

Canadian Association of Exposition Management – Economic Impact Survey of COVID-19 on the Exhibition Sector  
Exhibitor-Facing Survey Questions

**THIS DOCUMENT IS FOR REFERENCE ONLY.**

Click here to complete the live survey: <https://www.surveymonkey.com/r/ZVJ9Y5D>

- 1) What is your organization's name?
- 2) What is your first and last name?
- 3) What province are you located in?
- 4) Which provinces and territories do you operate in?
- 5) What is your email address (if our research partner needs to follow up with clarification questions)?
- 6) What type of organization are you?
  - a) Trade show / consumer show / exhibition organizer
  - b) Venue
  - c) Supplier of products and/or services to trade and/or consumer shows
  - d) Exhibitor / vendor
- 7) What was your approximate revenue in 2019?
- 8) How many employees did you have in 2019? (separate by gender)
- 9) How many trade shows / consumer shows / exhibitions did you attend in 2019?
- 10) What has the impact of COVID-19 had on your revenue in terms of approximate dollars?
- 11) How many employees have you had to lay off? (separate by gender)
- 12) If economic shutdowns related to COVID-19 are to continue for the first 6 months of 2021, how do you expect this to impact your revenue?
  - A) Significantly more negative than current impacts
  - B) More negative than current impacts
  - C) Similar impacts to current effects on my organization
  - D) Less negative than current impacts
  - E) significantly less negative than current impacts
- 13) If economic shutdowns related to COVID-19 are to continue through all of 2021, how do you expect this to impact your revenue? (same answer options as questions 12)
- 14) How long do you estimate the negative impact from COVID-19 will have on your organization?
  - a) 3-6 months
  - b) 6-12 months
  - c) 12-18 months
  - d) 18-24 months
  - e) 24+ months

- 15) Check off the COVID-19 government support programs that you have been able to access:
- a) CERB
  - b) CEWS
  - c) Rent Support
  - d) BDC/EDC loan support
  - e) Regional Relief and Recovery Fund
  - f) Other
- 16) What existing COVID-19 support do you need to continue to operate:  
(same answer options as questions 15)
- 17) Approximately how much funding does your organization need to continue to operate for another potential 6-12 months of economic shutdowns related to the pandemic?
- a) 0-25K
  - b) 25-100K
  - c) 100-500K
  - d) 500K-1M
  - e) 1M-2M
  - f) 2M+

Forward Looking:

These questions are framed to highlight the potential economic impact that the exhibition sector will have when the economic restart begins, hopefully at some point in 2021. We want to demonstrate that support for this sector can help ensure a strong economic recovery.

- 18) What % of customers do you think you will get at a show in 2021 compared to 2019?
- 19) What % of revenue do you think you will get at shows in 2021 compared to 2019?

Optional Qs

- 20) Would you be willing to participate in outreach to MPs or government officials?
- 21) Would you be willing to share a story on the impact of COVID on your organization? It will not be attributed to you, but quoted as a proof point in reports to government.