



ARENA RESTART PROTOCOLS 2020/21





***GUEST EXPERIENCE
PROTOCOL***

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In preparation for the start of the 2020/21 NHL season and for the potential to welcome attendees (“Guests”) back to the Club’s Arena, subject to applicable requirements and recommendations from local, provincial/state and federal health authorities (including from the Centers for Disease Control (“CDC”) and Public Health Agency of Canada (“PHAC”)), this protocol (the “Guest Experience Protocol”) is intended to provide for the uniform and consistent application of health and safety standards in order to operate in a manner aimed to reduce the spread of COVID-19. This Protocol is intended to supplement all applicable regulations, including additional restrictions (if any) that may be imposed by local, provincial/state, and federal health authorities. If the applicable local, provincial/state or federal regulations impose less stringent standards than are set forth in this Protocol (and related documents in and associated with the 2020/21 NHL Season COVID-19 Protocol), this Protocol will govern, unless expressly stated herein. To the extent that local, provincial/state or federal regulations impose more stringent standards than set forth in this Protocol (and related documents in and associated with the 2020/21 NHL Season COVID-19 Protocol), the Club/Arena should observe those more stringent protocols. Each Club/Arena shall consult with Club counsel to tailor this Guest Experience Protocol to comply with applicable local, provincial/state and federal health authorities.

Established violations of and/or lack of compliance with the requirements in this Guest Experience Protocol will subject Clubs and/or Arenas to sanctions, as set forth in the 2020/21 NHL Season COVID-19 Protocol, as applicable.

If/when the Club is permitted by local health authorities to open and have Guests, scaled planning by each Club is recommended and for each NHL Arena to prepare for multiple game execution scenarios, including: a) without Guests; b) at a physically distanced capacity (approximately 20%); and c) at full capacity.

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A. PARTICIPANT GROUPS

In the 2020/21 NHL Season COVID-19 Protocol all participants are assigned to “Groups” based on their roles and responsibilities, on the one hand, and, on the other hand, the level of their required access to: (a) Player areas (hereafter, “Restricted Areas”), which include without limitation, locker rooms, team benches, penalty benches, on-ice, training rooms, rehabilitation areas, exam/procedure rooms, weight rooms, hydrotherapy rooms, equipment rooms, coaches rooms, strength and conditioning areas, laundry rooms, dressing rooms, areas of ingress and egress into the Club Facilities (including to and from the parking area), General Managers’ work spaces and seating areas, On-Ice Official rooms, Off-Ice Officials work spaces and seating areas, and the corridors and paths of travel connecting each of the foregoing (to the greatest extent practicable); and (b) other areas (hereafter “Non-Restricted Areas”).

This Guest Experience Protocol applies to individuals in Groups 4 and 5:

GROUP 4

Group 4 includes personnel who are never permitted in a Restricted Area or at Team practices and are only permitted in Non-Restricted Areas.

- Retail Staff (fan store; kiosks)
- F&B Staff (concessions)
- Guest Services
- Equipment and Product Vendors
- Ticket Takers/Ushers
- Cleaning Staff for Non-Restricted Areas
- Security Staff for Non-Restricted Areas
- Other Arena Staff
- Club Mascot
- Media
- National and Local Photographers
- Building maintenance
- Suite and Club Attendants
- Loading Dock Personnel; shipping and receiving
- Tech and IT Support Personnel not requiring access to Restricted Areas

GROUP 5

Group 5 includes individuals who are only permitted in public access areas of the Arena for the purpose of attending Games, to the extent such public attendance is permitted by the local health authority. Group 5 individuals shall have no interactions with any individuals in Groups 1-3 while at the Club facility.

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- Fans
- Player Agents
- Player's Family Members and Guests

Because Groups 4 and 5 are restricted from having interactions in Groups 1-3 while at the Club Facility, information regarding Groups 1-3 is also set forth below:

Group 1 individuals include:

- Players
- Coaches, including Video Coaches
- Athletic Trainers (at least 2)
- Strength and Conditioning Coach(es)
- Equipment Managers (at least 2)
- Massage, chiropractic and other performance personnel
- Club Neuropsychologists (Training Camp and initial/follow-up evaluations only)
- Club's Physicians and dentists
- On-Ice Officials

Group 2A (Club) personnel include:

- General Managers and Assistant General Managers
- Other necessary Hockey Operations Personnel
- Club Public Relations/Communications/Social Media Personnel
Limit of 4 individuals at any one time
- Club Transportation Personnel
- Club Travel Coordinators/Club Services Coordinator
- Club IT Support requiring access to Restricted Areas
e.g., during interviews, etc.
- X-Ray Technician(s)
- Locker Room Attendants (if different from Club-engaged cleaning crews).
Limit of 2 individuals per Club
- Security assigned to Restricted Areas
- COVID-19 Collection and Testing Personnel
- NHLPA Personnel designated as "Player Contact Representatives"

Group 2B (League) personnel include:

- Off-Ice Officials and IT support (Arena Technical Managers and Coordinators)
- PESP Collection and Testing Personnel
- Certain Essential League personnel (e.g., League Executives, Events, Security, etc.)
- Officiating Managers

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Group 2C (Arena) personnel include:

- Limited number of representatives of national and local rightsholders
- Security assigned to Restricted Areas
- Ice maintenance personnel (ice shovelers and ice resurface crew)
- Arena Staff whose essential duties require transient interaction with Group 1 individuals
- Ambulance crew for Players
- Facility Compliance Officer

Group 3 personnel include, but are not limited to, the following individuals:

