

SIGNATURE MOMENTS

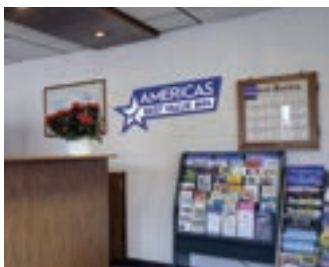
Signature Moments are the memorable experiences that bring the Americas Best Value Inn brand to life. With select touch points along the guest journey, we create Signature Moments that are consistently provided at every Americas Best Value Inn. In addition there are optional Signature Moments that continue to uniquely define the brand experience with guests.



- ✓ **REQUIRED SIGNATURE MOMENTS**
Created to make stays more exceptional, they delight guests and provide uncommon conveniences.

- ♥ **OPTIONAL SIGNATURE MOMENTS**
Take the experience to the next level. These are highly encouraged to provide rich, immersive stays.

ARRIVE



- ✓ **FRONT DESK LIVERY**
Signage at the front desk increases Brand recognition and awareness.



- ✓ **MILITARY & VETERAN PARKING SPOTS**
Designate premium parking spots with branded parking signage specifically for military and veterans.

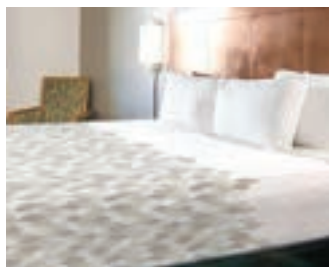


- ♥ **GRAPHIC AREA RUG**
Bringing a sense of welcome in front of every Americas Best Value Inn front desk.



- ♥ **PATRIOTIC ELEMENT**
Show your American pride by featuring a patriotic element, like a flag, reader board message or artwork in the lobby.

STAY



- ✓ **TOP OF BED PROGRAM**
A custom top sheet exclusive to the brand modernizes each guestroom.



- ✓ **32" FLAT SCREEN TV WITH HBO**
Entertainment is always on hand with our flat screen TVs and complimentary HBO programming.



- ✓ **TERRY**
High quality towels show our commitment to guest comfort.



- ✓ **BATH AMENITIES**
Exclusive branded amenities feature Hemp & Lemon scents and are available in individual bottles or dispensers.

EAT



- ✓ **BREAKFAST**
Express breakfast, full breakfast buffet or voucher for complimentary breakfast onsite or nearby.



- ✓ **COFFEE PROGRAM**
Serve Prideland Coffee during breakfast hours in the lobby for guests to enjoy.

KEY BRAND STANDARDS



EXTERIOR SIGNAGE

Consistent Brand signage becomes recognizable to guests and reinforces our Brand image.



HELLO REWARDS PROGRAM

Full program participation including informational marketing material and guest collateral.



APPROVED PMS

Specific brand approved PMS product (ASI), integrated with two-way interface.



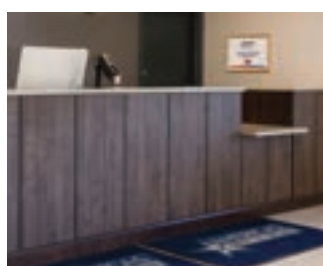
ELECTRONIC LOCK SYSTEM

Brand-approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



ASSOCIATE NAME TAGS

Create a friendly environment by having all associates wear name badges.



OWNERSHIP PLAQUE

This important sign enables owners to promote their ownership of the hotel and reinforce their commitment to the Brand.



BRANDED OS&E

Note pads and pens with brand logos.



COMPLIMENTARY WI-FI

Guests can work, stream, shop or simply surf the web to their heart's delight.



NON-SMOKING

Guests will enjoy a 100% smoke-free hotel.

Signature Moments subject to change. Additional brand standards may apply, consult the current brand standards and resources located on AccessPoint Owner's Portal.