



CRAFT BREWERS CONFERENCE

& BrewExpo America®

SEPTEMBER 9-12, 2021

HEALTH + WELLNESS INFORMATION



The Brewers Association is excited to welcome brewers, exhibitors, and the craft brewing community back to Denver to gather as a family, invest in our businesses and in each other, and have some fun!

The Brewers Association is committed to creating a conference and tradeshow experience where our community can gather safely and is enacting necessary measures to ensure that participant well-being is our top priority.

Read on to find out what health measures we currently have in place and how you will play a role in making this Craft Brewers Conference a success!

BEFORE YOU TRAVEL

Have you completed a self-assessment, and are you symptom-free? If you feel sick, please stay home. Use the CDC COVID-19 Self-Checker to get help assessing symptoms, making decisions and seeking appropriate medical care.

<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/coronavirus-self-checker.html>

- Check your flight and travel arrangements. Be mindful of current travel restrictions in place to and from your destination, as well as selected airline policies.
- Please make sure you have packed face masks; face masks are required at all times.

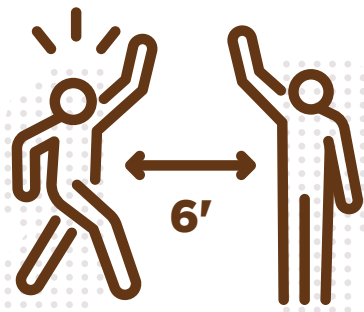
ARRIVING AT CRAFT BREWERS CONFERENCE & BREWEXPO AMERICA

- We are taking additional measures to ensure your health and well-being. Please plan accordingly and allow extra time when arriving at the show, attending seminars and making appointments.
- All attendees, staff and exhibitors will be required to complete a daily self-assessment upon arrival at the venue each day. This requires your cell phone and takes 1 minute via a QR code which will be available onsite. Everyone is required to wear an approved face mask.
- We'll implement queue lines and one-way aisles to ensure distancing is safely enforced.

- Plexiglass barriers at registration counters will be in place for enhanced safety. Staff will regularly clean all equipment.



WHAT TO EXPECT



SOCIAL DISTANCING



FREQUENT SANITIZING



PROPERLY WORN MASKS EXCEPT WHEN DRINKING AND EATING

INSIDE THE COLORADO CONVENTION CENTER

- Make sure you are properly wearing a face mask.
 - Disposable masks will be provided, if one is needed.
- Please follow all recommended Health & Well-Being Measures including:
 - Stay socially distanced
 - Wash or sanitize your hands often
 - Cough or sneeze into your elbow and not into your hand
 - Stay home or in your hotel room if you are sick.
- The show floorplan allows for social distancing and one-way entrances/exits. Please observe and follow the flow.
- We'll remind you to keep a safe distance from others with floor graphics and stanchions.
- We've increased staff and security to provide the BEST attendee experience and make sure information is accessible.
- Seating areas will be properly distanced and plexiglass barriers will be placed at food and beverage locations.
- Exhibitors will have access to enhanced cleaning and disinfection services for their booths.
- Trash, recycle and compost will be removed throughout the venue with greater frequency.
- Nightly disinfecting will take place to sanitize all seating, restrooms and frequently touched public areas.
- The Colorado Convention Center (CCC) is a 5-star certified venue with stringent protocols - the HVAC systems are fitted with MERV 8 Pleated Filters paired with Multi Sak filters equaling MERV 13 performance rate and MERV 13 Pleated Filters. This puts the CCC well above Residential/Commercial which is MERV 10 and just below Hospital & General Surgery which is MERV 14.
- Feeling sick unexpectedly at the show? Medical personnel will be on site to assist anyone feeling unwell.

SEMINARS

- 30 minute breaks between seminars to allow for air circulation and cleaning of rooms.
- In order to meet smaller capacity limits due to social distancing measures, attendees will select the seminars they wish to attend in advance, during registration.
- Overflow rooms are provided for each seminar to allow for safe distancing.
- Hand sanitizer is provided throughout the venue.
- Properly worn face masks are required in seminar rooms.
- Room monitors will be on site to help remind and manage well-being protocols.
- No food or beverage allowed in seminar rooms.
- Doors will be kept open for maximum airflow.



WHAT KIND OF FACE MASKS WILL BE ACCEPTED?

ACCEPTABLE



**TWO-LAYER
CLOTH MASK**

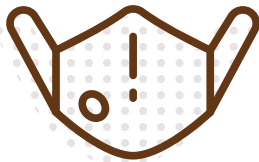


**FDA-CLEARED
SURGICAL MASK**



**FACE SHIELD WORN WITH
OTHER ACCEPTABLE MASK**

NOT ACCEPTABLE



**FACE MASK
WITH VENT**



**FACE SHIELD (WITH
NO FACE MASK)**



**FACE MASK
BELOW NOSE**



**BANDANA, BUFF
OR GAITER**

FOOD & BEVERAGE

- Food & beverage may only be consumed while seated in designated areas.
- Food will be made available in single serving pre-packaged formats as much as possible.
- Increased dining space with frequent sanitizing of tables.
- Dedicated staff to monitor flow and crowd control of dining areas, beer stations and hospitality lounges.

HOSPITALITY SUITES & LOUNGES

- Increased area to allow for space between tables.
- Masks must be worn when not eating or drinking.
- One entry. One exit. Staffed by friendly greeters to help maintain the flow.
- Tables will be sanitized in between seatings.
- Beverages and food must be consumed while seated and will be served in recyclable or compostable vessels.



TRAVEL INFORMATION

American

Travel information: <https://www.aa.com/i18n/travel-info/coronavirus-updates.jsp>

Health and Safety: <https://www.aa.com/i18n/travel-info/travel-with-confidence.jsp?from=banner-ContainerA>

Delta

Travel information: <https://www.delta.com/us/en/travel-update-center/overview>

Health and Safety: <https://www.delta.com/us/en/travel-planning-center/know-before-you-go/safety-commitment>

JetBlue

Travel information: <https://www.jetblue.com/travel-alerts>

Health and Safety: <https://www.jetblue.com/safety>

Southwest

Travel information: https://www.southwest.com/Coronavirus/?clk=CORONAVIRUS_TA&c-bid=4430033

Health and Safety: <https://www.southwest.com/airline-cleanliness-social-distance/>

United

Travel information: <https://www.united.com/en/us/fly/covid-update.html>

Health and Safety: <https://www.united.com/ual/en/us/fly/travel/united-cleanplus.html>

RIDE SHARE INFORMATION

Uber

Travel information: <https://www.uber.com/us/en/safety/>

Lyft

Travel information: <https://www.lyft.com/safety/coronavirus>

Train from Airport to Downtown Denver: <https://www.rtd-denver.com>

DENVER AND CONVENTION CENTER INFORMATION

<https://www.denver.org/about-denver/clean-safe-guide/>

<https://denverconvention.com/coronavirus-information>

HOTEL INFORMATION

Hilton

<https://www.hilton.com/en/>

Hyatt

<https://www.hyatt.com>

Marriott

<https://www.marriott.com/default.mi>

GENERAL COVID-19 INFORMATION

CDC

General Guidelines: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Travel Guidelines: <https://www.cdc.gov/coronavirus/2019-ncov/travelers>