- Club Governors
- Club Business Executives such as Club Presidents
- Club Business staff not needing access to Players or those with access to close contact to the Players
- Game presentation personnel
Not including ice maintenance shovelers referenced in Group 2C
- National, Local, and Club Broadcast Personnel (TV & Radio)
- Certain League Personnel (NHL Technical Operations and NHL Broadcast Personnel)
- Other Club Public Relations/Communications/Social Media Personnel
- Club Scouting Personnel
- NHLPA Personnel not designated as Player Contact Representatives
- Fire Marshal / Police
- First Aid Services/Medical personnel for Non-Restricted Area individuals (e.g., Ambulance crew for fans)
- Food and Beverage Personnel (for Groups 1-3 individuals)
- Cleaning Staff for Restricted Areas, including benches

C. TICKETING

1. TICKETING MANIFEST

REQUIRED: When opening its NHL Arena to Guests, if permitted by local governmental authorities, each Club shall construct its ticketing manifest to provide for the sale of tickets in groupings identified as “Pods” to accommodate family members, friends, and/or trusted acquaintances to attend together. The following factors are required by the Club when building the ticketing manifest:

- Local health regulations/guidelines may determine the maximum number of seats permitted in each Pod, but each should not include more than ten (10) seats. Please note that the smaller the Pod size, the easier it is to maintain Pod integrity.
- There must be a minimum six (6) foot radius distance between Pods to ensure appropriate physical distancing is maintained.
- The first row of permitted seating for Pods must be located a minimum of four (4) rows, but no less than twelve (12) feet back, from standard rink side seating, as well as away from any related Restricted Area pathways used by Group 1 individuals (*as Group 1 is defined in the 2020/21 NHL Season COVID-19 Protocol*).
- The first seat located on one (1) side of each aisle (the same side, from the top of the section and down to the lowest row with permitted Guest seating) should be removed from the Club’s ticketing manifest. Seats located directly across from the blocked seats on the same aisle may be used for ticketed Guests, subject to the adherence to the required Pod seating configurations included herein.
- Any seats located within twelve (12) feet (or the equivalent in rows and/or seats) of Restricted Areas must be removed from the Club’s ticketing manifest, including seating located adjacent to vomitory railings, etc.



- See the example adjacent illustrating the required ticketing manifest adjustments outlined in this Section.
- Unused seats shall be secured with tape, zip ties, or other manner to maintain Pod integrity and minimize fan movement.
- When adjusting ticketing manifests for limited capacity scenarios, the Club will need to provide physically distanced locations for ADA accessible seating locations as required by local, provincial/state and federal laws.

In addition, the following factors should be considered when building the ticketing manifest:

- To offer ticketing manifest scalability as additional Guest capacity may be permitted, Clubs should consider various options to enhance ticket sales flexibility, such as resetting the related product mix available via full and partial membership plans, group and single ticket sales, and the identification of priorities for assigning seat locations.

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- **REQUIRED:** Due to the COVID-19 pandemic, Clubs are required to adopt *the following minimum 2020/21 Ticket-back Language for all tickets*, including for digital/mobile enabled ticket delivery, subject to consultation with Club counsel and/or local counsel regarding any applicable local requirements (i.e. laws, regulations, or other rules) in the Club's market. Should such local requirements and/or other Club-specific business considerations necessitate that this language be circumscribed and/or materially altered, as opposed to supplemented, Club counsel shall contact Jia Wang, Associate Counsel, NHL Enterprises [REDACTED].

2020/2021 NHL SEASON TICKETBACK

THIS TICKET ("TICKET") IS A REVOCABLE LICENSE. BY PURCHASING AND/OR USING TICKETS TO AN NHL GAME, HOLDER OF THIS TICKET AGREES THAT (1) USE OF SUCH TICKETS AND ADMISSION TO THE ARENA, STADIUM, OR VENUE ("VENUE") IDENTIFIED IN THE TICKET IS CONDITIONED UPON HOLDER'S AGREEMENT TO THE TERMS AND CONDITIONS SET FORTH BELOW, AND (2) HOLDER WILL INFORM ANY GUESTS, COMPANIONS, OR OTHER PERSONS WHO WILL BE USING TICKETS PURCHASED BY OR RECEIVED FROM HOLDER THAT AS TICKET HOLDERS THEMSELVES, THEIR OWN USE OF SUCH TICKETS AND ADMISSION TO THE VENUE ARE ALSO CONDITIONED UPON THEIR AGREEMENT TO THE TERMS AND CONDITIONS BELOW.

TO THE EXTENT ENFORCEABLE IN THE APPLICABLE JURISDICTION, HOLDER, VENUE, AND NHL AGREE THAT ALL DISPUTES ARISING FROM THESE TERMS AND CONDITIONS SHALL BE LITIGATED IN COURT OR ARBITRATED ON AN INDIVIDUAL BASIS AND WAIVE ANY RIGHT TO LITIGATE IN COURT OR ARBITRATE ANY CLAIM AS A CLASS ACTION, REPRESENTATIVE ACTION, OR CLASS ARBITRATION; AND, IF THE HOLDER DOES NOT CONSENT TO THIS CLAUSE, THE HOLDER MUST IMMEDIATELY LEAVE OR NOT ENTER THE VENUE.

