



Trusted protection for the live experience.™



**ASM Global is the world's leader in venue management,  
connecting people through the power of the live experience.**

We lead the safest, cleanest and greenest arenas,  
stadiums, theaters and convention centers in the world.

### GOAL

- ▶ Create an ASM Global branded program for venue re-openings post-COVID-19 crisis, including best practices for keeping facilities clean and certified at the highest standards for the safety and health of our associates and customers.

### DESIRED RESULT

- ▶ Instill the highest level of confidence possible in ASM Global venues among all constituents, including clients, talent, guests and associates.

## **CONFIDENCE**

Trust • Leadership • Experience • Expert • Faith • Conviction •  
Assurance • Reliance • Bold • Assertive • In-Control • Certified

## **CLEAN**

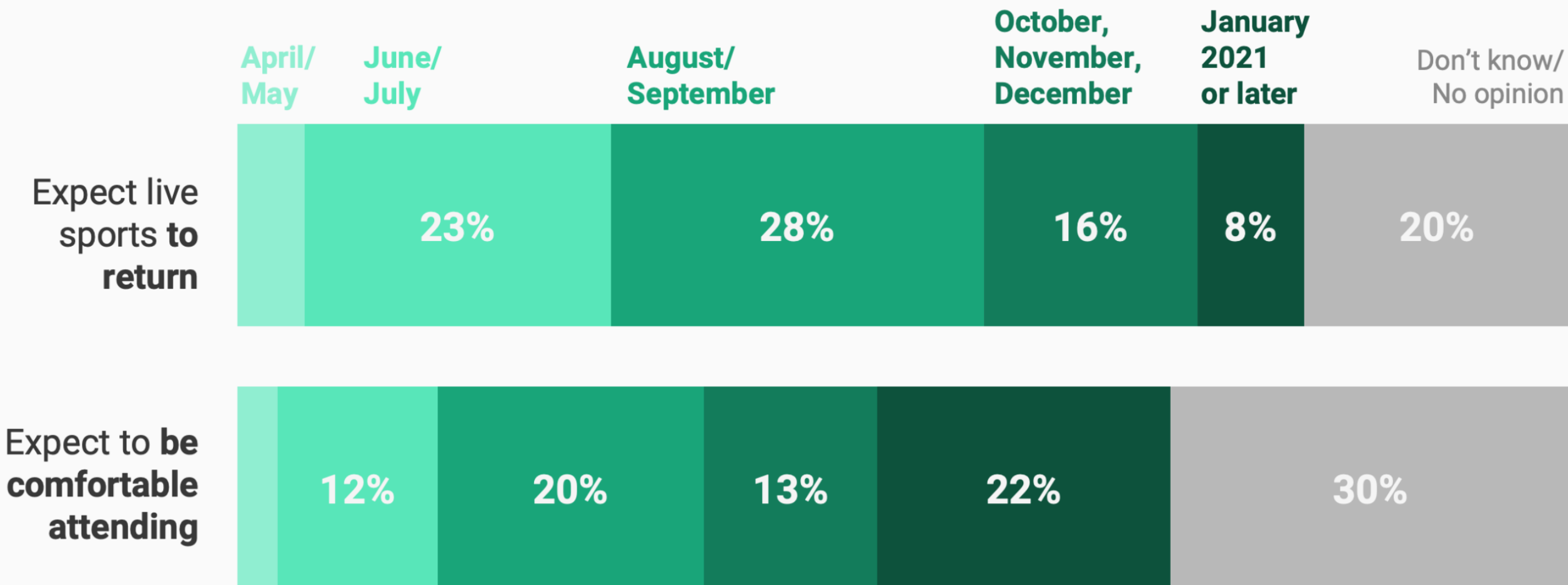
Sanitized • Disinfected • Decontaminated • Thorough • Hygienic •  
Sterilized • Refreshed • Healthy

## **SAFE**

Protected • Guarded • Secure • Shielded • Defended • Well •  
Enhanced • Consistent • Ongoing

# Fans' Comfort Attending Games Lags Behind Expected Return Date for Live Sports Following Pandemic

When sports fans say they...



MORNING CONSULT

Poll conducted April 3-5, 2020, among 1,512 self-identified sports fans, with a margin of error of +/-3%.

72%

of sports fans report they will not feel comfortable attending games until there is a vaccine. (Seton Hall Sports Poll)

Consumer Confidence hinges on more than just a 'clean venue.'

