

WHAT HAPPENS WHEN CALAMITY SHOWS UP

What exhibitors need to be
prepared

A LITTLE BIT ABOUT ME

What I Am

- Dir., exhibit management @ Siemens Healthineers
- More than 20 years in healthcare exhibitions & events
- Responsible for a team of 8, executing more than 100 shows per year

What I Am Not

- An emergency medical professional, nurse, or healthcare professional of any kind
- An epidemiologist
- An expert in security protocol
- A meteorologist

What 'We' Do

Evolve and adapt based on practical experience

CALAMITY

AS DEFINED BY MERRIAM-WEBSTER

1. a disastrous event marked by great loss and lasting distress and suffering
2. a state of deep distress or misery caused by major misfortune or loss

Synonyms

apocalypse, debacle, catastrophe, disaster

FOR TODAY'S PURPOSES

...WE SHOULD NOT
CONFUSE A CALAMITY
WITH A DUMPSTER FIRE



Calamities that were also dumpster fires...



False active shooter



Political
conventions or
activities



Pandemic



Medical
emergencies



External security
risk



Internal security
risk

... Because we weren't prepared

RISK ASSESSMENT AND PLANNING

- ✓ Identify potential hazards
- ➡ Develop emergency response plans and evacuation routes
- ✓ Coordinate with local emergency services

CROWD MANAGEMENT & SECURITY

- ✓ Use barriers and signage to control flow
- ✓ Trained security personnel
- ➡ Surveillance systems
 - Conduct bag checks
- ✓ Enforce entry protocols

MEDICAL & EMERGENCY RESPONSE

- ✓ Set up or identify first aid stations and deploy medical teams
- ➡ Establish clear communication channels for emergency alerts
 - Train staff and volunteers in basic first aid

COMMUNICATION & PUBLIC AWARENESS

- ➡ Use PA systems, digital screens, and mobile alerts for instructions
- ✓ Provide attendees with safety information and emergency contacts
 - Ensure multilingual and accessible communication for all attendees

WEATHER & ENVIRONMENTAL CONSIDERATIONS

- Monitor weather conditions & have a contingency plan
- ✓ Hydration stations
- ➡ Shelter and safe transport plan for severe weather

Show of hands...

HOW MANY OF YOU CURRENTLY
PROMOTE I.C.E INFORMATION WITH
YOUR ATTENDEES?

Show of hands...

...WITH YOUR EXHIBITORS?

Be honest...

HOW EASY DO YOU
THINK IT IS TO FIND?

RISK ASSESSMENT AND PLANNING

CROWD MANAGEMENT & SECURITY

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- Political conventions or activities

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EMERGENCY PROCEDURES

- Hide, fight, or flight
- Emergency evacuation
- Who to contact
- How process of communication will be managed
- Rally point

Emergency Procedures



In the event of emergency evacuation:

- Exit the facility calmly
- **The Siemens Healthineers rally point will be the lobby of the Marriott Marquis McCormick Place** (2121 S Prairie Ave, located 1 block down from the Hyatt McCormick).
- The PMO or Exhibit Manager on site will manage the necessary SHS notifications and advise on next steps or instruction

In the event of emergency or injury (off show floor)

- Seek medical evaluation or call 911
- Notify Human Resources lead for your function/ country and your direct leadership
- Notify the Exhibit Manager on site ([Jeannie Henson, Dir., Exhibit Management, +1 610 425 0453](#))

In the event of emergency or injury (on show floor)

- [If an injury requires immediate medical attention, please call 312-791-6060](#)
- *Minor* injuries can be addressed by the reception desk staff and notification to the Exhibit Manager on site.
- If the injury is to yourself, notify Human Resources lead for your function/ country and your direct leadership. If the sustained injury is to an attendee, the exhibit management staff will manage any necessary documentation with the attendee, Siemens Healthineers, and the show organizer.

In the event of active shooter

- **Hide, Flight, or Fight**
- **The Siemens Healthineers rally point will be the lobby of the Marriott Marquis McCormick Place** (2121 S Prairie Ave, located 1 block down from the Hyatt McCormick).
- The PMO or Exhibit Manager on site will manage the necessary SHS notifications and advise on next steps or instruction

1. We will partner with Corporate Security for alert notifications in the event of emergency evacuation or active shooter.
2. Need to know: Executive leaders will be notified of critical situations & kept updated as scenarios evolve.
3. In either event, complete "roll call" will be conducted to ensure all colleagues are safe and accounted for.
4. Exhibit management will work with NAM communications for any necessary internal communications in partnership with HR & Legal

KNOW BEFORE YOU GO

- Basic travel information/ instruction
- Hide, fight, or flight
- Emergency protocol, contacts
- Emergency protocol, internal (chain of communication)
- What to do in case of injury
- What to do if you get sick- before and during travel



Know Before You Go!
July 19, 2023

ADLM 2024 Know Before You Go

July 30-August 1, 2024
McCormick Place, Chicago, IL

Please review the i

- Important Compli
- Booth Staff List
- AACC Road to Sho
- [AACC 2024 Floorpl](#)
- [AACC 2024 Schedi](#)
- [AACC 2024 Shuttle](#)
- [AACC 2024 Websit](#)

Siemens Healthineers

If you are feeling unwell

Prior to travel . . . please consider staying home or at minimum masking during the show

- Please covid test prior to departure to avoid exposure to colleagues and customers

If you begin to feel unwell on show site

- Quarantine to your hotel room
- Self test (tests can be requested from the exhibit management team)
- If your COVID test is positive, please contact the project lead for next steps, followed by your immediate manager

COVID & Travel

- Currently, there are no travel restrictions or declaration requirements for covid.
- It is recommended to travel with a copy of your vaccine record (or have access to your digital record)
- We will have a limited supply of COVID tests available if needed as well as face masks

RSNA will implement health protocols in the event they are necessary.