SAFETY WARNING AND RELEASE/COMPLIANCE WITH NHL POLICIES

WARNING! DESPITE ENHANCED SPECTATOR SHIELDING MEASURES, PUCKS STILL MAY FLY INTO THE SPECTATOR AREA. SERIOUS INJURY CAN OCCUR. STAY ALERT AT ALL TIMES INCLUDING DURING WARMUP AND AFTER PLAY STOPS. IF STRUCK, IMMEDIATELY ASK USHER FOR DIRECTIONS TO MEDICAL STATION. HOLDER, ON BEHALF OF HOLDER AND ANY PERSON ACCOMPANYING HOLDER, INCLUDING MINOR(S), VOLUNTARILY ASSUMES ALL RISKS OF PROPERTY LOSS AND PERSONAL INJURY, ILLNESS AND ALL OTHER HAZARDS RELATED TO THE GAME AND ATTENDING THE VENUE FOR WHICH A TICKET IS ISSUED, WHETHER OCCURRING PRIOR TO, DURING OR AFTER THE GAME, INCLUDING SPECIFICALLY BUT NOT EXCLUSIVELY, THE DANGER OF INJURY BY HOCKEY PUCKS, STICKS AND OTHER EQUIPMENT, BY SPECTATORS OR PLAYERS, OR BY THROWN OBJECTS, AS WELL AS EFFECTS RELATED TO THE NOVEL CORONAVIRUS, COVID-19, WHICH HAS BEEN DECLARED A WORLDWIDE PANDEMIC BY THE WORLD HEALTH ORGANIZATION, IS EXTREMELY CONTAGIOUS, AND IS BELIEVED TO BE SPREAD MAINLY FROM PERSON-TO-PERSON CONTACT AND THE RISK OF WHICH CANNOT BE ELIMINATED BY PRECAUTIONS, AND AGREES THAT THE NATIONAL HOCKEY LEAGUE, THE VENUE, THE NHL MEMBER CLUBS, NHL ENTERPRISES, L.P., NHL ENTERPRISES CANADA, L.P., THE NHLPA (INCLUDING CURRENT AND FORMER PLAYERS) AND EACH OF THEIR RESPECTIVE AFFILIATES, PARENTS, SUBSIDIARIES, AGENCIES, DEPARTMENTS, SUBDIVISIONS, RELATED ENTITIES, OWNERS, GOVERNORS, TRUSTEES, OFFICERS, DIRECTORS, PARTNERS, SHAREHOLDERS, MEMBERS, PRINCIPALS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "NHL") ARE EXPRESSLY RELEASED FROM ANY AND ALL CLAIMS ARISING FROM OR RELATING TO SUCH CAUSES OR OTHERWISE OCCURRING AT OR IN CONNECTION WITH THE GAME, INCLUDING SPECIFICALLY BUT NOT EXCLUSIVELY CLAIMS ARISING FROM OR RELATING TO THE NEGLIGENCE OF THE NHL.

HOLDER SHALL REVIEW CAREFULLY, AND ABIDE BY, THE POLICIES OF THE NHL, INCLUDING WITHOUT LIMITATION THE NHL FAN CODE OF CONDUCT, THE FAN GUIDE FOR THE EVENT AND ANY VENUE POLICIES, PROTOCOLS, OR PROCEDURES THE NHL MAY REQUIRE COMPLIANCE WITH OR VERIFICATION OF PRIOR TO OR AS A CONDITION OF ADMISSION TO THE VENUE, INCLUDING THOSE INTENDED TO PREVENT AND/OR CONTROL THE SPREAD OF COVID-19 THROUGH PERSONAL PRECAUTIONS, SOCIAL DISTANCING MEASURES, AND/OR CONTACT TRACING ("NHL POLICIES"). NHL RESERVES THE RIGHT TO REFUSE ADMISSION OR EJECT ANY PERSON THAT FAILS TO ABIDE BY ANY NHL POLICIES. NHL RESERVES THE RIGHT TO MODIFY ANY NHL POLICIES WITHOUT NOTICE. IN THE EVENT ANY PROVISION OF THIS TICKET SHALL BE DEEMED TO BE INVALID, ILLEGAL, OR UNENFORCEABLE BY A COURT OF LAW OR AUTHORIZED ARBITRATOR, THE VALIDITY, LEGALITY, AND ENFORCEABILITY OF THE REMAINING PROVISIONS SHALL NOT IN ANY WAY BE AFFECTED OR IMPAIRED THEREBY.

NAME/LIKENESS RELEASE

BY USING THE TICKET(S) AND ATTENDING THE GAME, HOLDER, ON BEHALF OF HOLDER AND ANY PERSON ACCOMPANYING HOLDER, INCLUDING MINOR(S), GRANTS THE NATIONAL HOCKEY LEAGUE AND ITS MEMBER CLUBS, THE VENUE, NHL ENTERPRISES, L.P., NHL ENTERPRISES CANADA, L.P., AND EACH OF THEIR RESPECTIVE AFFILIATES (COLLECTIVELY THE "NHL ENTITIES") PERMISSION TO RECORD HIS/HER IMAGE, NAME, VOICE, LIKENESS, ACTIONS AND/OR STATEMENTS IN ANY IMAGE, FOOTAGE, OR DISPLAY, WHETHER LIVE OR RECORDED, WHICH MAY BE TAKEN AT THE GAME OR AT THE VENUE, AND TO THE USE OF SAME BY THE NHL ENTITIES AT ANY TIME, FOR ANY PURPOSE (INCLUDING ADVERTISING OR PROMOTIONAL PURPOSES), AND IN ANY MEDIA NOW KNOWN OR SUBSEQUENTLY DEVELOPED WITHOUT ADDITIONAL COMPENSATION. THE NHL ENTITIES RESERVE THE RIGHT TO MODIFY ANY NHL POLICIES, INCLUDING THIS RELEASE, WITHOUT NOTICE.

UNAUTHORIZED COMMERCIAL USE OF TICKET / UNAUTHORIZED TRANSMISSION.

GAME TICKETS MAY NOT BE USED FOR ADVERTISING, PROMOTION (INCLUDING CONTESTS AND SWEEPSTAKES) OR OTHER COMMERCIAL PURPOSES WITHOUT PRIOR WRITTEN CONSENT OF THE NHL AND/OR THE APPLICABLE NHL MEMBER CLUB. ANY NON-EDITORIAL OR COMMERCIAL USE OF ANY NHL OR NHL CLUB MARK IS PROHIBITED WITHOUT PRIOR WRITTEN APPROVAL OF THE NHL. ANY UNAUTHORIZED TRANSMISSION, PICTURE OR OTHER DEPICTION OR DESCRIPTION OF ANY GAME ACTION, GAME INFORMATION OR OTHER VENUE ACTIVITY IS PROHIBITED WITHOUT PRIOR WRITTEN APPROVAL OF THE NHL. NHL RESERVES THE RIGHT TO MODIFY ANY NHL POLICIES WITHOUT NOTICE.