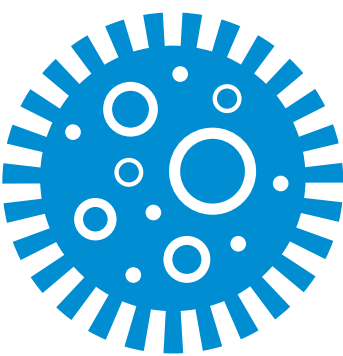


**To instill high confidence, post-COVID venue opening policies and procedures will need to be developed and executed in strict accordance with top global health officials.**



## What is COVID-19?

### A Guide for Facility Managers



- > **Coronaviruses** first discovered in 1960s
- > **COVID-19** is the respiratory disease caused by the 2019 Novel Coronavirus now known as SARS-CoV-2
- > **Symptoms** of coronavirus infection can range from mild in most cases (fever, cough, shortness of breath) to serious (pneumonia, kidney failure, even death)
- > **Spreads** via droplets produced by coughing or sneezing or through contact with contaminated surfaces

## How to Prevent the Spread of COVID-19<sup>1</sup>



**Wash hands** with soap and water, or sanitize hands with alcohol-based hand sanitizer when hand washing is not possible



**Cover coughs/sneezes** with a tissue, and then throw the tissue in the trash



**Avoid contact** with people showing signs of illness, and stay home if you feel ill



**Clean and disinfect surfaces** with products that have an EPA-approved emerging viral pathogen claims for use against SARS-CoV-2



**Wear a facemask if you have symptoms** of COVID-19 to prevent the spread of the disease to others

## COVID-19 Prevention Tips for Facility Managers<sup>2</sup>



**1. Educate** your cleaning staff about COVID-19 and encourage them to stay home when sick



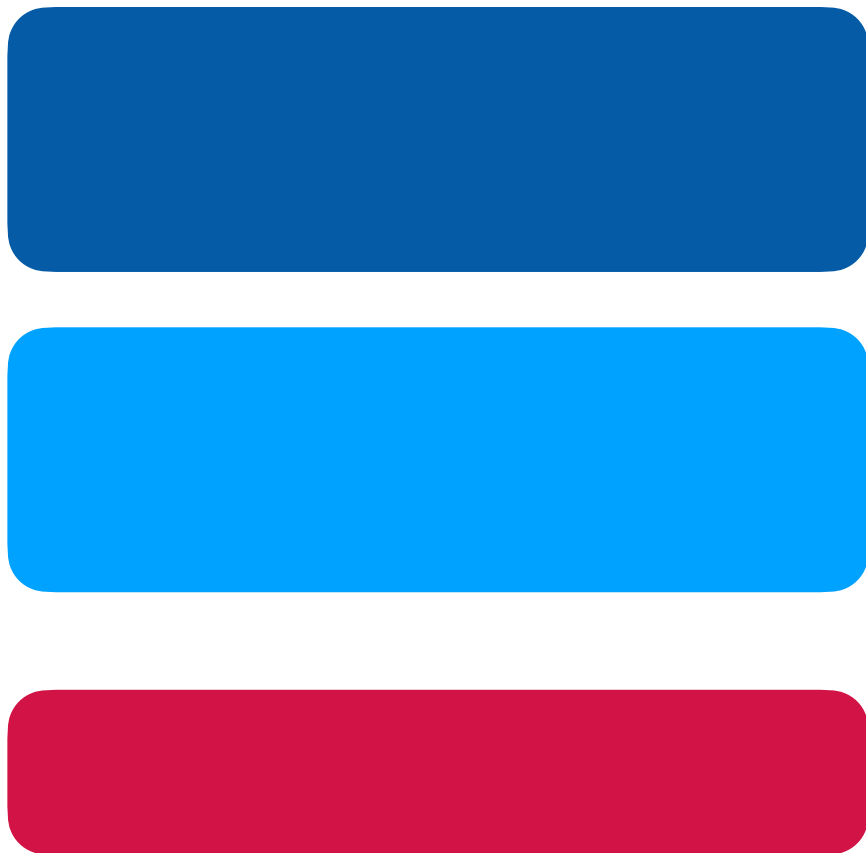
**2. Ensure** your cleaning staff has access to the right cleaning supplies



**3. Train** staff how to properly clean and disinfect high-touch areas to minimize the risk of transmission

Go to the **CDC website** for the most up to date information on COVID-19.

