**Advocacy Outreach**

**Email templates**

**DRAFT**

**Email to schedule staff meeting**

Be sure to cc or bcc emb@iaee.com on all communications.

Dear {Name}:

I’m writing to ask for some virtual time to brief you on an issue important to me and the state of [insert state name here].

I work in the exhibitions, meetings, and events industry and am actively involved with International Association of Exhibitions and Events® (IAEE) advocacy arm called Exhibitions Mean Business (EMB). It is made up individuals like me and organizations around the world. It includes trade and professional associations, venues and convention centers, exhibitions-focused service providers, convention and visitor bureaus, travel and tourism organizations.

Combined, we represent a significant part of the national economy. In fact, B2B exhibitions contribute more than $100 billion to the U.S. GDP annually. In [name of state], B2B exhibitions contribute [[get state specific number here](https://www.iaee.com/exhibitions-mean-business/resources/)] to our state’s economy.

[Insert topic or specific piece of legislation by bill number] is important to our industry. Can we set up a time to discuss this by phone or virtual online meeting? I expect it will take no more than 10 minutes of your time.

I appreciation your consideration and look forward to speaking with you.

Sincerely,

Your name

Your organization

Your home address

**Share your story email template**

Be sure to cc or bcc emb@iaee.com on all communications.

Dear [Name]:

I am your constituent. You represent me on critical issues that face our [state/nation]. I’m writing you today on a topic that is critical to me.

I work in the exhibitions and events industry. As an employee of [insert organization] in [insert city] I [describe your job role]. Along with hundreds of thousands of people just like me, we contribute more than $100 billion to the U.S. economy annually. In [insert state], our industry contributes about [[insert state specific number here](https://www.iaee.com/exhibitions-mean-business/resources/)].

As you know, COVID-19 shut our industry down. Just like so many others, it is taking a personal and professional toll on me and my colleagues.

We understand and accept the reasons why shutting down exhibitions was an important part of our national response. In fact, our sense of duty and care for 81 million people who attend exhibitions on an annual basis demanded it.

Once we’re able to schedule in-person events again, we have a big job on our hands. We know that we have to make sure our attendees, co-workers and communities are as safe as possible. We will have to work very hard to provide employees, like myself, and the public confidence that every possible step has been taken to reduce the risk of spreading an infectious disease.

As a policymaker, we need your help too. Our industry needs you to understand the important role it plays in our state, national and global economy. We need you to understand the jobs the industry provides and just how much we contribute to the economy. And, we need you to adopt policies and legislation that speed the recovery and help strengthen it to better weather future crises regardless of the cause.

We fully expect and plan to do our part. We ask that you do your part, too.

Thank you for consideration and your service.

Sincerely,

Your name

Your organization

Your home address