

Resource & Recovery Playbook

Meetings and Conventions | 2021



Leadership Message

In the midst of this pandemic, Visit Anaheim and the Anaheim Convention Center remain focused on supporting our customers. As our industry moves toward reopening and hosting events in 2021, Visit Anaheim and the Anaheim Convention Center, in partnership with our local business community, have developed this comprehensive guide to highlight our new approach to meetings in Anaheim.

As a resource to you, this guide includes:

- Foundational principles for planning development including flexible, adaptable guidelines that customers can overlay with their own organizational requirements.
- Protocols for different phases of reopening.
- Attention to health and safety for all topics.
- Discussions about how accountability and responsibility might be divided between customers and Visit Anaheim, the Anaheim Convention Center, and other partners.

It is with our great pleasure that we welcome back our visitors and help them provide safe, healthy, and beneficial meetings and events in Anaheim.

Sincerely,



Jay Burress
President & CEO
Visit Anaheim



Tom Morton
Executive Director
Anaheim Convention Center

Contents

Current Situation	4
Orange County Health Update.....	4
Business Updates.....	4
Visit Anaheim Advocacy.....	4
Meetings & Events	5
Food & Beverage	5
Getting to and Around Anaheim.....	5
Hybrid Events.....	5
Tradeshows/Exhibitions	6
Show Floor Setup/Logistics.....	6
Physical Distancing Meeting Space Calculators	6
Networking	6
Networking Receptions.....	7
Cleaning Protocols	7
Key Contacts.....	9
Industry Guidelines/Resources	9

Current Situation

This situation is unique to all of us, with no experience of having been here before. Visit Anaheim is working hand in hand with our various agencies and organizations to identify and implement the best practices for the benefit of our customers and stakeholders in Anaheim. As information becomes available, we will continue our advocacy efforts with lawmakers and decision makers as we work through recovery.

Orange County Health Update

For Orange County's business guidelines on reopening, [View Here](#).

For up-to-date information on Orange County's case counts and testing figures, [View Here](#).

Business Updates

For safety measures and a list of Anaheim businesses that are now open, please visit our [Reopening Page](#).

Visit Anaheim Advocacy

As the situation continues to be monitored closely, Visit Anaheim is working with the following to track and employ safety procedures and programs:

- [State of California](#)
- [California Department of Public Health](#)
- [Orange County Health Care Agency](#)
- [Centers for Disease Control and Prevention](#)
- [Cal Travel](#)
- [Destinations International](#)
- [Visit California](#)
- CA Convention Center Coalition (60% capacity proposed to Governor)

Meetings & Events

Food & Beverage

Aramark Catering Services at the Anaheim Convention Center is equipped with a Pandemic Response Team to support all facets of the operation focused on safety, purchasing, sanitization and servicing guests. [View here](#) for more information on Aramark’s operational and sanitizing process.

Please refer to the “Cleaning Protocols” section below for information on food and beverage plans for hotels in Anaheim and Orange County.



Ideas to Consider:

- Staggered food and beverage delivery.
- For hybrid events, consider partnering with **GrubHub**, UberEats, Postmates, or similar to provide gift cards to virtual attendees.

Getting to and Around Anaheim

Getting Here

- [John Wayne Airport \(SNA\)](#)
- [Los Angeles International Airport \(LAX\)](#)
- [Ontario International Airport \(ONT\)](#)

Getting Around

- [Anaheim Resort Transportation Safety Protocols](#)
- [Orange County Transportation Authority](#)

Hybrid Events



Ideas to Consider / Other Resources:

- [Event Manager Blog: The Virtual Event Tech Guide](#)
- [Event Manager Blog: Managing the Virtual Experience](#)
- [Event Manager Blog: New Rules of Attendee Engagement](#)
- [Encore MeetSafe Guidelines](#)
- [SmartCity Safe Meetings Guidelines](#)

Tradeshows/Exhibitions

Show Floor Setup/Logistics

Floor plans for exhibitions and events will need to be approached differently, allowing for physical distancing and likely incorporating a density formula. It will be important to work closely with your event contact at the Anaheim Convention Center or hotel or other venue, and with your official services contractor to create a floorplan that enables a safe and successful marketplace. Some of the elements to consider may include:

- Wider aisles
- More cross aisles
- One-way aisles
- Eight-foot tall side rails between booths
- Removing aisle carpet
- Developing an appointment model
- Extending show hours
- Adding virtual elements to increase exhibitor value
- Leveraging suppliers for exhibitor engagement
- Reviewing all official areas on the show floor
- Redesigning food service areas and delivery

In all cases, layouts must meet local fire code requirements to obtain fire marshal approval and a permit for occupancy. In addition, all state, regional, local, facility and health code guidelines will take precedence, and may change from the time of initial layout to final. Industry groups such as IAEE, ESCA, IAVM and EIC are providing guidance (see Industry Guidelines/Resources).

Physical Distancing Meeting Space Calculators

[COVID-19 Indoor Safety Guideline: Calculator of Occupancy](#)

[The Expo Group: Crowd Density Calculator](#)

Networking

Networking Receptions

One of the most compelling reasons for face to face meetings is the opportunity to connect personally with others. Networking events are an essential element of meetings. With distancing requirements, this becomes challenging, but as you're making plans, consider these ideas:

- Breaking down receptions by segments/themes
- Conversation starters like smiley face/decorated masks
- Seating arrangements and furnishings that automatically create distance
- Different zones for different levels of distancing comfort
- Outside events
- Borrow from guidelines for different openings like beaches
- Incorporate live video options
- Virtual photo booths
- Conduct scavenger hunt to encourage participants to visit booths

For more ideas, visit [COVID Innovations](#).

Cleaning Protocols

The Anaheim Convention Center stands ready to safely and responsibly reopen under guidance from the State of California. A few of our recovery initiative are:

- Being the first exhibition facility in the West Coast to receive GBAC Star Accreditation
- Use of disinfection products approved by the U.S. Environmental Protection Agency
- Installation of 63 wall-mounted hand sanitizers
- Physical distancing capacity charts and signage
- Employee health and training

To view Anaheim Convention Center's thorough approach to enhanced cleaning protocols, view the full [Anaheim Convention Center Recovery Plan](#).

All hotels follow heightened cleaning initiatives and programs in accordance to brand standard. Find these stringent, sanitation-focused practices below:

- Ayres Hotels: [Clean Safe Stay](#)
- Best Western: [We Care Clean](#)
- Choice Hotels: [Commitment to Clean Initiative](#)
- Great Wolf Lodge: [COVID-19 Update](#)
- Hilton: [Hilton EventReady with Cleanstay](#)
- Hyatt: [Global Care & Cleanliness Commitment](#)
- IHG: [Clean Promise](#)
- Marriott International: [Commitment to Clean](#)
- Radisson Hotels: [Commitment to Health, Safety and Security](#)
- Red Lion Hotels: [Cleanliness Measures](#)
- Sonesta Hotels: [Stay Safe with Sonesta](#)
- Wyndham Hotels & Resorts: [Count on Us Health & Safety Protocols](#)

Additional Resources

Key Contacts

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Industry Guidelines/Resources

- [APEX Resources for Destinations: Accepted Practices Guide](#)
- [Meet Safe: MMB Showcase of Safely Conducted Meetings and Events](#)
- [IAEE Essential Considerations for Safely Reopening Exhibitions and Events](#)
- [EIC Guide for Meeting and Event Design](#)
- [ESCA Health & Safety Guidelines](#)
- [UFI International Guidelines](#)