THE SHOW FLOOR IS AN ACTIVE WORKSITE

Take a Maverick Minute

PAUSE. INSPECT. PROTECT.

Every load-in and every teardown turns a convention hall into a construction site: forklifts, rigging, lifts, freight, and crews moving fast on tight schedules. Most incidents don't come from a lack of rules. They come from **one rushed moment**. A Maverick Minute is a simple habit: before the next move, take one intentional minute to make sure it's the right one.

PAUSE

Take a breath. Be present and aware.

Stop before you lift, drive, climb, cut, or rig. Set the schedule aside for sixty seconds.

INSPECT

Check surroundings, equipment, and blind spots.

Forklift paths and aisles, overhead work, cords and cables, ladders and lifts, and the people around you.

PROTECT

Confirm everyone is clear. Then proceed.

Speak up if something isn't right. Anyone can call a Maverick Minute, and everyone respects it.

WHEN TO TAKE ONE

- At the start of every shift or labor call
- Before operating a forklift, lift, or power tool
- Before working at height or rigging overhead
- When aisles open to exhibitors and attendees
- When conditions change: crowds, weather, fatigue, a new task
- Any time something doesn't look or feel right

WHY IT'S CALLED THE MAVERICK MINUTE

Stephanie Flinn lost her grandson, Maverick, and her mother in a single farm accident. From that loss, her family built the Maverick Minute Foundation around one idea: a minute to pause, inspect, and protect can save a life. ESCA is proud to help carry that message onto the show floor.

"To amplify the culture of safety through education and awareness, where every generation is reminded to pause, inspect and protect what matters."

Safety starts with a Maverick Minute. Everyone goes home.

Maverick Minute™ FOUNDATION

maverickminute.org

Free co-brandable show-floor safety signage: esca.org

ESCA EXHIBITION SERVICES & Contractors Association