



PrimeTime Confidently Moves Forward

Nationwide Marketing Group's PrimeTime event will take place February 5-8 at the Phoenix Convention Center. Our community is eager to connect, with new attendees and exhibitors registering every day. We remain dedicated to providing this platform to support our Members, our Vendor Partners and the Independent retail community.

The event will follow all state, local and Phoenix Convention Center mandates regarding the virus. Currently, there are no COVID-19 mandates for our event attendees from the state of Arizona, Maricopa County or the convention center. The Phoenix Convention Center has undergone the multi-step process to become a [GBAC STAR™ Accredited Facility](#). It achieved this accreditation after demonstrating compliance with the program's 20 elements and has implemented them in its daily practices.

We remain in close partnership and communication with our local partners and health officials for their expertise and guidance, and will continue to keep you updated on any changes to our health and safety plan.

While your success is a top priority, your safety is too. We want to reassure you that the event will take place and that we will put safety at the heart of the event experience. It is important that we are able to connect and get business done. Below are some of the measures we've put in place to help keep you as safe and healthy as possible.

On the PrimeTime Expo floor:

- There will be designated entrance and exit doors
- Hand sanitizer stations will be available throughout the show floor
- 3 Ws Signage (**W**ash your hands, **W**ear a mask and **W**ait 6ft. apart) will be displayed throughout
- Masks will be available at the entrance to the Expo Hall
- Lunch will be served in an adjoining hall, with tables and seating set up to allow for social distancing
- The show floor will be fogged and disinfected overnight

For meetings and events:

- Classes and meetings will be held in larger rooms
- Seating will be spaced out to allow for social distancing
- Bracelets will be available to show comfort levels for distancing (fist bumping, high fives, etc.)
- The opening general session will be live streamed in regional meeting rooms
- Palooza will take place in an exhibit hall that's three-times the typical size for the event
- Attendees will also be able to participate in Palooza via the Palooza app without entering the venue
- Hand sanitizer stations will be available throughout the meeting space
- Masks will be available in the registration area and at entrances to large meetings
- The registration area will be fogged and disinfected overnight

Useful Links

[Phoenix Convention Center – Health and Safety Protocols](#)

[Phoenix COVID-19 Response](#)

[CDC Guidelines](#)