

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★

Exhibitions Day Tip Sheet

Topic: Industry Update
Presenter(s): Cathy Breden, CMP, CAE, CEM, EVP & COO – IAEE
Sue Sung, SVP Corporate Strategy - Freeman

GoLIVETogether has assembled leaders from across the diverse and vibrant live events ecosystem to drive local, state, and federal legislative actions that will not only be critical to our ability to put millions of people back to work, but also for our country's economic recovery.

EVP & COO of IAEE Cathy Breden, CMP, CAE, CEM interviewed Sue Sung, SVP Corporate Strategy with Freeman as they discuss the latest updates on the initiative.

GoLIVETogether Initiative Update

What is Go LIVE Together?

Go LIVE Together is advocating for the financial relief necessary to sustain the live events ecosystem.

Go LIVE Together Focus

- Health & Safety
 - Giving event organizers, exhibitors, and attendees confidence that it is safe to return to mass gatherings
- Impact
 - Assembling the fact base that will be critical to helping legislators understand the true impact events have on economies and job creation
- Awareness
 - Bringing awareness to our industry to generate support for our proposed legislative actions
- Legislation
 - Implementing an effective advocacy campaign that will achieve our stated goals

With over 700 total partners, Go LIVE Together has convened the largest and most diverse representation of the live events ecosystem.

Safety

- In preparation for the Go LIVE Together coalition, members are working on setting “medically substantiated” safety standards and protocols through GBAC that give governments and participants confidence that live events are prepared to re-open safely.
- We will work with local, state, and federal officials to understand that our events are “controlled gatherings” in which we can minimize the risk of COVID-19 transmission, unlike mass gatherings.

Industry's Impact

- Events are a growth engine

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★

- 2,000,000 businesses rely on live events to drive revenue & innovation
- 7 million jobs
- \$1.8 trillion total economic total impact
- \$130 billion in taxes

Awareness

- Bring awareness to our industry to generate support for our proposed legislative efforts.
- Hashtags: #GoLiveTogether #EventsImpact

Legislation

- Federal policy considerations that help the events industry recover, such as:
 - Business tax credit for face-to-face sales and marketing expenses, such as exhibitions, events, and trade shows
 - Additional funding of the Community Development Block Grant – Disaster Recovery Program
 - Remove “Communicable Disease” exclusion from Business Interruption Insurance
- Support legislative action promoted by U.S. Travel:
 - Create a temporary travel tax credit
 - Allow full deductibility of food & entertainment business expenses
 - Provide tax breaks to businesses to offset the cost of sterilizing facilities and PPE
 - Provide targeted safe harbor for businesses that follow proper health and safety guidelines to protect against COVID-19

Timeline

- Phase 1: Coalition Formation & Launch
- Phase 2: Awareness & Growth
- Phase 3: Planning & Mobilization
- Phase 4: Momentum & Advocacy

What is success for Go LIVE Together?

- Secure passage of desired legislation
- Develop industry-supported voluntary guidelines for safe reopening that is supported by federal officials and socialized with local and state officials for adoption
- Mobilize Go LIVE Together’s coalition resources to support and execute its advocacy plan

Join today: GoLiveTogether.com

We are seeing many different advocacy initiatives going on in the events industry. How does this initiative compare/contrast with other industry initiatives? (Live for Life, Live Events Coalition, Meetings Mean Business Coalition) Wouldn't it be better to coalesce around one coalition for the industry?

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★★★★★

When we created GoLIVETogether, we never wanted to be redundant to any of those efforts. Go Live Together was meant to amplify activities of those efforts. We have links to all those efforts. We support work they're doing and they support us. We don't seek to speak for the industry or be the overarching voice. It's too diverse and we have too many great organizations. We just want to amplify that. We're focusing specifically on relief and recovery. This is an area where we thought we could be effective.

Your presentation addresses what we want to achieve. How are the tax credits you discussed different from what is already available to businesses?

Right now, the sales and marketing expenses, like attending an event, would count as a tax deduction. So, what that does is reduce your taxable income by the amount of whatever tax bracket you're in. What we're asking for is a tax credit, which regardless of what bracket you're in, reduces taxes in absolute terms. That means more money directly because it specifically reduces the amount of taxes you pay and not just your taxable income. Over 80% of exhibitors are small businesses. We believe that the best way to get our people back to work is to get attendees and exhibitors back to events.

We've heard a lot about the House and the Senate being out of sync with one another. Do you think it's possible for them to reach consensus and if so, when do you think it will happen?

There's a lot of pressure on both sides to be able to reach agreement and reach consensus. They've demonstrated a willingness and the ability to act quickly to pass that relief in the past with the CARES Act. The word on the Hill is that this one may be debated further as the Republicans and Democrats may have differing priorities going forward. The thing that hurts me is that what we're asking for has appealed to both sides of the House. We're not asking to further divide the issues. We're talking about jobs creation and putting millions of people back to work. We're not talking about handouts. We're talking about a help to help us help ourselves. Participation in live events lead to additional commerce. Businesses rely on it in order to drive business. Economic stimulus aspect is an important issue. Our data shows that a dollar spent on events returns 4-7 times that investment.

People become interested in advocacy only when an issue impacts them. This is certainly one of those times. The Exhibitions Mean Business Campaign has been working for many years now, visiting members of Congress for seven years to educate them on the impact and value of the exhibitions industry, asking them to support issues that are important to us. Tell our listeners how they can help personally and any suggestions for how organizations can become more involved.

The show of support has been tremendous. The number one thing you can do is join GoLIVETogether. Registering for [Exhibitions Day](#) is huge as well. IAEE has built an amazing platform that we're hoping to complement in terms of working with you as we bring our case to legislators. The goal is not to confuse legislators. We represent live events, the workers and the businesses that go into it. We want to amplify that. You see big businesses, small businesses, venues, associations, suppliers and more. You can't help but be in awe of what our ecosystem is. That's what we want to convey to legislators in a visual way. Join us because you're joining the cause and when we're ready to activate June 3rd on Exhibitions Day,

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★ ★

we know how to reach you and put you to work to engage your own network and help us be successful. That is why we ultimately exist.

Share your story! Don't forget to use the hashtags:
#ExhibitionsDay #ExhibitionsMeanBusiness #IAEE #Tradeshows

For more information, visit www.exhibitionsmeanbusiness.org

Visit the IAEE Website for the Upcoming Webinar Schedule and to register

www.iaee.com/webinars

Webinars Brought to You by:

