



CULTIVATED

Reopening Guide

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Delivering innovative and sustainable food and service that is inclusive to a global market with an emphasis on **CULTIVATING** an authentic New York experience.



REOPENING GUIDE

Since early March, we've all been challenged to adapt to a much different world as a result of the Coronavirus (COVID-19). We are continually monitoring developments and updating our operations. We are committed to the well being and safety of our guests, partners and team members. We look forward to working with you on your event to create a safe experience for your event guests. We will continue to implement best practices in food service during these challenging times, including responsibly sourced packaging and our sustainability practices. We are adapting and providing creative solutions to creatively deliver food service during our events. We are working in conjunction with the Javits Center and their Reopening Guide should be reviewed in addition to this document.

We have put together a broad strategy deck to be used as a starting point for re-opening planning. This deck covers seven key areas: (1) Health & Safety, (2) Retail & Cafe Operations, (3) Premium Catering, (4) Technology Strategy, (5) People, (6) Communications and (7) Experience Enhancements.

All initiatives are subject to evolving CDC and local health department decisions.



PROCEDURES

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HEALTH & SAFETY

Health & Safety Executive Summary

At this time of global concern and continually emerging information related to the COVID-19 virus, please know that we are closely monitoring developments and updating our operations daily. Our clients can trust that we are equipped with the expertise, resources and operational ability to create a consistently safe experience for our guests.

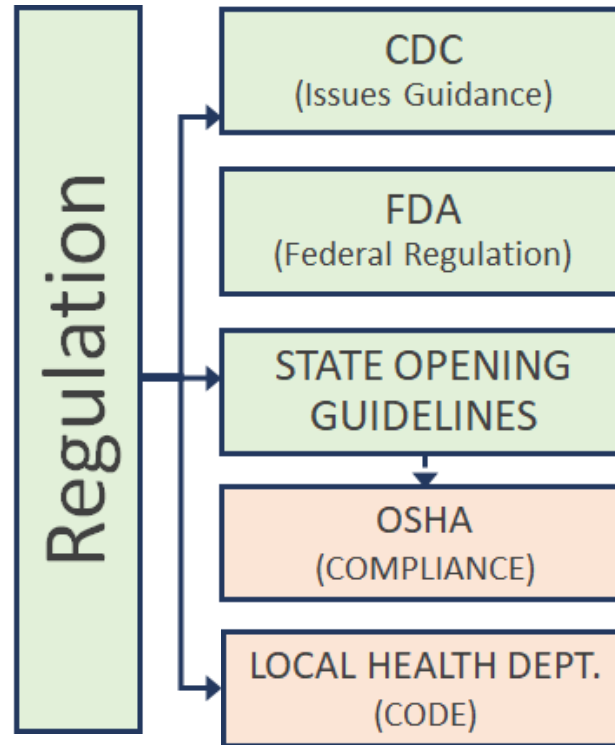
Through the implementation of safety precautions such as gloves, masks and barriers we will be able to appropriately safeguard our food service. Additionally, we will increase the presence of hand sanitizer and portable sinks in our kitchen and at events. Enhanced hygiene measures and sanitization protocols will be implemented in all food preparation and service areas. Signage will be used to encourage guests and our team members to experience the event and conduct their work in a safe manner.

Detailed trainings on all Hygiene, Health and Safety measures will be implemented before returning to work and throughout an associate's employment with CULTIVATED.

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GUIDANCE HIERARCHY

We will continue to receive and evaluate guidance from several sources. Regulations are typically guidance. Local health departments issue code/law changes that must be practiced and followed. Policies will continue to be refined. Changes in food service presentation, holding, or serving procedures should carefully be navigated.



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HEALTH & SAFETY FOCUS AREAS

PPE



Gloves

Masks

Plexi Glass Shields

Sanitization



Sanitizing Wipes /
Hand Sanitizer Bottles

Portable Sinks

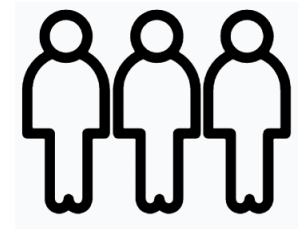
Sterilization Crews

Signage



Graphics

Operations



Meetings

Trainings

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RETAIL & CAFE OPERATIONS

Retail and Café Operations Executive Summary

For our Retail and Café Services, we will continue to implement the best practices in public health as specified by the CDC, the FDA and the Department of Health. Our COVID-19 Response Team is following the latest public health guidance from local, state and national authorities on an on-going basis.

Guest confidence will be enhanced through the implementation of heightened food preparation protocols, single use cutlery and redesigned packaging in our Retail and Café Operations. Self Service beverage units will be removed and individual condiments will be available instead of bulk condiments. Refills will not be available.

Pre packaged items Grab and Go items will be available for sale in our Retail and Café Operations as well as for our Show Floor Exhibitor Services. Physical distancing will be encouraged by signage, furniture spacing and layout modifications. All signage will be consistent with the signage developed by Javits Center.

