



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

The exposition sector is primarily made up of small businesses.
Most organizations have an average of 35 employees.

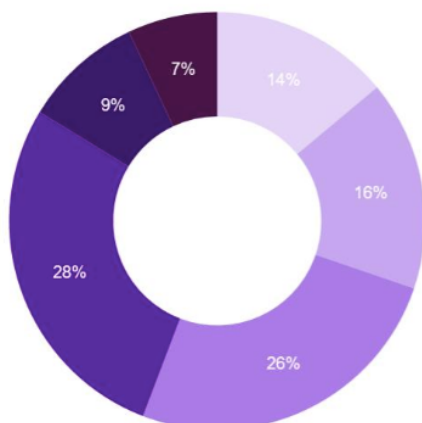
Exposition businesses represent Canada's diversity. Organizations are predominately staffed with women, who make up an average of 63% of employees.

CAEM represents over 500 producers, venues, and suppliers of commercial events, also referred to as trade shows, consumer shows, and/or expositions.

Impact

- 78% of organizations indicated that economic shutdowns through all of 2021 would result in significantly greater negative impacts than currently observed.
- Organizations are expecting to see a 56% decrease in the number of their employees in 2021, compared to 2019.
- Organizations are expecting to see a 75% decrease in revenue in 2021 compared to 2019.
- As organizations will require downsizing measures into 2021, a largely female employee base could be disproportionately impacted.
- 78% of organizations indicated that COVID-19 will have negative effects on their organization for at least a year.
- The industry contributes \$33 billion annually in direct spending to local economies & directly employs 229,000 people across the country.

54% of Organizations require between \$100,000 - \$1 Million in support to continue operating



■ 0-\$25K ■ \$25K-\$100K ■ \$100K-\$500K ■ \$500K-\$1M ■ \$1M-\$2M ■ \$2M+

Ongoing and extensive financial support is clearly needed. Organizations across provinces and sectors will increasingly rely on government support programs into 2021 as they continue to predict negative impacts on their revenue.