



# About Hilton EventReady with CleanStay

## Our Commitment

Partnering with customers to deliver an elevated standard for events across the attendee journey: CleanStay Standards, Flexible, Safe and Socially Responsible

Hilton has developed EventReady with CleanStay, a global meetings and events program designed to create event experiences that are clean, flexible, safe and socially responsible. EventReady will provide curated solutions with creative food and beverage, thoughtful technology resources, elevated standards and practices with redesigned spaces for physical distancing, and reimagined ways to meet and gather. The goal is to create a safe and comfortable environment for event planners and their attendees.

## HILTON EVENTREADY WITH CLEANSTAY KEY FEATURES:

### CleanStay Standards

- **Hilton CleanStay Standards** provide elevated cleanliness and sanitation across the entire attendee journey. A cleaning protocol checklist is completed to verify an event space is sanitized and disinfected thirty minutes prior to event start.
- **Hilton CleanStay Event Room Seal** is applied once the room is properly cleaned, set and EventReady.
- **Sanitizing Stations** will have prominence in primary entryways as well as key high traffic areas including inside and outside event space(s), meal and beverage service areas, public restrooms and congregating areas.
- **Vendor compliance to all standards** and floor plans submitted to hotel for approval in advance of event.
- **Completed EventReady Room Checklist** provided to planners.

### Flexible

- **Sales and Customer Partnerships** grounded in transparency and in the importance of shared objectives. Providing flexible pricing, space options and contract terms.
- **Responsive** to meet the evolving needs of customers. Small Meetings offer with simplified EXPRESS\* agreements.
- **Hilton EventReady Playbook** delivering expert guidance and curated resources for topics such as: Hybrid Meetings/Technology, Wellness, Creative Networking, Transportation/Logistics and Community Service.

\* Available from opted-in hotels.

### Safe and Socially Responsible

- **Respecting physical distancing** with creative and customized event sets and meal services.
- **Inspiring food and beverage menus: thoughtfully served, timely and flexible.** Meals, services and operational procedures adhering to physical distancing regional regulations, amplified hygiene & sanitation requirements, additional space to accommodate attendee flow.
- **Industry-leading contactless check-in and check-out** with Digital Key at more than 4,700 properties globally.
- **Environmental impact** solutions measured by LightStay, Hilton's award-winning corporate responsibility measurement platform.
- **Community service experiences** to support and uplift the local community.

## ABOUT HILTON CLEANSTAY

The global Hilton CleanStay program is setting the new standard of hotel cleanliness and disinfection in Hilton properties around the world. Hilton has partnered with RB, maker of Lysol & Dettol to develop Hilton CleanStay so guests can enjoy a worry-free stay.

## WHY HILTON EVENTREADY WITH CLEANSTAY?

Event planners and attendees are expecting a higher standard of cleanliness than ever before. Our sales, catering and event teams are committed to working with customers to achieve their business objectives through delivering event experiences that **provide peace of mind from start to finish.**

**3** OF THE TOP 4 ACTIONS A HOTEL CAN TAKE TO MAKE GUESTS FEEL SAFE ARE ABOUT **ADDITIONAL CLEANING**  
Source: Proprietary Hilton Research, March 2020

**64%** WANT BETTER SAFETY/ CLEANLINESS STANDARDS FROM BRANDS  
Source: State of the Consumer #5, Suzy, May 8-13, US only

## HOW IS HILTON EVENTREADY WITH CLEANSTAY UNIQUE?

**Hilton EventReady with CleanStay** will deliver clean, flexible, safe and socially responsible events supported by our **proprietary EventReady Playbook** which provides expert guidance and curated resources for topics including hybrid events, creative event sets and sustainable practices for the entire attendee journey – all backed by **Hilton Hospitality** from dedicated Team Members.

## WHAT'S NEXT?

- July 13 Public Announcement
- July/ August Hotel Training And Program Roll-Out
- August Live Globally

Hilton



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