RETAIL & CAFE OPERATIONS FOCUS AREAS

Service Ware & Utensils



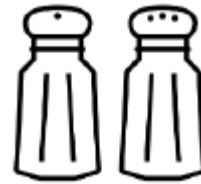
Cutlery

Straws

Lids

Napkins

Condiments



Carts & Pumps

Beverage



Remove Self-Service Fountains

No Refills

Menu Engineering



Hinged, Boxed, Wrapped

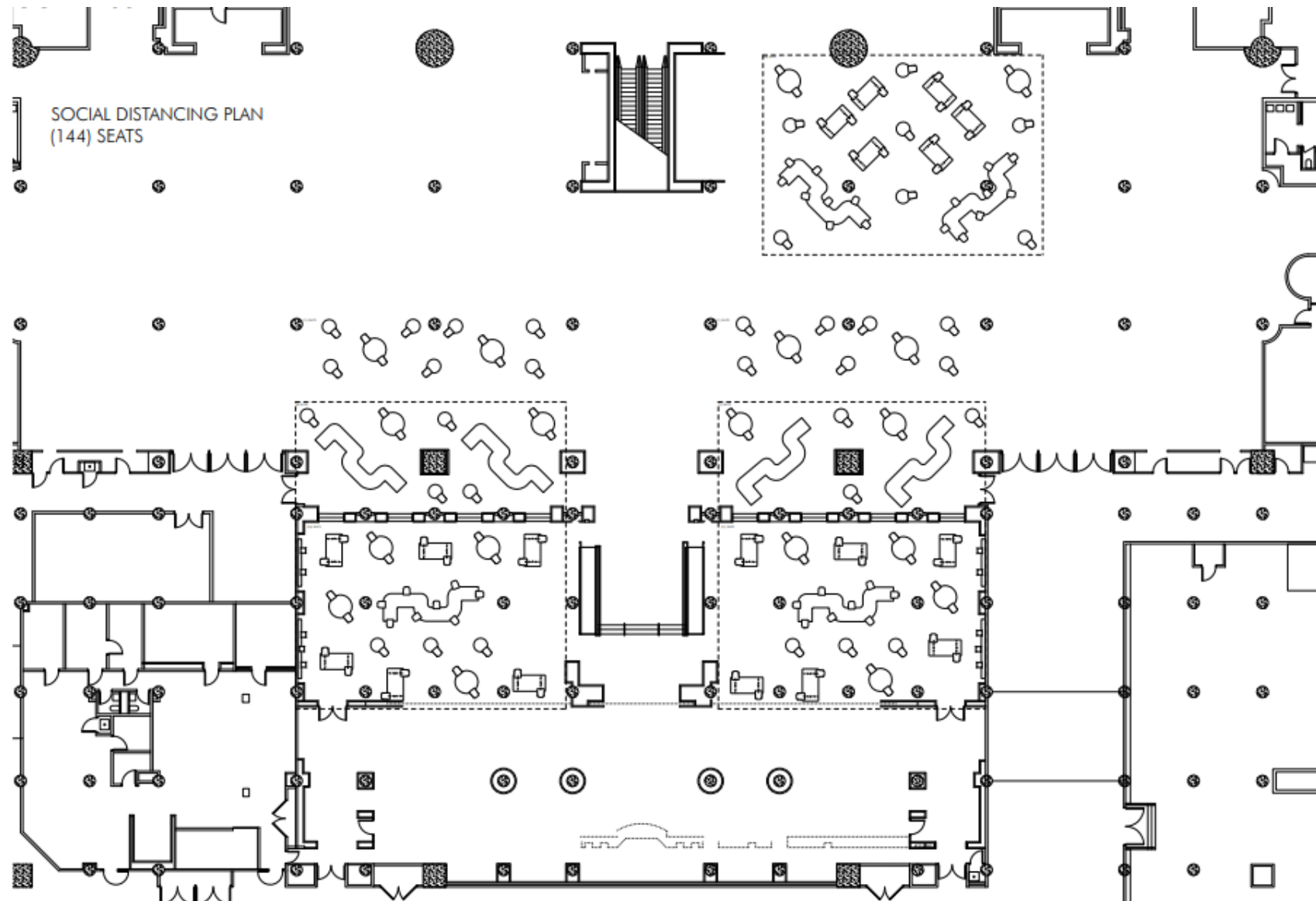
Bar Fruit to be Served

Portable Carts

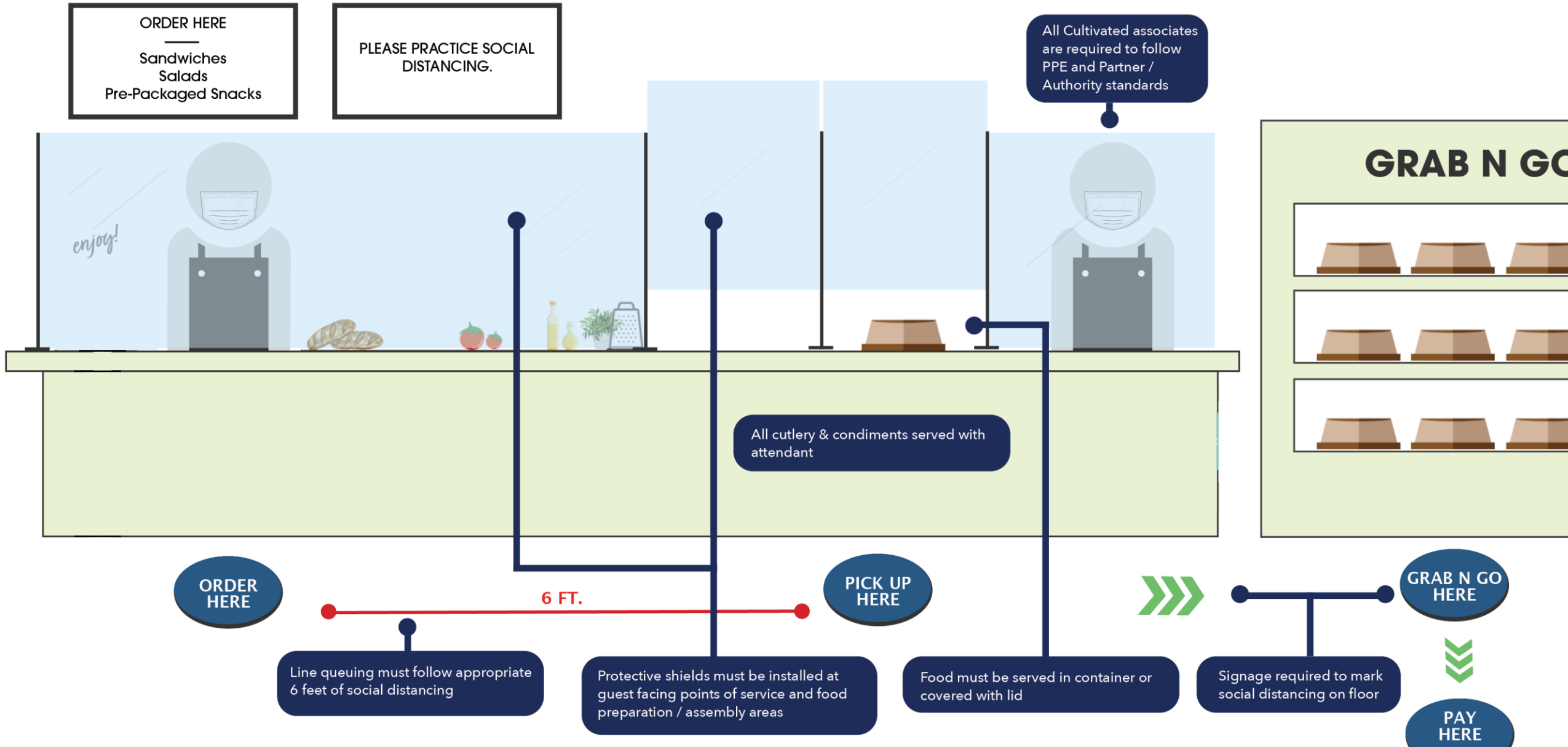
No Food Refill

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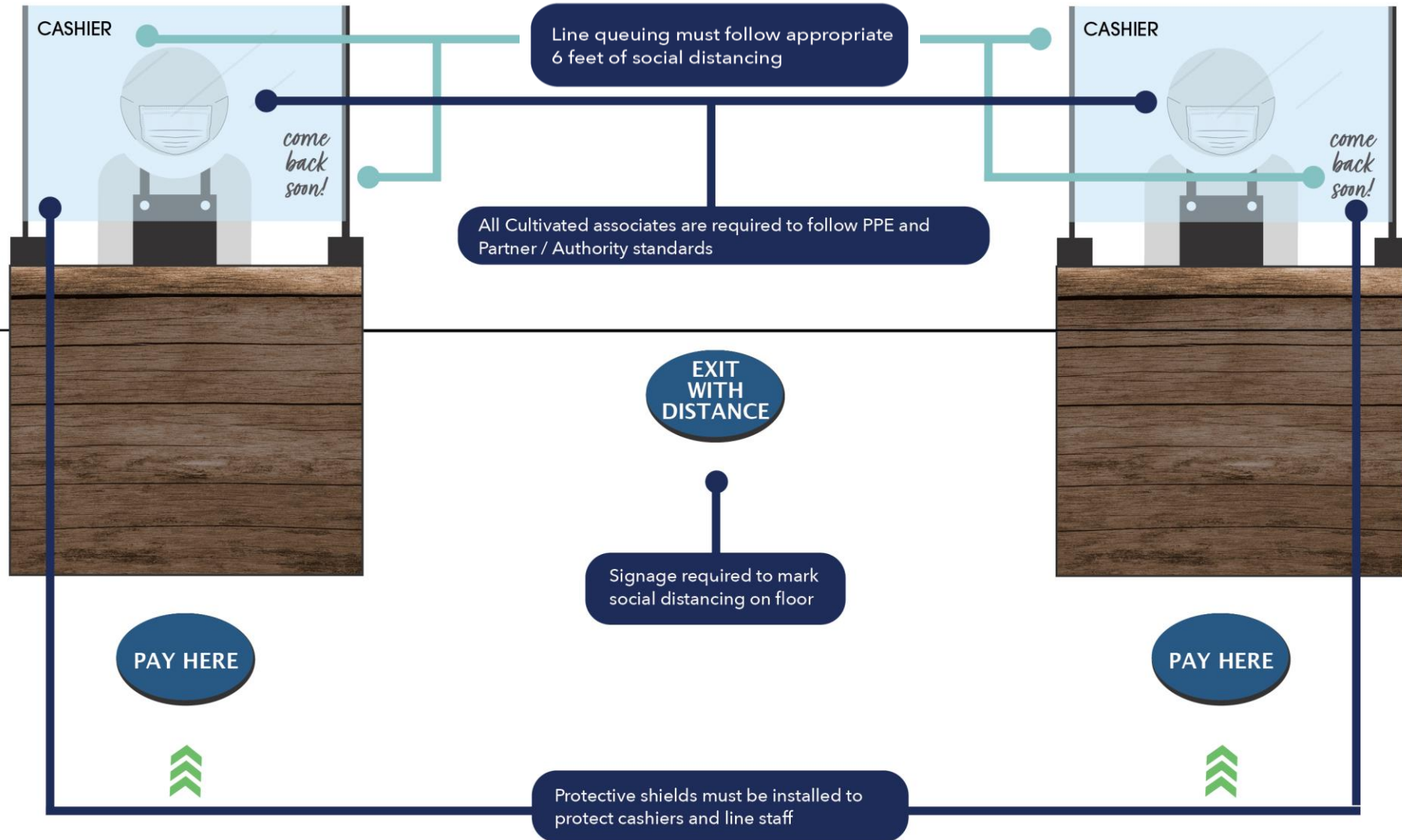
RETAIL & CAFE OPERATIONS GUIDELINES



RETAIL & CAFE OPERATIONS GUIDELINES



RETAIL & CAFE OPERATIONS GUIDELINES



PREMIUM CATERING

Premium Catering Executive Summary

Our re-imagined Catering operations will reflect our commitment to our guests' well-being by implementing our increased sanitization standards along with safe packaging and safe serving methods. Our revised Sales kits will allow our new procedures to be clearly communicated to guests and showcase our commitment to their safety.

