

Canadian Association of Exposition Management 2021 Federal Election Survey

Email To Candidate:

Dear Candidate,

On behalf of the Canadian Association of Exposition Management (CAEM), we congratulate you on your candidacy in the Canadian General Election.

CAEM represents over 500 producers, venues, and suppliers of commercial events – also referred to as trade shows, consumer shows and/or expositions. The business events industry, including commercial events, directly employs 229,000 people across the country and contributes \$33 billion in direct spending annually to local economies. Expositions contribute to increased business development, support for the tourism and transport industries, and drive research, innovation, and professional connections across countless industries.

The commercial events sector has been one of the most impacted sectors in the pandemic. There has been no work-from-home option for expositions. As a result, businesses in the sector have been without revenue for over 16 months.

Amidst the pandemic, the government has focused its attention and funding opportunities for hardest-hit sectors like tourism, but there has been minimal support for commercial events which are not eligible for cultural or tourism funding streams.

The CEWS and CERS programs have been a lifeline to many businesses across the country, especially those in hardest-hit sectors, like commercial events. Unfortunately, with fragmented and unpredictable reopening plans across the country, it is clear that commercial event businesses will need support well-beyond the next few months.

To address this, today we are requesting you fill out the attached survey and commit to:

- 1) Providing qualified and limited financial support from September 2021 to May 2022 to commercial event businesses with revenue losses greater than 40%.
- 2) Program funding should be forgivable, to provide businesses that have faced substantial hardship – due to the complete shutdown and cyclical nature of the industry – with appropriate support.

Thank you for your support,

Bianca Kennedy, President, CAEM
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Jennifer Allaby, Executive Director, CAEM
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Background

The Canadian Association of Exposition Management represents over 500 producers, venues, and suppliers of commercial events – also referred to as trade shows, consumer shows and/or expositions. The business events industry, including commercial events, directly employs 229,000 people across the country and contributes \$33 billion in direct spending annually to local economies. Expositions contribute to increased business development, support for the tourism and transport industries, and drive research, innovation, and professional connections across countless industries.

Issue

The commercial events sector has been one of the most impacted sectors in the pandemic. There has been no work-from-home option for expositions. As a result, businesses in the sector have been without revenue for over 16 months.

While the vaccination rollout has given the exposition sector reason to be hopeful, the immediate future still looks incredibly bleak. This reality, combined with the seasonal nature of commercial events and the lead time required to plan and prepare trade and consumer shows, means that a drawn-out restart and recovery for the sector must be anticipated, understood, and addressed by government support programs.

The sector is committed to a safe restart and is well-prepared to rigorously implement health and safety standards as required by local officials. Unfortunately, fragmented, and unpredictable reopening plans across the country means that a potential comeback and recovery for the exposition sector is impossible in 2021. Additional direct financial supports are needed in order to prevent more layoffs, business insolvencies and insurmountable levels of debt.

The Canadian Emergency Wage Subsidy (CEWS) and the Canadian Emergency Wage Subsidy (CERS) have been critical in keeping the sector afloat this last year. While we welcome the extension of the programs to October 2021, as well as the recently announced support for businesses in the hardest hit sectors, commercial event businesses still need vital support through the balance of 2021 and into the winter of 2022, especially as the rate of these supports declined in July 2021. Additionally, due to the lead-time required to plan and prepare exhibitions, as well as the seasonal nature of trade shows and consumer shows, event operators, venues and industry suppliers are looking at many more months ahead, with little to no revenue. Relief and liquidity remain major challenges for most businesses in the sector which have not been eligible or have been declined government funding through the Tourism Relief Fund and the Major Festivals and Events Program.

Without tailored support, this \$33 billion sector will continue on the path to total devastation, including more significant job losses among the 229,000 Canadians employed in the industry.

Asks

The commercial events sector needs to know that government will continue to provide wage and fixed cost support until public health restrictions are permanently lifted and normal travel and events can resume.

- 1) Government to provide qualified and limited financial support from September 2021 to May 2022 to commercial event businesses with revenue losses greater than 40%.
- 2) Program funding should be forgivable, to provide businesses that have faced substantial hardship – due to the complete shutdown and cyclical nature of the industry – with appropriate support

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Candidate's Name	Political Party	Electoral District

1. Do you agree that the government should provide targeted, qualified, and limited financial support to commercial events businesses, including trade shows, consumer shows and expositions.?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

2. Will you support the need for the commercial events industry to have access to forgivable funding due to the complete shut down and cyclical nature of the industry?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3. Will you support the government providing qualified and limited financial support to commercial events including trade and consumer shows who have been entirely shut down since the start of the pandemic and excluded from any previous relief?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

Thank you for filling out this questionnaire.

Candidate's Signature	Date