

January 8, 2021

Dr. Deena Hinshaw
Chief Medical Officer of Health - Alberta
c/o Office of the Chief Medical Officer of Health

Dear Dr. Hinshaw,

As per your directive, trade and consumer shows in Alberta were closed temporarily on December 13 to protect the health system and slow the spread of COVID-19. The industry's understanding is that public health officials are monitoring the situation closely and understanding restrictions have been extended that the easing of restriction will take place as soon as responsibly possible.

We are writing on behalf of the trade and consumer show industry in Alberta to reaffirm our commitment to public safety and to note the sector's recognized ability to mitigate the risk of transmission of COVID-19 among attendees, including workers, volunteers, patrons and the general public.

Trade and consumer shows demonstrated a safe and structured return to business activity in fall 2020. Several exhibiting events were produced safely and successfully, with no outbreaks or spikes in cases attributed to these events. In fact, the industry demonstrated the highest level of health and safety compliance, fully abiding to the measures and protocols outlined in the [Guidance for Trade Shows and Exhibiting Events](#) document.

As reopening decisions are considered, our industry would ask Alberta Health to include trade and consumer shows in the current discussions. Our events are not social gatherings, but rather business events where products and services are displayed, information is disseminated and commerce promoted within an industry.

Defined as vending marketplaces, the industry appreciated the acknowledgement by Alberta Health that trade and consumer shows mirror establishments like malls, public markets and big box stores. As restrictions start to be lifted, it would be appropriate to continue recognizing the similarities between exhibiting events and retail establishments, and to ensure our sector is not overlooked with current reopening decisions.

Organizers of trade and consumer shows require 30-60 days advance notification to make marketplaces happen. This operational reality combined with the current and understandable restrictions of December resulted in the cancellation of events in January and February. Approval of Trade Shows and Exhibiting Events restrictions being lifted this month would minimize additional cancellations and financial losses, and allow the planning cycle to resume.

We would welcome a further conversation to gain a better understanding of how these reopening decisions may roll out in the weeks ahead and appreciate your continued consideration and support to balance the safety and health of Albertans with the well being of small business owners. I can be reached at (403) 585-0362 or gnewton@calgarystampede.com

Regards,

Greg Newton
General Manager, BMO Centre
(on behalf of Alberta Trade and Consumer Show Task Force)

Alberta Trade and Consumer Show Task Force:

BMO Centre- Calgary Stampede, Edmonton Expo Centre, Edmonton Convention Centre
Market Place Events, DMG Events, CanWest Productions Inc., Power Sport Services, Master Promotions Ltd, Canadian Association of Exposition Management.