only
- Encouraging virtual meetings utilizing the telephone or video conferencing
- Restricting congregating in hallways, conference rooms, restrooms, break rooms and other areas
- Increased communication from Human Resources regarding health and wellness guidelines and reports
- Adhering to CDC guidelines on travel restrictions with only essential business travel approved by the Executive team conducted.

15. Markets and Events

Dallas Market Center has scheduled trade events including Markets but also quick come-and-go events such as 1st Monday & Tuesday buying events and Open House events where select showrooms may choose to be open. Buyers are highly encouraged to check the DMC website and to call ahead to confirm showroom availability. Additional notes:

- Dallas Market Center is not limiting nor staggering attendee dates
- Access to the buildings will be limited to designated entries: World Trade Center front, garage, and Dock 1; Trade Mart front and West; and IHDC front
- There will be no limited hours nor staggered arrival and departure times
- All parking lots will be available all day for additional drive-in traffic
- All escalators and all elevators will be available to all guests
- There will be no gatherings, seminars, or tours
- Temps will be an important and active part of markets but will be space planned taking into account social distancing and easy traffic flow
- There will be no hospitality events that include common containers or self-service
- All drinking fountains have been turned off; water is available via bottles at food outlets
- Meetings among specific, pre-approved groups may take place in large areas set up by DMC for social distancing
- There will be an emphasis on virtual market events and on-demand seminars/tutorials
- Social distancing practices on escalators and elevators will be monitored during Markets

Recommended Exhibitor Guidelines: Keeping Customers Safe

The exhibitors at Dallas Market Center, including permanent showrooms as well as temporary booths, are in control of their individual spaces and as such may exceed any recommended guidelines in this guidebook. However, there are minimum standards expected of all exhibitors according to public health protocols outlined below.

Face Coverings

Exhibitors are expected to wear face coverings when in any common areas and are expected to wear them while in their exhibit spaces. The only exception is working in separate and distinct offices within the showroom.

Hygiene

Upon entering the building, exhibitors are expected to wash their hands or to use one of the plentiful hand sanitizing stations. Likewise, regular hand washing and use of hand sanitizers is encouraged throughout the period in the buildings.

Social Distancing

Exhibitors are expected to keep a recommended 6-foot distance from other people while in the buildings. This includes common areas, transportation areas, and inside exhibit spaces. We highly encourage all exhibitors to avoid touching others, shaking hands, or other normally socially acceptable practices.

Showroom Design/Layout

In order to maintain social distancing and to make guests feel more comfortable, exhibitors are encouraged to re-configure moveable design elements of their spaces to allow for a 6-foot space between people. Chairs and tables, for example, should have a clear distance.

Traffic/Occupancy

Exhibit spaces at Dallas Market Center include a wide variety of sizes and configurations. All exhibitors are encouraged to create a plan for occupancy and to pre-determine their own occupancy levels and to maintain those levels. Likewise, it is up to each showroom to make a decision regarding how many people may enter their showroom if they choose. If showrooms are highly limited in open spaces then it is up to the exhibitor to create socially distant waiting spaces/lines outside their showroom with a six foot separation between guests.

Employee Screening

All exhibitors will be temperature checked as part of the entry process each day. Likewise, they are highly encouraged to self-screen for signs and symptoms of illness as outlined by the Texas Department of State Health. Those guidelines are available here: <https://www.dshs.texas.gov/coronavirus/>. Likewise, they are encouraged to health screen all employees—full-time and temporary.

Signage and Communications

Clear communication to buyers of showroom expectations and policies regarding health and safety, as well as normal business practices such as hours of operation, are critically important. Therefore exhibitors are requested to post their policies to their front doors as well as include information in their pre-market communications to customers. A number of sign templates are available here: <https://tinyurl.com/ycm8tm5u>.

Food & Beverage Service

Hospitality is an important element in the customer service experience in Dallas. However, current health concerns warrant a temporary change to how showrooms entertain guests. We are highly encouraging the following within your exhibit spaces:

- Eliminate self-service food and beverage options and coffee service; instead, offer individual sealed drinks or offer service via a designated person or contracted provider.
- Offer individually packaged items in containers or sealed wrapping.
- Restrict the use of cloth table coverings in favor of hard surfaces that may be more easily cleaned.
- Do not hold food service events or happy hour type cocktail events where guests could gather.
- Encourage buyers to use a location inside the showroom or a nearby common area that offers appropriate distance from others when eating or resting.
- Levy is the food service partner for Dallas Market Center and is developing individually packaged options for showrooms. Please contact them directly at 214-749-5493.
- A list of approved outside caterers is available via the website.

Forward Together: Compliance, Reporting Procedures and Ongoing Adjustments

Dallas Market Center expects all visitors, showroom personnel, vendor guests, and employees to follow all guidelines and procedures outlined in this guidebook. At the same time, the company is aware of carelessness or willful non-compliance with guidelines or steps to protect the health of the marketplace and guests. Therefore, the company will monitor, to the degree possible, compliance protocols. Much of this responsibility will be assumed by Protective Services for customers and Human Resources for DMC employees.

At the same time, all visitors and customers should understand the limits that DMC personnel may have toward enforcing complete and total adherence to guidelines. Your cooperation is deeply appreciated. Within exhibitor spaces, it is the responsibility of the exhibitor to ensure compliance with their guidelines. Within common areas and public spaces it is the responsibility of Dallas Market Center.

The responsibility for monitoring compliance will not rest solely with Protective Services. All Dallas Market Center employees are expected to report non-compliance on the part of exhibitors, contractors or visitors.

These guidelines are being posted to the Dallas Market Center website and will also be shared as a link with all customers in most direct communications. If the guidelines are being violated Dallas Market Center reserves the right to do the following:

Buyers and other guests who do not comply will receive a caution and warning. If they continue to violate compliance, they will be required to leave the property and will not be allowed to return without company approval.

Exhibitors and their employees not observing the health and safety requirements of these protocols will receive a caution and warning. If they continue to violate compliance, they will be required to leave the property and will not be allowed to return without company approval. Willful and repeated refusal may result in a default or termination of the lease agreement.

Dallas Market Center Associates who do not comply will be cautioned and warned. A full explanation will be made and expectations reinforced. If they continue to violate compliance, they will be sent home and

will not return to work until their supervisor has approved a return. Direct disciplinary action may also follow.

We cannot eliminate health risks by individuals choosing to enter Dallas Market Center. But working together, and with concentrated efforts, we will maintain a marketplace that is as healthy and safe as can be reasonably achieved.

In conclusion, these guidelines will be regularly reviewed and are expected to change periodically based upon public health reports, government policies and guidelines, and/or customer feedback. Thank you for your cooperation.

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