1, 2. CDC. 2019 Novel Coronavirus, Wuhan, China, <https://www.cdc.gov/coronavirus/about/prevention.html>. Accessed March 12, 2020



Brand collaterals to be produced for an array of internal and external communications

# LOGO APPLICATIONS



Trusted protection  
for the live experience.



COLLATERAL EXAMPLE



***CERTIFIED FAN SAFE.***



Trusted protection for the live experience.



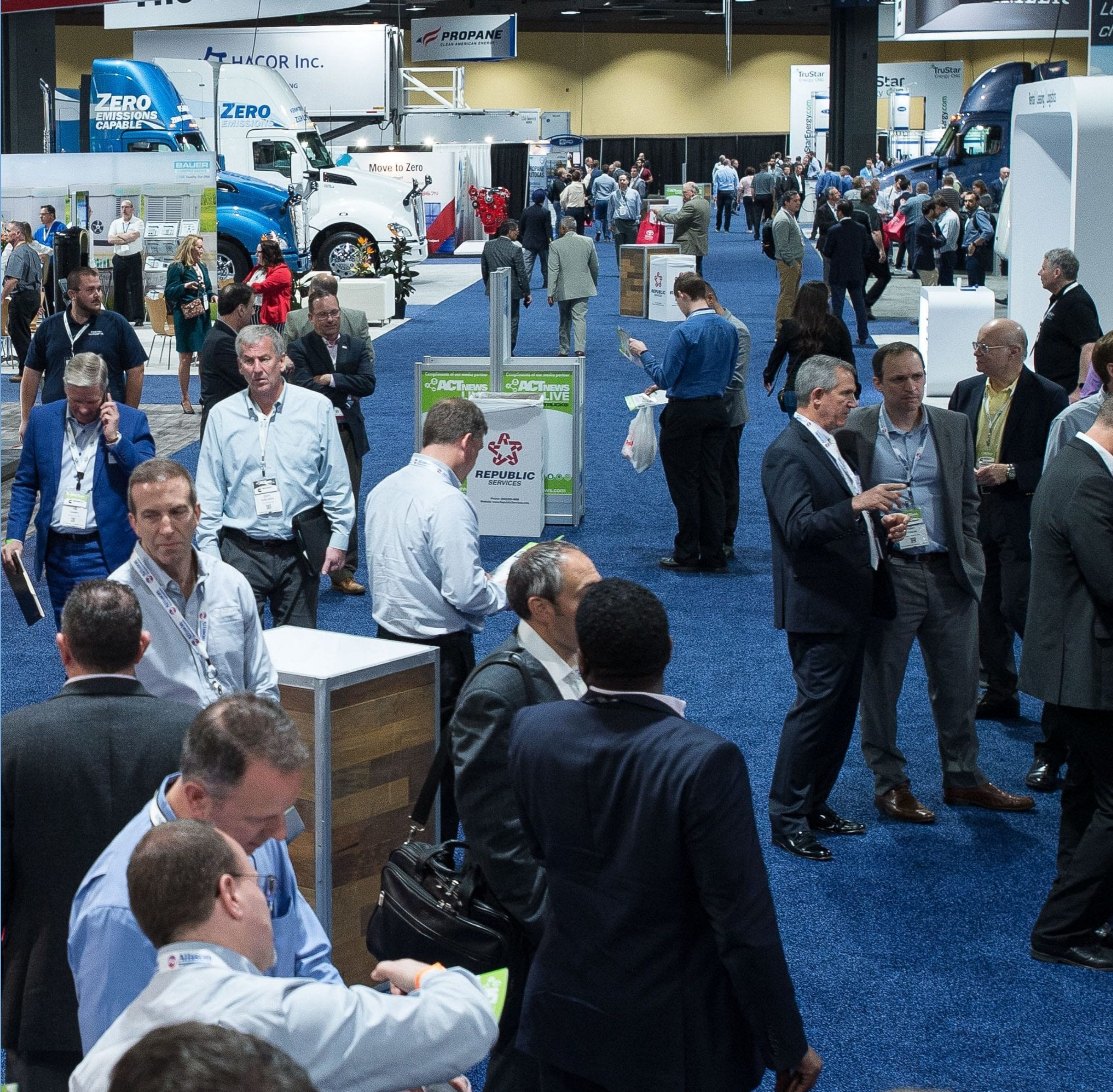
COLLATERAL EXAMPLE



**CERTIFIED GUEST SAFE.**



Trusted protection for the live experience.







Trusted protection for the live experience.™