- Adding cash-free handheld terminals or other touchless/frictionless parking solutions.
- Requiring parking attendants to wear face-coverings and plastic protective gloves for Club/Arena owned and/or operated by a third-party on behalf of the Club/Arena.
- **REQUIRED:** Having separate and designated parking areas for each Group, including Players, Arena staff, and Guests.
- Eliminating valet service and tailgating.

F. ARENA STAFFING

REQUIRED: Staffing levels, if buildings open with Guests, shall exceed standard capacity calculations commensurate with typical gameday operations. To address this, the Club/Arena shall develop and implement a staffing plan to provide for the appropriate numbers of Guest management, customer service, and security personnel necessary to facilitate the Arena's gameday Guest circulation plans, compliance of face-covering and physical distancing protocols, and all other COVID-19 related health and safety measures as required by the League and the applicable local, provincial/state and federal health authorities.

For example, if maximum capacity is 20% of the full capacity due to physical distancing, Clubs/Arena should plan on having at least 50% of the level of staff they would have for a full capacity.

REQUIRED: All Arena personnel, including gameday staff, whether employed by the Club/Arena or through a third-party, are required to wear face-coverings at all times in accordance with local health agency requirements and protocols outlined above. Arenas are required to have an extra supply of face coverings on hand to provide to staff.

Clubs/Arenas shall consider creating staffing "Pods", to the extent manageable, to limit staff groups from interacting (full time and event staff) so that the effect of a positive COVID-19 case, if any, among Club/Arena employees, is more contained.

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G. GUEST CIRCULATION

REQUIRED: Subject to Arena staffing and related security protocols as provided for in Section E, the Club/NHL Arena shall develop a Guest management plan to ensure compliance with protocols, minimize traffic congregation, eliminate choke points, and to ensure safe ingress/egress. Considerations should include:

1. INGRESS/IN-VENUE - TICKETED GUESTS

- **REQUIRED:** Enforcement of the mandatory face-covering requirement upon entry, and in venue by establishing a compliance management protocol including an escalation process for Club personnel, gameday staff and security to address Guest non-compliance, including removal from the Arena.
- Establish designated entrances based on seat location.
- Staggered arrivals if feasible, based upon whatever plan the Club deems is most important (e.g., preference of season ticket membership levels, groups, by seat location, etc.).
- Monitoring of stair, elevator, and escalator capacity limits.
- Painting the third stair or escalator step a different color to clearly identify physical distancing markers.
- **REQUIRED:** The allowance of bags for Guests at NHL Arenas is prohibited unless the Arena utilizes an X-Ray machine to screen bags upon entry, including purses and clutches. All Guests approved to enter with bags must adhere to any additional policies established by the Arena Security Director or their designee.
- **REQUIRED:** Employing a clear bag policy is not a replacement for the use of X-Ray machines.
- **REQUIRED:** All Walk-Through Metal Detector (WTMD) alarms must be cleared via the YO-YO technique (i.e., the TSA method of stepping back through the WTMD to conduct secondary screening as opposed to using a hand wand). Hand wands should be maintained by security supervisors and utilized when required to screen individuals claiming (medical or other) reasons, that the use of a WTMD is not desirable or possible. All items must be divested. Employing a “Hands-Up” method of screening individuals is prohibited.

2. EGRESS - TICKETED GUESTS

- Coordinated egress out of seating areas by even and odd sections following the conclusion of the game or any post game activities taking place in the Arena, including the dismissal of Guests row-by-row at the direction of gameday staff and ushers.
- Limiting fan movement (potentially with zones) when exiting to limit unnecessary congregation on concourses.
- Monitoring stair, elevator, and escalator capacity limits.
- Designated exit pathways depending on seat location.
- Communication/signage as noted in “Guest Communication” section about related protocols.



3. OTHER CIRCULATION & MOVEMENT RESTRICTIONS OF TICKETED GUESTS IN-VENUE //////////////

- **REQUIRED:** When managing vomitory occupant physical distancing capacity, including in-game, the Club/Arena shall add floor markers to clearly identify Guest queue line placement.
- **REQUIRED:** Having the necessary number of gameday staff in place for each location, including ushers and security personnel, to prevent the congregation of Guests in vomitories during stoppages of play.
- **REQUIRED:** Ensuring queue lines are clearly laid out and eliminate cross-paths.
- **REQUIRED:** Assigning and monitoring appropriate pathways to, and capacities for, escalators, elevators, stairs, and restrooms in order to manage compliance with physical distancing requirements.
- Creating additional Information / Guest Services areas to prevent them from being a choke point.
- Creating specific lines at Information / Guest Services areas based on topic to create organized and streamlined communication.
- Assigning dedicated roaming staff throughout the venue for the duration of the event to answer questions, direct Guests, monitor and field complaints about PPE compliance, and implement as necessary, the appropriate escalation processes as required by Section F.
- All NHL Arena personnel should be mindful of choke points, which are locations where circumstances cause individuals to congregate in a non-physically distanced manner.
- **REQUIRED:** Each Arena must have a plan to address these circumstances or any other spontaneous gatherings that may occur. All Arena personnel must be educated and as appropriate, involved in the mitigation of these situations, as applicable, by either taking corrective action or reporting it to supervisors or to the Arena command center for follow up.

Arena security personnel should break up any gatherings to ensure physical distancing protocols are adhered to.



H. PROMOTIONS / PARTNER ACTIVATIONS

Clubs may need to limit the number and types of in-venue promotions and partner activations that can be conducted in order to comply with health and safety regulations and guidelines.

