



## Bright vs Coronavirus 2020

17 March 2020

**Dear Event Professionals/Clients/Industry Partners:**

Like you, we love events. The bonds and experiences we share through events are indelible. We are heartbroken by the impact the coronavirus/COVID-19 is having on our industry, our clients, our partners, and our Team Members. Bright supports the dramatic efforts and steps being taken to contain and control the coronavirus quickly and effectively.

Bright remains open and available to plan and prepare for future parties/galas/weddings/etc., make changes to existing orders, or unfortunately postpone or/cancel existing events. Our showrooms have moved to appointment only status, to ensure the health and safety of visitors and Team Members. If developments warrant further containment of our Team, we will have remote resources available to work with clients and their needs.

If you are planning an event, we completely understand the concerns you may have for the health of you and your guests. Here are some additional steps Bright is taking:

- Closely monitoring and following CDC, WHO, and federal/state/local government guidelines.
- Our Team Members, all our facilities, and any remaining events are following the CDC's recommended health and hygiene guidelines. We pride ourselves on neat, organized, and impeccably clean facilities (if you haven't had a tour, we would love to show you around when we put this in the rearview mirror).
- We are equipping our crews with gloves, hand sanitizer, and additional cleaning products to ensure everything Bright provides is clean and safe.
- In light of the rapidly changing environment, we want you to know that Bright is here for you. We have a fair cancellation policy and are working with clients to ensure they know when events must be cancelled to avoid charges. If you are moving your event to a date in the future, we will move the deposit as well. We want events!

As this situation evolves, Bright will be making some tough business decisions to continue as a strong, dynamic, and innovative company. The future of our Team and company is imperative during this difficult and unprecedented time. The best thing for all of us is the quick containment and control of coronavirus/COVID-19 and a return to the events that are so important to us and our society.

We will continue to closely monitor the situation and evaluate additional measures to support our customers and communities as the needs arise. Our hearts go out to all those who have been affected.

Thank-you for your support and business. Be safe, be healthy, and Bright On!

**Mike B.**

Mike Bjornstad  
President/CEO