

Hon. Premier Blaine Higgs
Hon. Hugh Flemming
Hon. R. Bruce Fitch
Hon. Ernie Steeves
Hon Mary Wilson

May 21, 2020

Premier Higgs & Ministers,

The [Canadian Association of Exposition Management](#) (CAEM), is writing to you, on behalf of the multi-billion-dollar trade and consumer exhibition industry, and our collective intentions, to work with the Province, to lay the groundwork for the responsible, safe and effective reopening of trade and consumer exhibitions.

As an industry, we believe we have the ability to help restart the economy of New Brunswick safely, following a period of unprecedented economic decline. In order to do that, we are asking the Province to consider allowing exhibitions, to resume some business activities, in a phased and structured approach, as part of **New Brunswick's Yellow Phase**, with measures to be put in place so we can open safely and limit health risks.

According to [Meetings Mean Business Canada](#), a 2018 Global Economic Impact Study, conducted by Oxford Economics, validated the importance of Business Events worldwide. This study confirmed some important economic drivers for Canada:

- Canada ranked 6th out of the top 50 countries for Business Events
- Business Events had a direct spend at \$33 Billion
- Business Events are responsible for 229,000 direct jobs
- Business Events contributed \$19.3 billion of direct GDP
- Globally, business events generated more than \$1 Trillion of direct spending, over 10 million in direct jobs and generated \$621 Billion of direct GDP

Trade and consumer exhibitions have the ability to play a key part in the Province's economic recovery plan, by allowing companies and people to re-engage in the buying and selling cycle of goods and services, thereby injecting liquidity within the marketplace.

The fall exhibition season is critical to our industry and the New Brunswick economy. **Several months of lead up time are needed**, to plan, prepare, market and execute exhibitions. We hope to collaborate with the Province to develop safe and responsible guidelines, that would allow us to work toward the resumption of some business activities in our sector after Labour Day. **A loss of the fall season (Sept.– Dec.) would have a devastating impact on the New Brunswick economy**, cascading into further job losses – already significant after the cancellation of hundreds of spring and summer exhibitions – putting exhibition companies, their employees and the thousands of companies who sell their goods at these business events at risk of bankruptcy.

We are requesting to engage in a consultative process, to lay the groundwork for our industry to resume some business activities, in a phased and structured approach, based on the following tenets:

- Trade and consumer exhibitions are business events, promoting trade and commerce, where products and services are displayed and information is disseminated within a given industry. Whether they are business to business events or business to consumer events, participants are focused on buying products and services, exchanging information and sharing knowledge.

- Trade and consumer exhibitions are NOT festivals, civic events, concerts or sporting events, which are leisurely and discretionary in nature.
- On May 6th, Germany's national government confirmed the separation of exhibitions from "mass gatherings" paving the way for exhibitions to reopen again in the country. CAEM welcomes and supports this [decision](#).
- Trade and consumer exhibitions should NOT be compared or subject to the same constraints as concert halls, theatres and sporting arenas.
- Our business events have much greater flexibility when it comes to layout and design, as they are held in a controlled facility environment, allowing them the flexibility to design layouts that accommodate people very differently than other venues and events.
- Exhibitions can adhere to medically substantiated safe density ratios and/or capacity restrictions. In the same way that grocery stores have been able to continue operating safely, exhibitions can also operate safely, with plans limiting health risks through enhanced physical distancing measures and enhanced cleaning and hygiene protocols.
- Unlike other types of large events, trade and consumer exhibitions have much greater control over the flow of traffic, within their space. Producers of trade and consumer exhibitions, in collaboration with their venues and suppliers, have the ability to manage and direct the movement of their attendees - from arrival at the venue, to entering the exhibition hall, to navigating the exhibition floor, to food and beverage areas, and washroom facilities.
- By implementing strict social distancing measures, increased health and safety measures and enhanced crowd control protocols, trade and consumer exhibitions can be held safely, in accordance with specific health and safety guidelines.

Our industry supports the framework for reopening the Province in stages and respects that ultimately, decisions will be guided by public health advice to protect the citizens of New Brunswick, especially those who are most vulnerable and at high-risk.

When we are allowed to hold our events again, the health and safety of all exhibition stakeholders - workers, exhibitors and attendees - will paramount, and will guide our approach, with any and all reopening actions to be informed by health data, defined criteria and the adoption of clear and consistent measures.

The Canadian Association of Exposition Management, has formed a [taskforce of industry leaders](#), to develop a framework to guide our approach. This framework will include Best Practices Guidelines that will outline the method and principles we propose to use in order to allow trade and consumer exhibitions to resume some business activities, safely and responsibly. We look forward to submitting these Best Practices Guidelines for your review and consideration in early June.

We would request a meeting/call to discuss this with you further.

We applaud New Brunswick's recovery road map and strong leadership, which has ensured the health and safety of citizens and will ultimately limit the resurgence of COVID-19 transmission within the province.

Respectfully,



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