1. IN-ARENA PROMOTIONS

Suggested alternative activation options to consider include:

- Enhanced use of partner branded digital/mobile promotions.
- Where feasible, convert existing in-arena or in-person promotions to digital formats.
- Creation of unique LED executions with gaming technology partners, and offer digital payment platforms.
- Use of tablet/app/website/text/QR code for activation pre-registration, enable giveaways, and to offer partner discounts.
- Utilize unused partner-branded hospitality spaces to stage contactless partner activations to drive incremental signage impression value.
- Promote contactless giveaways (e.g., pre-game placement of premiums on seats, in cup holders, at physically distanced distribution tables in concourse areas, etc.).
- Inclusion of concession partner products in all open stands and suites to help preserve serving and pouring rights value, and where applicable, provide in-venue discount offers.
- Increased use of center-hung scoreboard/LED for promotions, branded in-game presentation and digital content.
- Utilize pregame or game day fan communication tools to outline new processes, branded promotions, activations, and required technology in the reimagined game-day experience.

2. NEW BUSINESS DEVELOPMENT OPPORTUNITIES

Fulfilling partner contractual obligations as well as generating new partner revenue will be a challenge for Clubs during the upcoming season. To enhance new revenue and retention strategies, the League will provide Clubs with recommendations on the deployment of new in-venue assets, the execution of which may be feasible with reduced capacity, (e.g., tarp seat cover signage, etc.). Additionally, the League is permitting the deployment of a select number of new partnership assets which will be available for Club activation solely during the 2020/21 NHL season. Information on the availability and deployment of these potential assets have been provided to Clubs under separate cover.

3. MAXIMIZE EXISTING PARTNER OPPORTUNITIES

Clubs are also encouraged to maximize the use of available partner asset opportunities which are not dependent on in-arena execution. These revenue generating opportunities include but are not limited to:

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- Virtual signage integration during Club home and away local/regional telecast games.
- The ability to use certain NHL Player rights for promotions by Clubs and their marketing partners under the Group License Agreement.
- Approved Club use of up to two (2) Local Promotional Territory extensions available per season.

4. **PROMOTION & PARTNER ACTIVATION INVOLVING PLAYERS/CLUB PERSONNEL** //

REQUIRED: Promotional activities involving Players and Club Personnel (including Player and Club sponsorships) are permitted only to the extent approved by the local health authorities, and in the case they are approved, shall be limited to those with strict precautionary measures in place, including but not limited to, the following:

- Strict adherence to physical distancing of more than six feet (2 meters) from any third-party individuals;
- All participants shall wear face coverings at all times, with the limited exception of short duration (1-2 minute) segments where the Player is speaking or skating;
- Remote cameras and boom or remote microphones shall be utilized to the greatest extent possible;
- All health screening measures as set for in this Protocol shall be adhered to; and
- The Club Compliance Officer shall be present at all times to ensure compliance with the above preventative measures.
- A Player’s concerns about COVID-related risk arising out of participation in the promotion shall be deemed a reasonable basis upon which to decline participation.

5. **OTHER FAN ENGAGEMENT / TOUCHPOINTS** //

REQUIRED: To reduce the risk of the spread of COVID-19 and promote health and safety, there are a number of fan engagement and touchpoint opportunities that typically occur in Restricted Areas which are prohibited until further notice. These include the elimination of “fist-bump” lines; the allowance of Guests on Club benches and penalty boxes; locker room visits, and Player autograph signings and photo opportunities. Interactions with the Club mascot, cheer crew personnel, alumni and other Club promotional personnel may only be conducted in a safe and physically distanced manner.

6. **GAME PROGRAMS** //

Clubs/Arenas that distribute game programs should consider discontinuing the production of physical programs for the 2020/21 NHL season and distribute the content via digital platforms.



I. TECHNOLOGY

NHL Arenas should consider deploying the following technologies to create a more touchless and frictionless experience. Examples include:

1. MOBILE ORDERING

- Allows for Guests to order and pay for Food & Beverage and Retail merchandise via mobile device and pick up at designated area.
- Marketing via center-hung scoreboard, in-bowl LED signage, concourse LED and IPTV, and QR codes on walls / seat backs / beverage cup holder inserts.
- Available via multiple providers such as Appetize or Venuetize (NHL preferred pricing vendors) for web-based or Arena app-based integration.

2. CONTACTLESS POS SYSTEMS

- Allows for Guests to order and pay for Food & Beverage and Retail merchandise via self-serve kiosk and pick up at designated area or go through a self-checkout terminal after collecting items.
- Available via multiple POS providers.
- Recommended to include hand sanitizer for Guests to use before and after process and/or the kiosk/terminal should be wiped down on a regular basis.

3. REVERSE ATMS

- Which provides a prepaid debit card that ticketed Guests can use inside NHL Arenas on Food & Beverage and Retail merchandise in return for cash.
- Subject to each Club's local restrictions relating to availability of cash accepting points of sale.
- Available via multiple providers such as Cash2Card (NHL preferred pricing vendor).

4. MOBILE WALLET

- Guests can preload credit card information into platform on mobile device or fan ID card to pay for Food & Beverage and retail merchandise in NHL Arenas.
- Available via multiple providers such as Appetize or Venuetize (NHL preferred pricing vendors) for web-based or Arena app-based integration.

5. LOADED TICKETS

- NHL Arenas can preload Food & Beverage and Retail merchandise credits on Guests' tickets that can be redeemed at concession stands throughout NHL Arenas.



