



We are very excited to host you at the [2021 Gen Blue Experience®](#), October 4 – 7 in New York City. If you are attending the event in person, please read this document to have all the information needed before, during, and after the event. If you are joining virtually, please see the [Virtual Know Before You Go](#).

## GENERAL INFORMATION

### Event Locations

- Radio City Music Hall, *1260 Sixth Avenue, New York, NY 10020*
  - General Session
  - CB Inspires
  - Closing Night Concert
- New York Marriott Marquis, *1535 Broadway, New York, NY 10036*
  - Registration
  - Learning Courses
  - Gen Blue® Info Booth

### Places to Eat in Times Square / Midtown Manhattan

If you're looking to grab a bite before, between, or after sessions, you've come to the right place, this area is full of incredible dining options. Check out [this link](#) for recommendations or pop into a local spot that you pass by.

### Radio City Music Hall Bag Policy

To help provide a safe experience, guests are not permitted to enter with bags larger than 10" x 8" x 6". Small pocketbooks/purses are permitted. **Due to the bag size restrictions above, laptops, tablets, and laptop bags will not meet this size limitation.** For guests with additional needs, please contact Radio City Music Hall Guest Relations at 212-465-6225 or [guestrelations@msg.com](mailto:guestrelations@msg.com).

## VACCINATION REQUIREMENTS/PROOF OF VACCINATION

### Radio City Music Hall

To enter Radio City Music Hall, proof of vaccination\* is required. Your proof of vaccination must show that it has been **two weeks** since your final COVID-19 vaccine. You must also have proof of

## The 2021 Generation Blue Experience: **In-Person** Know Before You Go Document

identification, such as a passport or driver's license. Masks are not required at Radio City Music Hall, but please note that disposable masks will be available on-site should attendees wish to wear one.

*\*All guests are required to provide proof of COVID-19 vaccination on their smartphone, through a physical copy, or by using New York State Excelsior Pass or NYC COVID Safe App, along with the appropriate ID matching the name on your documentation. For those outside the U.S., or those wanting to confirm, proof of vaccination is defined by the World Health Organization [here](#).*

### **New York Marriott Marquis**

To access meeting spaces in the Marriott Marquis, attendees must show proof of vaccination by visiting the vaccination kiosks on the third floor of the hotel. Those who have been fully vaccinated do not need to be masked. Unvaccinated people may enter the hotel but must be fully masked in public spaces. Unvaccinated people will not be able to access meeting spaces within the Marriott Marquis.

Please note, if you are staying at the New York Marriott Marquis, the hotel offers mobile check-in, which we encourage you use. Also, due to the ongoing pandemic, the Marriott Marquis will not be offering housekeeping services to limit the number of people accessing your room.

### **Restaurants, Gyms, Entertainment Venues, etc. in New York City**

People 12 years and older are required to show proof of vaccination for the following activities:

- **Indoor Dining:** includes restaurants, catering halls, event spaces, hotel banquet rooms, bars, nightclubs, cafeterias, grocery stores with indoor dining, coffee shops, and fast food, or quick service with indoor dining
- **Indoor Fitness:** includes gyms, fitness centers, fitness classes, pools, indoor studios, and dance studios
- **Indoor Entertainment:** includes movie theaters, music and concert venues, museums, aquariums and zoos, professional sports arenas, indoor stadiums, convention centers, exhibition halls, performing arts theaters, bowling alleys, arcades, pool and billiard halls, recreational game centers, and indoor play areas

### **COVID-19 Symptoms Pre-Event, During the Event or Post-Event**

If you experience COVID-19 symptoms or begin not to feel well:

- **Before Leaving Home:**
  - Evaluate your own health and that of people you are in close contact with; contact the meeting/event organizers if you have concerns or believe you may have been exposed to COVID-19.
  - **Stay home** if you feel sick or are experiencing any symptoms of illness. Refer to the CDC website for the [current list of symptoms](#).
- **On-site During the Event**
  - Notify the event First Aid office (or equivalent) at any time if you feel unwell or are experiencing any COVID-19 symptoms. Refer to the CDC website for the [current list of symptoms](#).
  - **If an attendee experiences symptoms or tests positive onsite**, we ask that you quarantine in your hotel room and contact us at [events@cbhomeoffice.com](mailto:events@cbhomeoffice.com) so that we can assist you.

## The 2021 Generation Blue Experience: **In-Person** Know Before You Go Document

- **Post-Event**
  - Upon returning home, please monitor your health for up to 14 days for any symptoms of COVID-19. Refer to the CDC website for the [current list of symptoms](#).
  - **If you test positive for COVID-19 up to 14 days after returning home**, please contact the meeting/event organizers to advise them.

## EVENT INFORMATION

### Onsite Registration

There is a three-step registration process for those attending the 2021 Generation Blue Experience® in person:

