



6 Ways to Enhance a Convention Center

Day in the Life of a Conventioneer

Susan Miller, a busy VP of Sales, only attends conventions because she has to make contacts. Normally she dreads the glaring lights of the tradeshow hall, the freezing A/C in the conference rooms, the bathroom being out of toilet paper, circling to find daily parking and walking a mile... to name a few of the many inconveniences. But this time she actually enjoyed herself and signed up for next year's early bird discount. Here's why:

In the pre-convention materials, she learned she could download a phone app to help her find the closest parking place available and pay for it. The first day of the conference, the app's directions steer her right to it. A shuttle picks her up immediately and drops her at the entrance.



Approaching the facility, Susan appreciates the healthy flowers, pristine grass, and shiny brass doors—such a difference from the shabby appearance in other years. Inside, the stone floors shine and the carpets look fresh, no coffee stains! The layout of the registration tables makes getting her badge and materials a snap. She doesn't feel guilty tossing the flyers she doesn't need because there are recycling bins.

Susan had read that the convention center had upgraded its LED lighting and other systems to save energy, and she appreciates that its carbon footprint has been reduced by so much. But even better, she finds that the lighting improves the ambiance of the tradeshow floor, and all the booths are evenly lighted, making it so much easier to read the graphics. Her co-workers who set up the company's booth, tell Susan it went much smoother than usual. Sitting there or in conference rooms to hear speakers is no longer torture—the temperature and chairs are comfortable, the sound system is clear as a bell, and it seems like everyone can easily see the slides because of the room setup.

The Gala Awards Banquet surprises everyone with the attractive ballroom decorations, lighting dimmed just right, tables smartly arranged, and the temperature cool enough to dance but not too cold while sitting. The whole thing makes Susan feel very special when she gets her award.

Throughout the conference, she finds the restrooms tidy, as there is a dedicated attendant in each. So nice that the paper products are well stocked, and there's no water pooled on the floor! Susan notes the "Green Clean" sticker on the mirror and is thankful there's no harsh chemical odor to set off her allergies.

At the end of each day, she's back at the car in minutes, the parking deck is well lit, and her phone app enables her to breeze through the exit. Even better, her sales begin to skyrocket when she's back at the office calling all the new contacts she made at the convention.

Is This a Fairy Tale?

No! Having an integrated facility services provider working in the background will improve your convention center's appearance and keep it operating smoothly. For any type of event, the right partner can help you create exceptional experiences for attendees, speakers, tradeshow participants, and sponsors.

6 Ways to Enhance Your Convention Center

- 1. Parking management, shuttles, VIP and/or valets so people can park safely and quickly:** There's nothing worse than lining up to find a parking spot or circling endlessly and then having to walk a mile. A good parking vendor can help solve problems and efficiently get visitors into and out of the facility with traffic management plans. Providing a parking app helps people before they even arrive.
- 2. Welcoming landscape:** Give visitors the best first impression with pristine grounds and seasonal flowers. When you pay attention to detail, people notice.
- 3. Spotless conference rooms, banquet rooms, convention halls, and restrooms:** This will be assured when your provider puts their well-trained employees to work before, during and after events using the proper tools, equipment, and processes, along with GreenSeal or other sustainable cleaning products. Choose a company that considers janitorial service a science and an art and understands the special needs of convention centers.
- 4. The right temperature and lighting:** Comfort of guests and excellent lighting of the venue, of course, are a must, but properly designed, well-maintained systems also offer better energy efficiency and longer life. Vast improvements in venue and parking lot lighting have become possible through new technology. Upgrades and retrofits can often be paid for through energy savings over time.
- 5. LEED-certified or other eco-conscious surroundings:** The value of green facilities is well documented. Reducing your negative impact on the environment is simply good business and helps gain the community's trust.
- 6. Seamless operations:** An integrated facility services provider with experience in convention centers can handle everything from conference-day preparations to quick changeovers to periodic maintenance. They have the resources to handle back-to-back events as well as last-minute schedule changes. They'll know how to best set up spaces for optimal use as well as for the convenience and comfort of attendees. The right partner will assimilate seamlessly into your operations so your customers will experience consistent, quality service, even if you operate multiple venues in many locales.



Finding a Trusted Partner

Creating a great convention experience is easier if you partner with one provider that can handle a range of facility services (e.g., janitorial, lighting, parking, energy management, engineering, landscaping, and handyman services) under one contract with one point of contact. Staffing your facility with their own expert employees (not subcontractors) positively affects efficiency, cost, reliability, and management control. A well-cared-for venue attracts and retains the best audiences, and helps ensure that every convention is a success.

About ABM

ABM (NYSE: ABM) is a leading provider of facility services in the United States and various international locations. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, visit ABM.com.

