



TRUSTED PROTECTION FOR THE LIVE EXPERIENCE

ASM Global has launched a new environmental hygiene protocol in response to evolving guest expectations stemming from the coronavirus pandemic.

VenueShield, a comprehensive and best-in-class program, is being deployed in various stages worldwide at more than 325 ASM Global facilities in alignment with approvals from local government officials and health care experts. ASM Global staff in Grand Rapids are using VenueShield protocols to reopen the facilities in accordance with state, county and city guidelines.

VenueShield provides the highest levels of cleanliness with safety while inspiring consumer confidence, all in partnership with leading medical professionals, industry experts and public health officials. Phases of VenueShield include the implementation of new guidelines for Workplace Safety, Technology & Equipment, Food Safety and Public Awareness as they support future efforts. This ongoing company effort to re-define the customer journey of the future is of top priority.

HEALTH AND SAFETY REMINDERS

KEY FOCUS AREAS



**ENHANCED
DISINFECTION**



**MOBILE ORDER
CONCESSIONS**



**NO BAGS
PERMITTED**



**SECURITY
SCREENING**



**PERSONAL
HYGIENE**



**CONTACTLESS
TRANSACTIONS**

PUBLIC AWARENESS

ASM Global's VenueShield Task Force implemented numerous new protocols and procedures at its facilities, in accordance with international health care guidelines from the CDC, NHS, PHAA, and WHO among others.

The VenueShield protocol relies on the Task Force to build unique and customized programs, while monitoring data on a daily basis. Specific consultants have been hired to assist with more technical aspects of the protocol like air purification, filtering and the maximization of fresh air exchanges.

VenueShield will be the ongoing company effort to define the customer journey of the future. It is designed to provide an evolving approach to the unique aspects surrounding each of ASM Global's facilities and guided by consistent input from the company's venue experts around the world representing every venue type. Additionally, ASM has proactively partnered with and will further consult with leading subject matter experts.

View ASM Global's VenueShield Website:
ASMVenueShield.com



WHAT TO EXPECT WHEN HOSTING OR ATTENDING AN EVENT AT VAN ANDEL ARENA

In line with ASM Global's VenueShield Environmental Hygiene Program, Van Andel Arena is committed to providing the highest levels of cleanliness while inspiring consumer confidence, all in partnership with leading medical professionals, industry experts and public health protocols. Protocols will vary based on the type of event and will be further customized for each unique group. The safety of Van Andel Arena guests, patrons and staff will continue to be the top priority.

Van Andel Arena, in accordance with ASM Global standards and professional health care guidelines, including those outlined by the CDC and WHO, will be implementing enhanced procedures in the following areas:

- * Hand sanitizer stations will be placed throughout the building, including ingress routes, event areas and outside restrooms.*
- * Staff will be conducting additional sanitizing of high-volume areas through the following:*
 - * Hand cleaning of all horizontal and frequently contacted surfaces such as door handles, elevator controls, light switches, tables, seating, handrails, restroom fixtures, production equipment and more.*
 - * An aerosolized disinfection solution will be applied to frequently touched surfaces and/or an electrostatic disinfection spray will be applied on areas such as tables, chairs and carpet in frequently traveled areas.*
 - * Sanitization of all rooms and equipment after set up, between sessions and after event activities.*
 - * Carpets will be cleaned in all entryways on a regular basis and in high use areas. We will apply an EPA-registered, healthcare-grade disinfectant during this step of the process. Air movers (high-powered fans) will be left on all cleaned carpet overnight to ensure quick drying.*
 - * All restrooms within the facility will be disinfected from top to bottom including walls, floors, toilets, sinks, partitions, counters and all other surfaces within the restrooms.*
 - * Large open areas will be treated with an aerosolized EPA-registered, healthcare-grade disinfectant into the atmosphere of the area and on horizontal surfaces.*
- * Facility enhancements will provide reduced touch points for attendees and staff.*
- * Food safety measures will follow protocols recommended by health officials as well as state, county and local guidelines.*
- * The HVAC air filtration system utilizes filters with optimal MERV ratings to provide maximum air purification.*
- * Additional measures as needed.*



The above areas are not meant to be an all-encompassing list and all information is subject to change. Items of focus may change without notice based on the latest standards and guidelines. Contact us for specific questions regarding your event.