

CAEM 2021 Election Survey Toolkit:

Context:

On Monday September 20th Canada votes and the Canadian Association of Exposition Management needs your help to reach candidates across all parties and ask them to fill out the CAEM 2021 Federal Election survey

How Can You Get Involved?

1. Talk to your Candidates:

- When candidates come to your door or if you meet them in the community, we encourage you to ask the candidate to fill out the CAEM 2021 Federal Election Survey. ([English version](#) [French Version](#))
- Alternatively, reach out to your candidate directly to ask them to complete the survey
- When you do meet candidates, below are some helpful points to help you talk to them about the importance of filling out the survey

Key Messaging:

- The Canadian Association of Exposition Management is requesting all candidates from every party in the 2021 general election fill out their federal election survey.
- Committing to this survey shows your support for the commercial events sector to have access to forgivable funding and qualified and limited financial support. Our industry is among the hardest hit; we were the first sector to shut down, we are the last one to be given the green light to fully re-open; and therefore, we need extended financial support to aid in our recovery.
- 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.

2. Social Media

- Ask your candidates on social media to fill out the survey by using the suggested post below:

Candidates in **[insert riding here]** will you take the [federal election survey](#) to support @caemevents receiving access to qualified and limited financial support due to the complete shutdown of the industry during the pandemic? #elxn44

The business events industry employs 229,000 across Canada and contributes \$33 billion annually to local economies. Candidates in **[insert riding here]** will you take the @caemevents [federal election survey](#) to show your support after their complete shutdown during the pandemic? #elxn44

You can find your riding, your local candidates and their contact info [here](#).

Please contact the CAEM office at 416-787-9377 or info@caem.ca with any questions you may have and please let us know about the responses you receive from your candidates.