Spacing out furniture will encourage physical distancing between guests and protective barriers will ensure safe interactions at our Chef's tables. Food and beverage stations will be creatively redesigned to accommodate the new style of service. Fresh and seasonal packaged food service items will be available for small-scale or large-scale events. Self-service needs will be eliminated by having dedicated attendants to manage stations and the number of food and beverage locations will be increased in order to alleviate lines and encourage physical distancing.

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PREMIUM CATERING FOCUS AREAS

Service Ware & Utensils



Cups

China

Linen

Lids

Napkins

Straws

Stainless Serving Pieces

Carts, Tables & Furniture



Condiment Stations

Cocktail Cart

No Sampling Tables

Furniture Spacing

Coat Check

Beverage



No Refills

Bar Fruit to be
Served

Menu Engineering

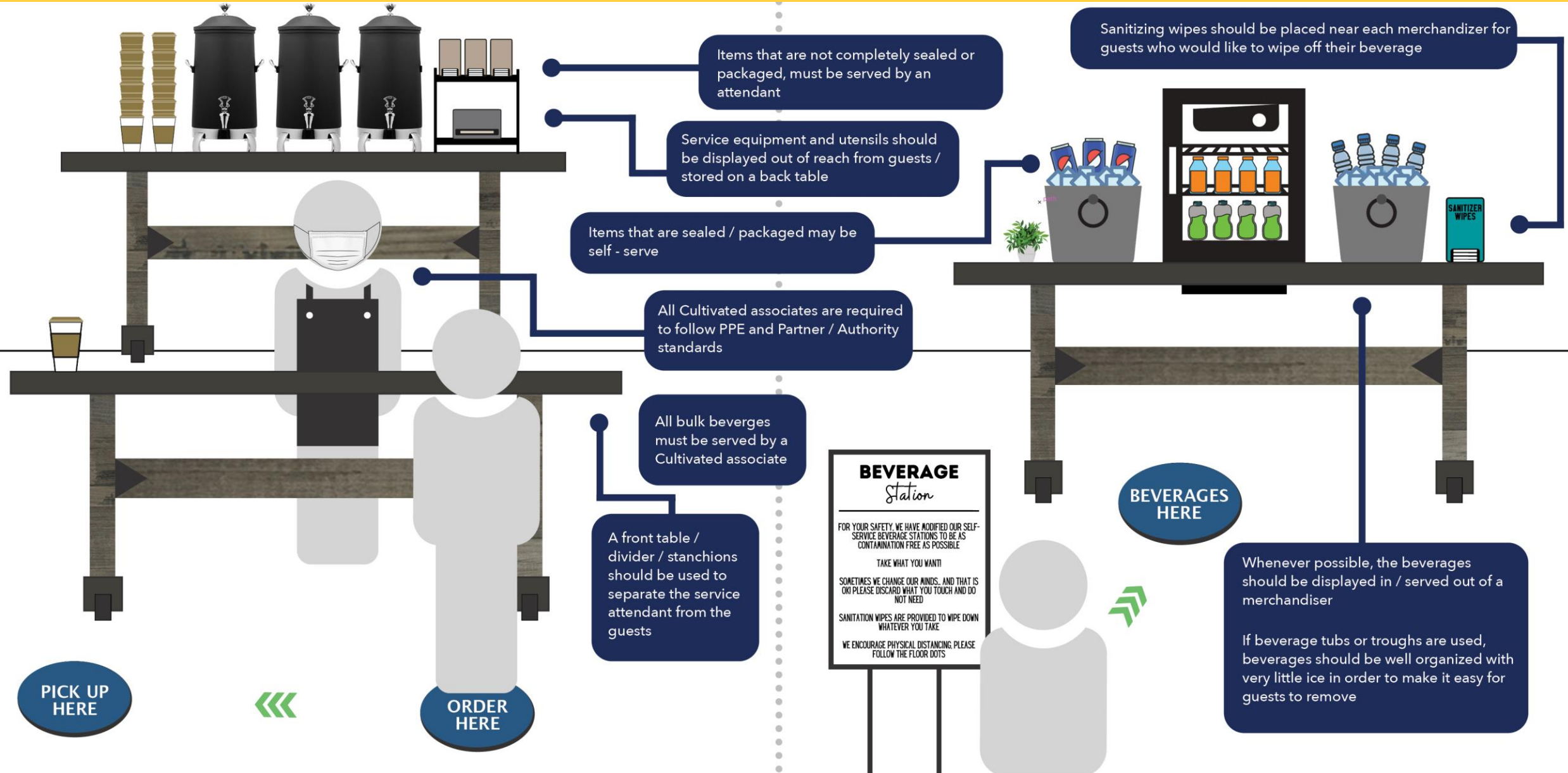


Individual
Snacks

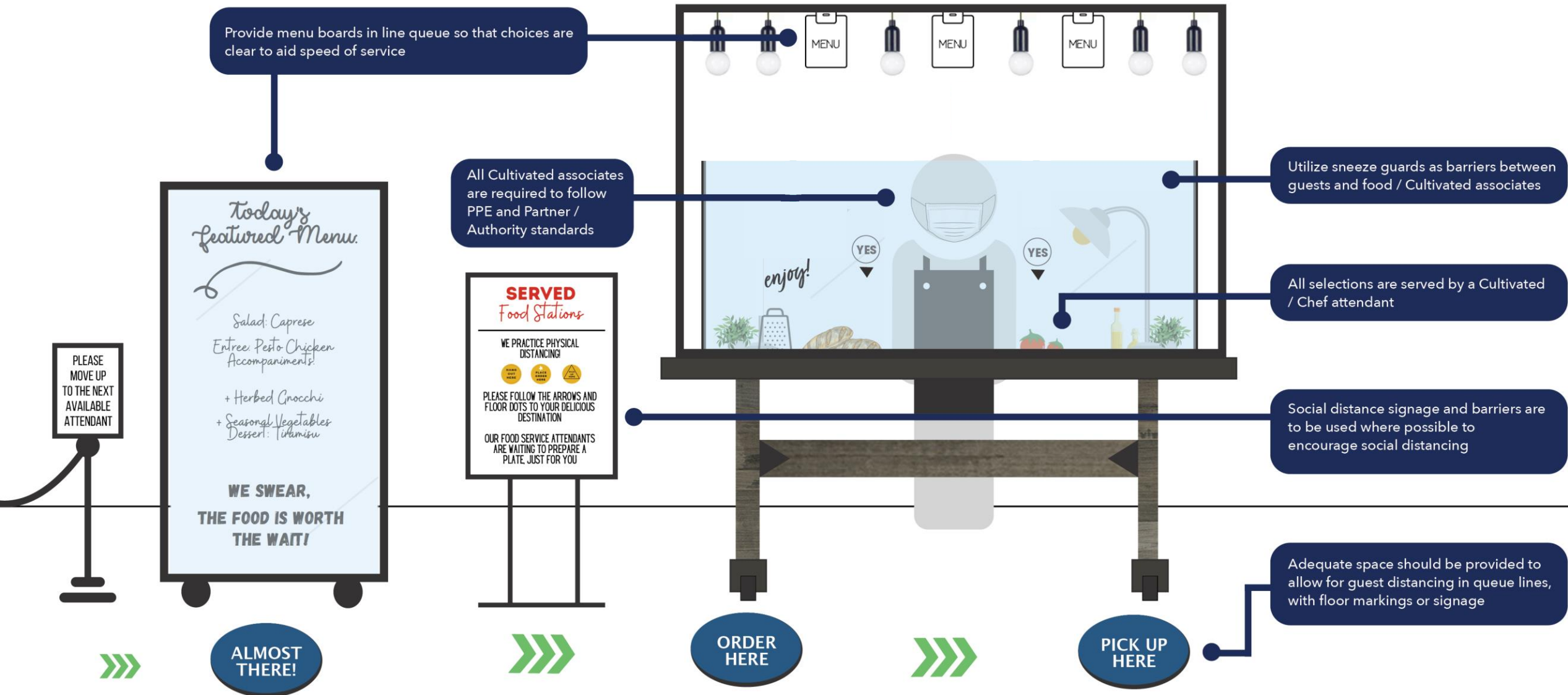
Chef's Menu
Style

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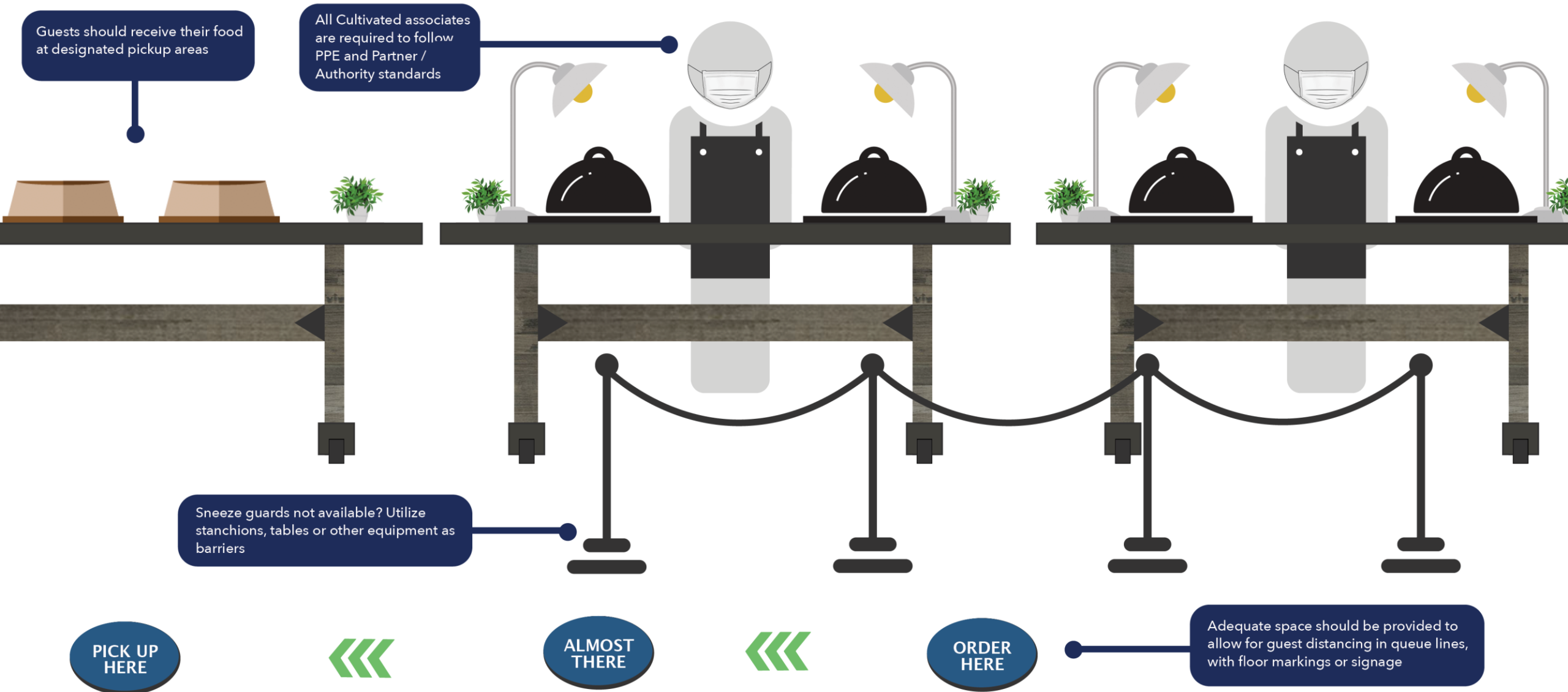
PREMIUM CATERING BEVERAGE SERVICE