J. FOOD & BEVERAGE

1. DEPLOYMENT OF SERVICES

NHL Arenas should consider preparing their Food & Beverage services to account for adjustments to the allowed seating capacity of the building. That includes:

- Considering the number of concessions stands that are open for events with the consideration that while having more stands open might lead to extra expense, it could also promote better physical distancing.
- Limiting the number of points of sale that are open at each concession stand to promote physical distancing requirements with the understanding that due to physical distancing standards, there might be fewer employees needed to operate typical concession stands.
- Increasing the amount of credit card and mobile payments-only points of sale to facilitate a touchless fan experience.
- Installation of clear physical barriers such as plexiglass at points of sale in between Guests and service personnel.
- Limiting the number of menu options that are available in order to create a quicker process that prevents delays from creating crowding in the concourse area and addressing the potential that due to physical distancing standards, there may be fewer employees to operate in the other areas of the concession stand.
- Limiting or removing portables from the concourse to allow for physically distanced fan flow.
- Increasing the number of “Grab and Go” markets, including “just walk out” concepts.
- Using signage and floor markers to communicate physical distance requirements.
- Eliminating the use of hawkers providing Food & Beverage to seated guests in the bowl.
- Using protective plastic gloves to serve Guests.
- Communicating pre-game (via email, text, physical) and in-arena (center-hung scoreboard, in-bowl LED signage, concourse LED and IPTV) regarding food service changes.

2. PACKING AND DISTRIBUTION

As per CDC and PHAC suggested protocols, NHL Arenas should employ the following packaging and distribution techniques:

- **REQUIRED:** Using pre-packaged individual cutlery, straws, and condiments.
- Creating pre-packaged portions with clam shell style closed boxes or similar products.
- Discontinuing the use of large shared condiment dispensers used for self-service.
- Affixing lids on top of draft beer and fountain sodas.
- Avoiding the use of any self-serve food or drink options.
- Discontinue refill programs for food or drink options.



- Affixing QR code on table, seatback or beverage cup holder to create mobile ordering process.
- Increasing use of pre-batch/mixed cocktails.
- Using only pre-packaged items on dessert carts.

K. RETAIL

NHL Arenas shall prepare the Retail outlets they operate and/or manage through a third-party concessionaire, to account for operations adjustments reflective of and responsive to the allowed capacity of the building. Such preparation includes the following:

- **REQUIRED:** Adhering to local ordinances on permitted store capacities to reflect the maximum number of Guests allowed into each retail location based on its square footage and monitoring the flow of fan movement within each walk-in store in order to meet required physical distancing standards.
- Walk-up stands/kiosks should likewise ensure that queue lines are set up to account for physical distancing requirements both within the queue itself and in relation to any concourse flow in the adjacent area.
- Adjusting overall retail location strategy to balance the number of Retail outlets that are open for events with consideration for the increased operating costs of opening more locations versus allowing for better distribution of fan traffic through more locations.
- Retail location plan should also account for reduction/removal of any portable locations which encumber concourse space/flow.
- Limiting the number of points of sale that are open at each retail location to help maintain physical distancing requirements at the counter on both the customer side and the staff side.
- Installation of clear physical barrier such as plexiglass at points-of-sale in between Guests and service personnel.
- Using markers on floors to indicate physical distance requirements.
- Eliminating the use of merchandise hawkers to limit interaction with seated guests in the bowl.
- Closing fitting rooms, restricting wearable items from being tried on, and discouraging any excessive/unnecessary handling of merchandise in advance of purchasing.
- Revising return policies or instituting updated procedures to quarantine or disinfect returned merchandise before it is returned to the sales floor.
- Quarantining and/or disinfecting used hangers.
- Using protective plastic gloves to restock the merchandise.
- Considering the use of mobile order pick-up options to reduce the number of Guests who visit store locations/handle merchandise. Clubs will be permitted to create and promote an in-venue enabled browser or app-based retail experience for making purchases that can be fulfilled to designated pick-up locations or in-seat delivery. Clubs will not be allowed to send mobile ordered merchandise to a Guests outside of the Arena.



- Repurpose concourse space that may have been freed up by other business groups (e.g. sponsor activation areas) to set up pick-up counters for mobile orders.
- Creating self-bagging set up on customer side of cash-wrap to allow Guests to bag their own purchases.
- **REQUIRED:** Mandating that merchandise purchased at a retail location owned by the Club/ Arena that is located before security must still go through the same X-Ray machine screening process as other bags held by Guests.
- **REQUIRED:** The following procedures must be followed for game-used merchandise prior to being offered for sale or being distributed to third parties (e.g., charitable organizations, etc.):
 - Worn items (jerseys, gloves, etc.):
 - » Ensure item is completely dry.
 - » Once dry, allow it to hang for five (5) to seven (7) days.
 - » Consider the use of UV-C light disinfection of the item (via a UV chamber or mobile UV-C machine).
 - Unworn items (equipment, including pucks, sticks, etc.):
 - » Clubs shall use detergent-based cleaners and EPA registered List-N detergent/ disinfectants that will remove bacteria like MRSA from surfaces and kill common viruses like mumps, measles, cold, coronavirus, and influenza viruses.

L. RESTROOMS

Subject to compliance with local ordinances, NHL Arenas should employ the following additional health, sanitization and safety protocols:

- Using measures to remove touchpoints for opening restroom stall doors to the extent feasible.
- Limiting the capacity of each restroom area.
- Using markers on floors to indicate physical distance requirements.
- Consider installing touchless appliances such as faucets, paper towel dispensers, hand dryers, toilets, urinals.
- Staff Face Coverings.



M. CLEANING AND DISINFECTING REQUIREMENTS

This section sets forth the considerations and requirements for the cleaning and disinfecting of the Guest Experience, Food & Beverage, Retail and Media spaces, (collectively “Front-of-House Areas”) to help prevent the spread of infections among Guests, Arena personnel, including those identified as members of Groups 2-5.