- 1. Check in for the event at the New York Marriott Marquis (even if you are not staying there).**  
The New York Marriott Marquis has set up a **Vaccine Check-In point on the third floor for all event attendees**. Attendees will only be able to access the third floor via the ground-level elevators. As you go through the Vaccine Check-In point, you must provide proof of vaccination along with a photo ID. You will be issued one of two bracelets that you can wear for the duration of the event. If lost, you can go back to the Vaccine Check-In point to get another one. Once validated at the Vaccine Check-In point, you will then be able to access the meeting room floors (fourth, fifth, sixth, seventh, and ninth floors) via the escalators. Please note elevators will not be running to the meeting floors.
- 2. Stop at the 2021 Gen Blue Registration Desk to pick up your name badge and the second event bracelet.** The Gen Blue Registration Desk will be located on the fifth floor of the New York Marriott Marquis. Registration opens on Monday, October 4 at 9 a.m. ET. At this desk, you are able to pick up your name badge, as well as a red, green or yellow bracelet that displays your preferences when it comes to contact with others.
- 3. Download your e-Ticket from the Radio City Music Hall Communication.** To enter Radio City Music Hall, for the General Session, CB Inspires, and the closing night concert, you must show an e-ticket which will be sent to your mobile phone via text message at the number you shared when registering for the event. The e-Ticket will be sent on or around September 30. If you have that text message, please open or download your ticket to show the staff at Radio City Music Hall. **If you did not receive a text, visit the Gen Blue Info Booth where they can resend the text message.**

### Attire

There is no dress code at Gen Blue, so pack whatever you are comfortable in. We do recommend you pack a light jacket, comfortable shoes, and of course, some Coldwell Banker® branded attire.

## TO DO CHECKLISTS

### Before Arrival

Confirm your registration for the 2021 Generation Blue Experience. A confirmation email was sent from <a href="mailto:genblue@rhq.com">genblue@rhq.com</a> with the subject line of <i>Coldwell Banker 2021 Generation Blue Experience: On-site Name Badge Pick-Up (Please Read!)</i>	
<a href="#">Download</a> the 2021 Generation Blue Event App*. Make sure notifications are enabled to receive event alerts. <i>Event Password: genblue2021</i> <i>*Email with app download directions will be sent separately.</i>	
Confirm your travel plans, including hotel and airline confirmations.	
Map the area between Radio City Music Hall and the Marriot Marquis (10–15-minute walk).	

### What to Bring

Your photo ID	
Proof of vaccination (we encourage you to download the New York State Excelsior Pass ( <a href="#">Android</a>   <a href="#">iOS</a> ) or NYC COVID Safe App ( <a href="#">Android</a>   <a href="#">iOS</a> ))	
e-Ticket for entry to Radio City Music Hall events (sent via text message to the mobile phone on file with your registration)	
The registration code emailed to you (for badge pick-up at New York Marriott Marquis)	
Comfortable shoes (Manhattan is an extremely walkable borough), a light jacket, and Coldwell Banker branded attire	
Bag no larger than 10" x 8" x 6" for use at Radio City Music Hall	
Portable phone charger	

### On-site To-Do

Visit the Vaccine Check-In point on the third floor of the Marriott Marquis and provide your proof of vaccination and photo ID to receive your bracelet for learning session access.	
Stop at the Registration Desk on the fifth floor of the Marriott Marquis to pick up your name badge and red, green, or yellow bracelet. Registration Desk hours: <ul style="list-style-type: none"> <li>• Mon 10/4: 9 a.m. – 6 p.m.</li> <li>• Tues 10/5: 8 a.m. – 5 p.m.</li> <li>• Wed 10/6: 8 a.m. – 5 p.m.</li> </ul>	

## MORE INFORMATION

### Virtual Platform

As an in-person Gen Blue attendee, you have access to the [2021 Gen Blue virtual platform](#). Through the platform, you will be able to access the event live stream, zoom links to participate in the virtual learning sessions, and the recorded sessions. Recorded learning sessions will be available on the platform within one week of the event and accessible for 30 days.

The platform can only be accessed by one device per registration. For instance, you cannot access the platform on two desktops at the same time. **Each attendee also has a unique username and password that was provided in an email the weekend of October 2 – 3 from [melissa.santone@realogy.com](mailto:melissa.santone@realogy.com).**

## The 2021 Generation Blue Experience: **In-Person** Know Before You Go Document

### Login Instructions

- Access the virtual platform via [genbluevirtualexperience.com](https://genbluevirtualexperience.com)
- Username: [example@email.com](mailto:example@email.com) (the email address you entered when registering)
- Password: [Your Gen Blue Registration #]

### Questions

If you have questions or concerns while on-site at the event, visit the Generation Blue Experience Information Booth or the Gen Blue Registration Desk, during open hours, located on the fifth floor of the New York Marriot Marquis. You can also post questions related to the event on the [Generation Blue Facebook Group](#).

### Social Posting

Share your event photos and videos with us and the rest of the Coldwell Banker network by using the hashtag **#GenBlue** in your posts! You can also follow the 2021 Gen Blue Social Squad for the latest event updates. Here are their social media handles:

- Michelle Bass, Coldwell Banker CK Mann Realty
  - [Facebook](#) | [Instagram](#)
- Alicia Eisenbise, Coldwell Banker Home Office
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Javes Escalera, Coldwell Banker Lake Chelan Properties
  - [Facebook](#) | [Twitter](#)
- Kirsten Evans, Coldwell Banker Real Estate Group
  - [Facebook](#) | [LinkedIn](#)
- Tamara Foote, Coldwell Banker Premier Realty
  - [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Tik Tok](#)
- Aquontis Garlington, Coldwell Banker Realty – Northern California
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Rob Longo, Coldwell Banker Commercial Southwest Realty Brokerage
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Christian Montiel, Coldwell Banker Home Office
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Angie Myers, Coldwell Banker Realty – Mid Atlantic
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Jonathan Myers, Coldwell Banker Sea Coast Advantage
  - [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)
- Trae Seymour, Coldwell Banker Realty - Greater Cincinnati Tri-state Area & Central Ohio
  - [Facebook](#) | [Twitter](#) | [Instagram](#)
- Jamie Zapata, Coldwell Banker D'Ann Harper
  - [Facebook](#)