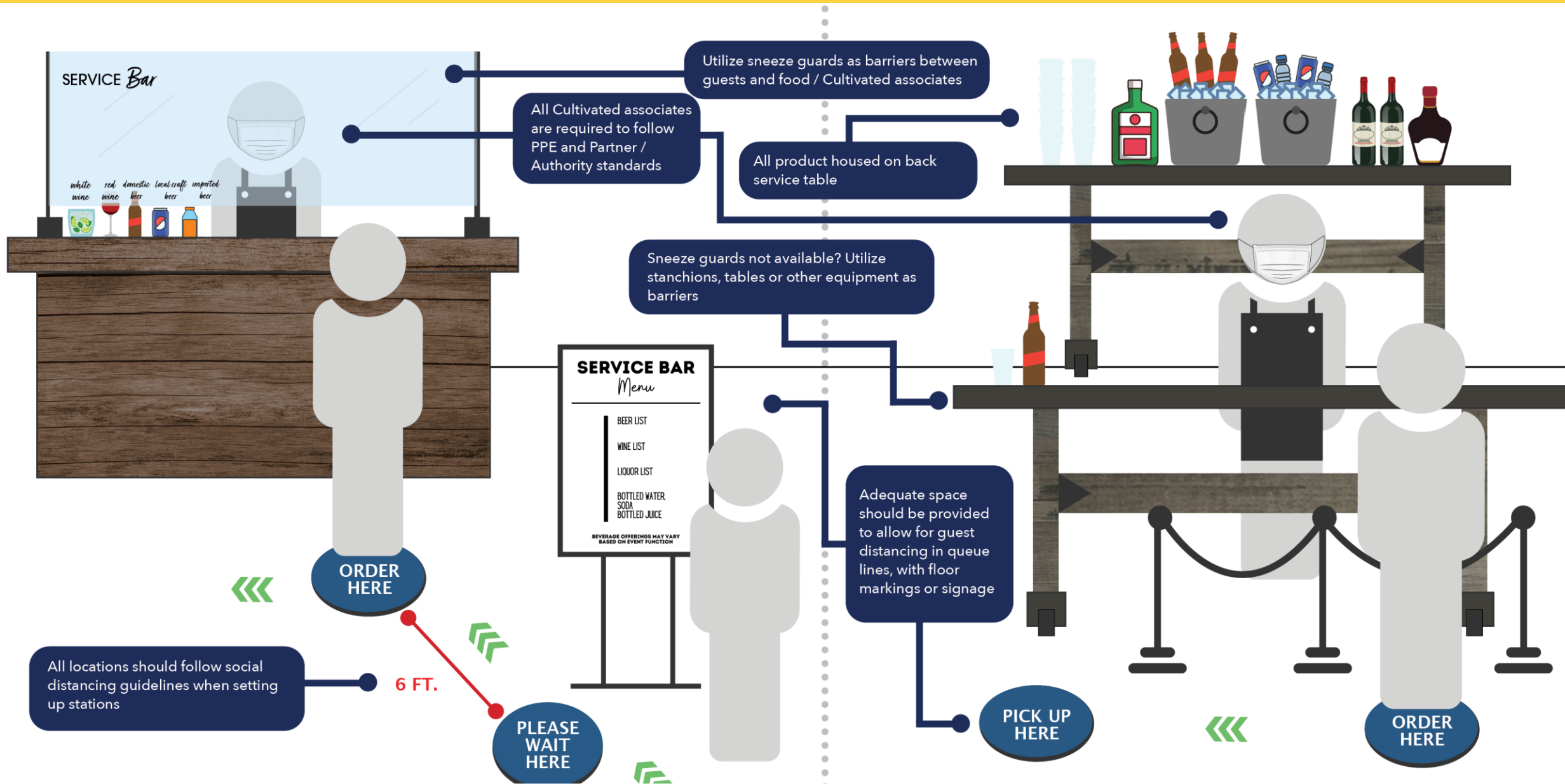
PREMIUM CATERING CHEFS TABLE SERVICE



PREMIUM CATERING CHEFS TABLE SERVICE



PREMIUM CATERING BAR SERVICE



Technology Strategy Executive Summary

We are committed to keep evolving deployment, product, partnership and support to ensure our hospitality experience is well positioned to meet all safety standards and exceed guest expectations.

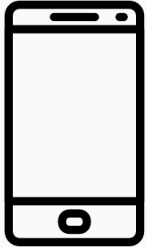
We are in the process of improving the digital ordering technology for Exhibitors to help expedite the ordering process and minimize physical transactions. We are also implementing delivery technology in areas where such interaction is very common. Our Fresh & Fast Café, which is a controlled entry Café Area, will offer contactless food service through high technology processes. Additionally, DropWater Systems will offer still and sparkling flavored water in compostable containers in high traffic areas.

We'll continue to evaluate the implementation of self-ordering solutions for our guests at hospitality touchpoints in order to enhance our safety practices and improve the transaction time.

For training services, we'll utilize virtual technology to avoid gathering of large groups for on boarding staff. Daily temperature checks will be implemented at all entry points for our hospitality staff.

