

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

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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) Approximately how much did you pay to operate your exhibition(s) in 2019?
- 10) How many attendees did you have at your exhibition(s) in 2019?
- 11) How many exhibiting companies / vendors did you have participating in your event(s)?
- 12) Approximately how many exhibiting companies were from out of province in 2019?
- 13) What has the impact of COVID-19 had on your revenue in terms of approximate dollars?
- 14) How many employees have you had to lay off? (separate by gender)
- 15) 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
- 16) If economic shutdowns related to COVID-19 are to continue through all of 2021, how do you expect this to impact your revenue? (same answers options as questions 15).

- 17) 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
- 18) 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
e) Regional Relief and Recovery Fund
f) Other
- 19) What existing COVID-19 support do you need to continue to operate:
(same answers options as questions 18)
- 20) 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 our sector can help ensure a strong economic recovery. The assumption here is that reopening protocols are reasonable and workable and business activity in the sector has resumed in a viable way.

- 21) What % of visitors do you think a show would have in 2021 compared to 2019?
- 22) What % of out of province attendees do you think a show would have in 2021 compared to 2019?
- 23) What % of revenue do you think a show would have in 2021 compared to 2019?
- 24) What % of operating expenditures do you think a show would have in 2021 compared to 2019?
- 25) What % of employees do you think a show would have in 2021 compared to 2019?
- 26) What % of vendors do you think a show would have in 2021 compared to 2019?

Optional Qs

- 27) Would you be willing to participate in outreach to MPs or government officials? Y/N
- 28) 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.