- **Closest Hospital:**
Mercy Hospital & Medical Center
2525 S Michigan Ave, Chicago, IL 60608
+1 (312) 567-2000
- **Closest Non-emergency care facility**
On Duty Urgent Care
2112 S Michigan Ave, Chicago, IL
+1 (312) 858-5112
- **Closest 24-hour Pharmacy:**
Walgreens
316 W Cermak Rd, Chicago, IL 60616
+1 (312) 791-0392

In Case of Emergency

In the event of emergency evacuation:

- Exit the facility calmly in the event of a building emergency or evacuation
- Hide, Flight, or Fight when necessary
- The Siemens Healthineers gathering point will be the Marriott Marquis McCormick
- The PMO or Exhibit Manager on site will manage the necessary notifications and advise on next steps or instruction

In the event of injury or emergency (off show floor)

1. Seek medical evaluation or call 911 in an emergency
 2. Notify your direct manager and the HR contact for your function/ country
- Jeannie Henson +1 610 425 0458
 - Dagmar Thomak-Schröpper +49 (172) 3654212

In the event of injury (on show floor)

- Minor injuries can be addressed by the reception desk staff
- Notify the PMO or exhibit manager on site (listed above), the PMO or exhibit manager will notify on-site SHS security personnel and the McCormick Place security & emergency services
- If the injury is to yourself & requires medical care, the Human Resources lead for your function/ country will be notified. If the sustained injury is to an attendee, the PMO will manage any necessary documentation with the attendee, Siemens Healthineers, and the show organizer.
- Fully equipped first-aid stations are staffed by licensed medical professionals and located throughout McCormick Place:
 - North & South bldgs., level 2.5 Grand Concourse, west of the business center
 - Lakeside Center East: Level 1, behind telephone bank
- McCormick Place Convention Security: +1 312 791 6060 (or 6060 from any house phone)
- RSNA Security +1 312 808 2101

Duty of Care: In Case of Emergency:

In case of a life-threatening emergency dial 911 from your cell phone.

In the event of emergency evacuation:

- Exit the facility calmly
- The Siemens Healthineers rally point will be the lobby of the Hyatt Regency McCormick Place
- The PMO or Exhibit Manager (Jeannie Henson) will manage the necessary SHS notifications and advise on next steps or instruction

In the event of injury (off show floor)

- Seek medical evaluation or call 911 (procedures above)
- Notify the PMO or exhibit manager on site (Jeannie Henson)
- Notify Human Resources lead for your function/ country

In the event of injury (on show floor)

- Minor injuries can be addressed by the reception desk staff
- Notify the PMO or exhibit manager on site (Jeannie Henson)
- If the injury is to yourself & requires medical care, the Human Resources lead for your function/ country will be notified. If the sustained injury is to an attendee, the PMO will manage any necessary documentation with the attendee, SHS, and the show organizer.

In the event of active shooter

- Hide, Fight, or Flight
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SUGGESTIONS

- Leverage your exhibitor advisory council (and if you don't have one, please consider one)
- Leverage virtual planning webinars (if applicable) for sharing I.C.E information and protocol
- Make I.C.E information obvious in digital materials, websites, apps
- And if you aren't doing anything at all... consider starting now

IMPORTANT CONTACTS

PLEASE SAVE THESE TO
YOUR MOBILE
CONTACTS

Emergencies

Venue Name & Phone Number (and/or
house phone instruction)

Security Team & Phone Number (and/or
house phone instruction)

First Aid

Location
Hours of service (if applicable)
Phone Number

Corporate Relations Contact

Name
Ph

IMPORTANT INFORMATION

PLEASE SAVE THIS
INFORMATION

Nearest Hospital/ Urgent Care

Name
Address
URL or phone

Severe Weather/Seek Shelter Protocol

[URL](#)

Emergency Evacuation Protocol

[URL](#)

Rally Point (if applicable)
Check In / Emergency Alert*

Hydration stations

Location
Location

Mother's room

Location
Location

ATTENDEE SERVICES

PLEASE SAVE THIS
INFORMATION

Hydration stations

Location
Location

Mother's room

Location
Location

Quiet Room

Location
Location

EDIT

PLEASE SAVE THIS
INFORMATION

LOOKING
FORWARD:
HOW I'M
FORECASTING
RIGHT NOW

THOUGHTS ON THE YEAR AHEAD



Increasing service/logistics cost continues to impact sponsorship investment



Anticipate/ Forecast for additional inflation in aluminum, wood, gas/petroleum



Anticipate increase in travel cost



Anticipate potential decreases in international attendance



Anticipate potential decreases in domestic attendance- healthcare