TECHNOLOGY CONCEPTS FOCUS AREAS

Transactional Concepts



Cash – Free

Contactless Payment

Mobile Pick – Up

Self Check Out

Modified Kiosks

Automation Concepts



Innovative Research Ideas

Fresh & Fast

DropWater

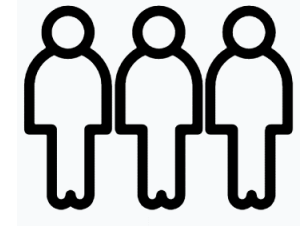
Beverage Pouring
Coffee, Beer, Soda

Operational



Speed of Service

People Tech

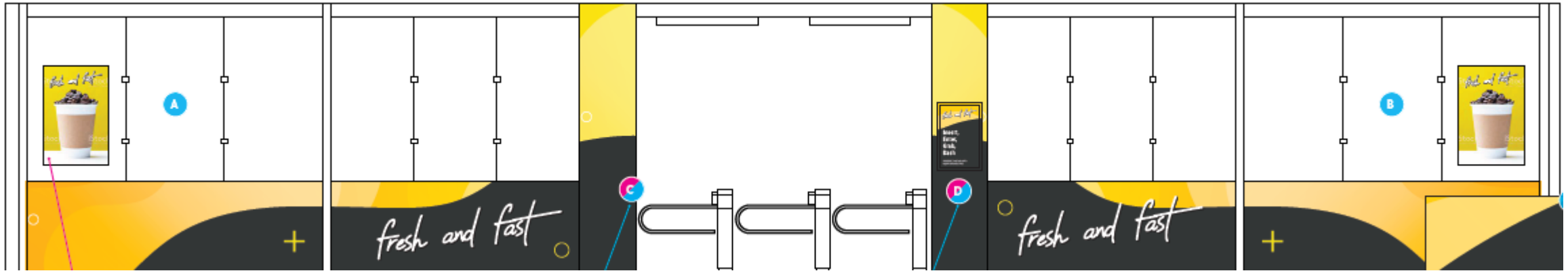


Entry + Temperature Tracking

Virtual Training
and Notifications

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TECHNOLOGY



Our Fresh & Fast Café provides an on-site marketplace for guests to pick up snacks and beverages. The Café connects to your phone for a contactless check out process. You simply check in with your phone, purchase the items you like, and you are on your way!

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TECHNOLOGY



Our Drop Station is the perfect way to keep guests hydrated in high-traffic areas. The Drop Station holds up to 1,200 compostable containers and can dispense still, sparkling or flavored water in each container.

The 32" Display is connected to the internet for marketing and Drop Station accepts Cashless payments.

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TECHNOLOGY



Sally, the world's first salad robot, is building a hygienic path to fresh food. Sally uses groundbreaking robotics to assemble delicious meals from ingredients that are contained and protected. Full nutritional information is provided for the 22 salad ingredients that Sally can hold.

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TECHNOLOGY



Vending Services on site offer cashless payments which cuts down on transaction times. There is a variety of healthy snacks and beverages available for guests to access at any time.

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CULTIVATED TEAM MEMBERS

Team Members Executive Summary

Physical distancing will be promoted in our common spaces by adjusting the physical layout and high-touch areas will be sanitized between uses.

Shift times will be staggered to avoid a large number of Team Members arriving at the same time and leaving at the same time in groups. Redesigned family meals and staggered break times will be implemented to reduce any congregation among Team Members to make sure physical distancing guidelines are followed.

We will review Communication Guidelines with our Javits Center partners to ensure our standards of Hospitality are continuously improved and implemented along with our increased safety precautions.

Our staff will be continually trained on updated Covid-19 Procedures.

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TEAM MEMBERS FOCUS AREAS

Offices



General Physical
Distancing and
Contactless
Procedures

Entry



Temperature
Uniforms

Training



Covid-19 Training

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COMMUNICATIONS

Communications Executive Summary

We will collaborate with the Javits Center to establish specific protocols for each event space. Set up logistics will be evaluated for guest and staff safety. CULTIVATED will collaborate with each client and the Javits Center to ensure guest safety and proper food and beverage service standards for each event.

Informational signage regarding new protocols and procedures will be available for events. Wherever crowds may gather, procedures will be established to create appropriate physical distancing. This may involve rope and stanchions, floor signage and/or a hospitality ambassadors to direct guests.

Media strategies will be developed and reviewed in order to have a unified and approved message for all media inquiries and communication.