Front-of-House Areas include, without limitation: Concession stands, Premium Areas, (as defined in this Protocol), which includes: Luxury Suites, Club seating sections, Premium Clubs, Arena bars/restaurants, Loge Boxes, Theater Boxes, Table Tops, and other hospitality spaces (and their related food service preparation areas); areas of Guest ingress and egress into the Arena (including to and from the parking area); box office; Arena bowl; retail outlets, including walkup stands/ kiosks, restrooms, and all paths of travel connecting each of the foregoing, including concourses, stairways, elevators, escalators, vomitories.

REQUIRED: To help reduce the spread of infectious diseases and viruses, the Club/Arena is responsible for ensuring that the Front-of-House Areas are properly disinfected by Arena cleaning crews in accordance with this information and local, provincial/state and federal regulations and recommendations.

REQUIRED: Prior to the start of the 2020/21 NHL season, the Club shall review this information with Arena management, the Facility Compliance Officer, and Arena cleaning personnel. Specific attention should be paid to clarifying which person or group is responsible for the cleaning and disinfecting of each of the associated Front-of-House Areas. The Facility Compliance Officer should designate a number of Arena personnel as Sanitization Ambassadors to assist with monitoring for compliance and to answer any questions from other Arena personnel.

1. PROHIBITION ON ENTRY TO FRONT-OF-HOUSE AREAS UNTIL DISINFECTION IS COMPLETE //

REQUIRED: In order to properly ensure thorough and complete disinfection of rooms after a prior event, game or use, Guests are prohibited from entering Front-of-House Areas until complete disinfecting has occurred. The Club/Arena is responsible for establishing processes, which may include the posting of Security personnel, to ensure compliance.

2. CLEANERS AND DISINFECTANTS //////////////////////////////////////

REQUIRED: Clubs are required to thoroughly clean and disinfect all areas addressed throughout this document, with a particular focus on “high touch, high risk” surfaces.

- Non-porous materials should undergo disinfection using liquid chemical disinfectants as outlined in Non-Porous Materials, below.
- Porous materials should be laundered as outlined in the Additional Disinfection Measures, section, below.
- Avoid use of porous materials that cannot be laundered (e.g., wood, marble).



NON-POROUS MATERIALS

REQUIRED: To disinfect non-porous materials in these areas, Clubs shall use detergent-based cleaners and EPA registered List-N detergent/disinfectants that will remove bacteria like MRSA from surfaces and kill common viruses like mumps, measles, cold, coronavirus, and influenza viruses.

- **List N: Disinfectants for Coronavirus (COVID-19)**
- More information is also available on the CDC and Health Canada websites:
CDC: [Cleaning and Disinfection](#)
Health Canada: [List of disinfectants with evidence for use against COVID-19](#)

REQUIRED: All cleaners and disinfectants must be used in accordance with the product label and manufacturer's recommendations. For example:

- Does surface need to be cleaned before using the disinfectant?
- What is the contact time?
(i.e., the amount of time the disinfectant must remain wet on the surface)?
- Does the product need to be diluted with water?

Ready-to-use (RTU) disinfectants instead of ones that require dilution can remove one source of inconsistency. Ideally, the choice of disinfectant should be coordinated so that a single disinfectant is used throughout the facility.

APPLICATION METHODS, SYSTEMS AND OTHER PRODUCTS

It is strongly recommended to use an electrostatic sprayer as an adjunct to normal daily cleaning to enhance application of disinfectants, particularly on hard-to-reach surfaces (e.g., restroom stalls, Arena bowl seats).

Application of disinfectants using microfiber cloths provides additional benefit, as the cloths facilitate dirt and pathogen removal. If a quaternary ammonium-containing disinfectant is used, apply the disinfectant with a microfiber cloth to ensure appropriate concentration of disinfectant is applied to the surface.

The additional benefit of other specialized disinfection methods, systems and products remains to be established (or could carry potential risk of harm). Clubs should consider the following when evaluating other specialized disinfection systems:

- Square footage and volume of space.
- Potentially harmful byproducts.
- Staff safety.
- Level of training required.
- Potential damage to surfaces over time, and maintenance required.
- While many novel application methods, systems and products demonstrate the ability to kill pathogens in laboratory-based experimental conditions, emphasis should be placed on "real world" data and consideration of what a method, system or product will add to baseline practices.



***SAMPLE SIGNAGE
APPENDIX***



COVID-19 WARNING

In connection with the 2020-21 NHL season, we have taken enhanced health and safety measures intended to mitigate the risk of exposure to COVID-19. Despite the protocols and requirements that we have put in place, no precautions can eliminate the risk of exposure to COVID-19.

