

On Company Letterhead

<insert date>

The Honourable Bill Morneau
Minister of Finance
Department of Finance Canada
Parliament Buildings
Ottawa, Ontario K1A 0A6

Dear Hon. Bill Morneau,

I am contacting you on behalf of <insert your company name>, <insert a brief description of your company including your geographical location/reach>.

On March 17, 2020, you received correspondence from the Canadian Association of Exposition Management regarding the impacts of COVID-19 on the exposition industry, requesting the sector receive a portion of the fiscal support announced by the government to address the impacts of COVID-19. <Insert company name> fully supports CAEM's work to ensure that the exposition industry is supported during this difficult time.

The COVID-19 pandemic has already prompted the cancellation of dozens of major expositions, conferences and events in Canada. And the cancellation announcements continue streaming in on a daily basis, as more and more social distancing measures get implemented and enforced. The ripple effect is massive, as venues and businesses that provide products or services used by expositions, continue feeling the impact of exposition and event cancellations, across the country.

As a <trade show producer / consumer show producer / supplier of <insert service> to the exposition industry>, the implications of cancelled events have already had a significant impact on our revenues and business. To date, we have <insert description of how your company has been affected, for example: cancelled exposition, cancelled services, cancelled revenue generating activities / contracts>. This represents a significant loss of revenue for <insert company name>, which will lead to <include what the implication is/will be>.

As stated by CAEM, financial assistance to combat and mitigate the impacts of the outbreak of COVID-19 is greatly needed to protect the exposition industry. <Insert company name> stands with CAEM and agrees with the recommendations they have made.

Sincerely,

Name

Title

CC

Hon. Chrystia Freeland
Deputy Prime Minister and Chair of Cabinet Committee on COVID-19 Response

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Hon. Melanie Joly
Minister of Economic Development and Official Languages

Hon. Mary Ng
Minister of Small Business, Export Promotion and International Trade

Jeremy Broadhurst
Chief of Staff to the Deputy Prime Minister

Elder Marques
Chief of Staff to the Minister of Finance

Rick Theis
Policy Advisor to the Prime Minister

CAEM
Canadian Association of Exposition Management