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COMMUNICATIONS FOCUS AREAS

Our Team



Communication

Virtual Training

Javits Center
Messaging

Our Guests

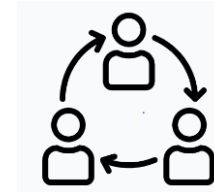


Javits Center Signage

Javits Center Assets

Digital Communications

Javits Center



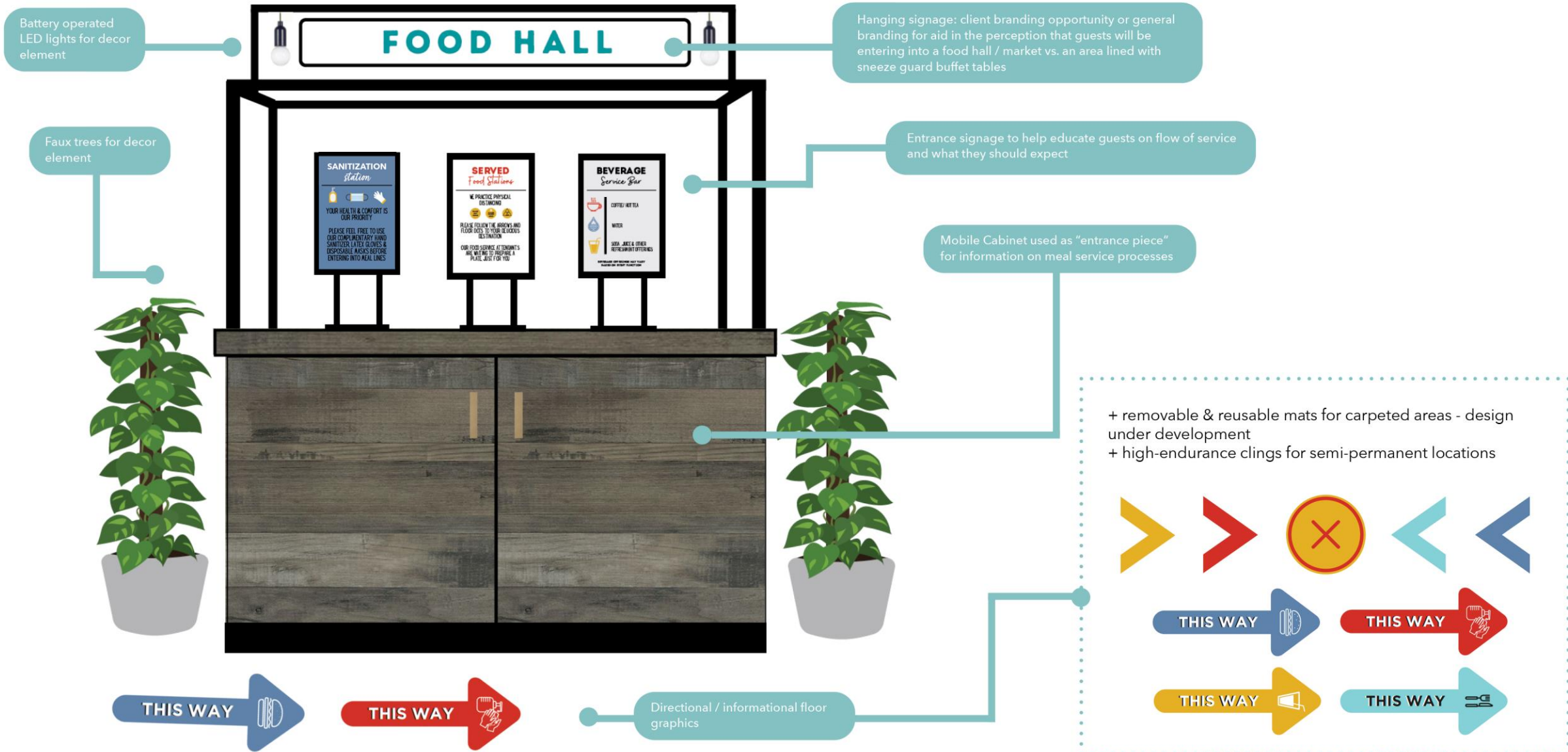
Customized Floorplans

Best Practices Sharing

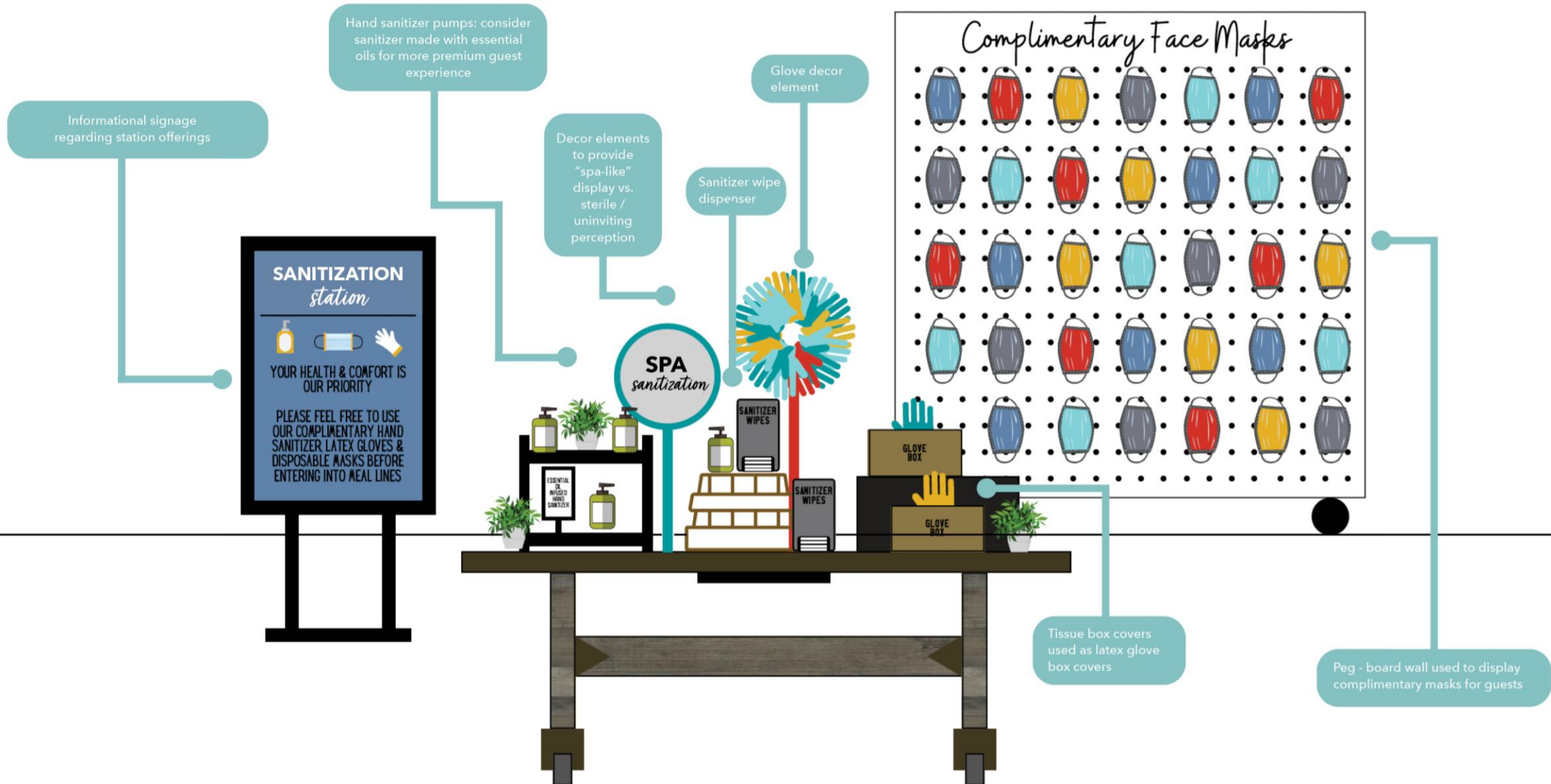
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EXPERIENCE ENHANCEMENTS

WELCOME TABLE



SANITIZATION STATION





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#SEEWHATSNEXT