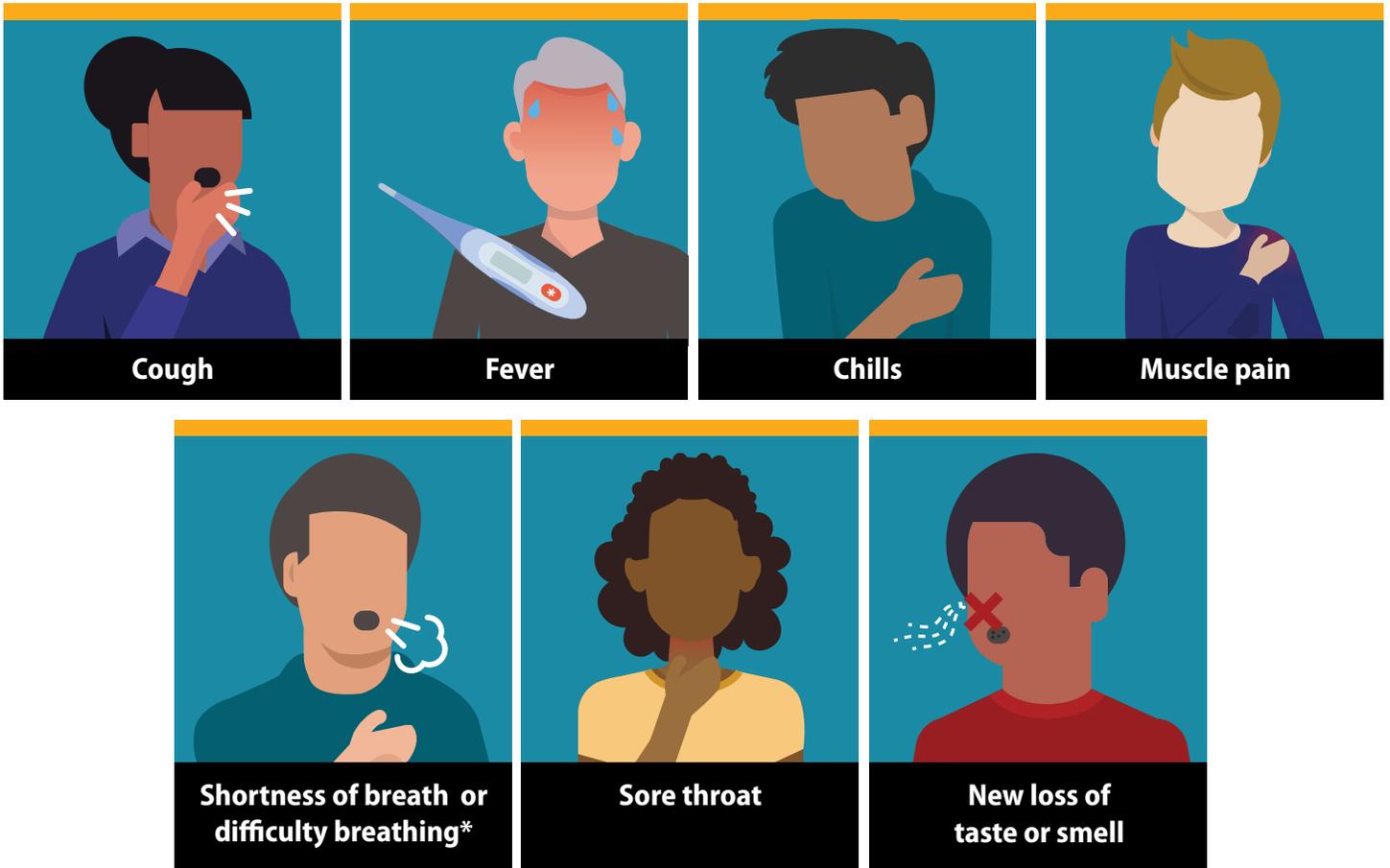
Traveling to and from, visiting, and/or providing services in and around the arena may lead to a risk of exposure to COVID-19.

COVID-19 is highly contagious and there is an inherent risk of exposure to COVID-19 in any place where people are present. COVID-19 can lead to severe illness and death. While people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and underlying medical conditions. Exposure to COVID-19 can result in being subject to quarantine requirements.

Please do your part by complying with our health and safety rules and let's keep each other safe and healthy.

Symptoms of Coronavirus (COVID-19)

Know the symptoms of COVID-19, which can include the following:



Symptoms can range from mild to severe illness, and appear 2-14 days after you are exposed to the virus that causes COVID-19.

***Seek medical care immediately if someone has emergency warning signs of COVID-19.**

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

This list is not all possible symptoms. Please call your medical provider for any other symptoms that are severe or concerning to you.



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cdc.gov/coronavirus

How to Protect Yourself and Others

Know how it spreads



- There is currently no vaccine to prevent coronavirus disease 2019 (COVID-19).
- **The best way to prevent illness is to avoid being exposed to this virus.**
- The virus is thought to spread mainly from person-to-person.
 - » Between people who are in close contact with one another (within about 6 feet).
 - » Through respiratory droplets produced when an infected person coughs, sneezes or talks.
 - » These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.
 - » Some recent studies have suggested that COVID-19 may be spread by people who are not showing symptoms.

Everyone should

Clean your hands often



- **Wash your hands** often with soap and water for at least 20 seconds especially after you have been in a public place, or after blowing your nose, coughing, or sneezing.
- If soap and water are not readily available, **use a hand sanitizer that contains at least 60% alcohol.** Cover all surfaces of your hands and rub them together until they feel dry.
- **Avoid touching your eyes, nose, and mouth** with unwashed hands.

Avoid close contact



- **Stay home if you are sick.**
- **Avoid close contact** with people who are sick.
- **Put distance between yourself and other people.**
 - » Remember that some people without symptoms may be able to spread virus.
 - » This is especially important for **people who are at higher risk of getting very sick.** www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-at-higher-risk.html

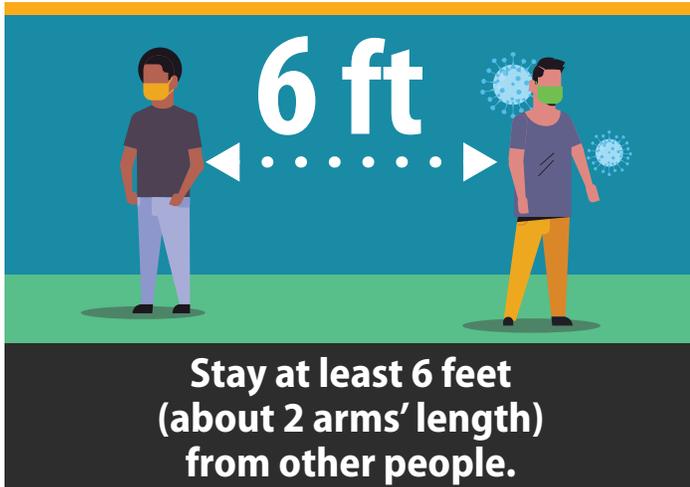


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[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.



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DO choose masks that



Have two or more layers of washable, breathable fabric



Completely cover your nose and mouth



Fit snugly against the sides of your face and don't have gaps



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