



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT
acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

Canadian Association of Exposition Management
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Attn: The Honourable Lisa MacLeod,
Minister of Heritage, Sport, Tourism and Culture Industries
38 University Avenue, 6th Floor
Toronto, Ontario
M5G 2K8

Dear Minister MacLeod,

The Canadian Association of Exposition Management (CAEM) represents 200 Ontario organizations - including producers of commercial events, exhibition venues and suppliers to the industry - contributing \$14 billion a year to Ontario's bottom-line and employs close to 100,000 people. We welcome the Ontario Tourism Recovery Program (OTRP) as it supports convention and conference centers. Further, we understand that the OTRP aims to support conference centers and venues as they are key to regional employment to ensure the viability of these businesses to benefit the events industry overall.

However, we urge you to expand the eligibility of the OTRP to include CAEM show producer and industry supplier members who are also regionally important businesses that drive tourism and employment and have unquestionably been the hardest hit by COVID-19. In our surveys, our show producer and supplier members have consistently reported they have experienced 90-100% losses in revenue year over year when compared to 2019 which aligns with OTRP's eligibility criteria as applicants must have experienced eligible revenue decline of at least 50% in the reported 2020-2021 year.

CAEM's trade show and consumer show members such as the Canadian International Auto Show, , Toronto International Boat Show, Toronto Motorcycle Show, Toronto National Women's Show, and Toronto Outdoor Adventure Show – to name only a few - all have a loyal following with anywhere between 5000 to 100,000 attendees, plus thousands of exhibitors who require accommodation and support local business in the downtown cores of Ontario's Gateway Cities. With these large attendance rates, it is clear shows play a vital role in promoting economic growth and are significant drivers for their regional tourism economies.

By expanding the eligibility of OTRP to include producers and suppliers it allows for their economic revival which will also benefit the entire events industry as conference centers and venues rely on these shows for economic sustainability.

We thank you for your urgent attention to this matter as applications for OTRP open on October 13th and this funding is critical for producers and suppliers to prepare for shows and begin the slow road to recovery. Should you have questions or would like to arrange a time to connect please contact jallaby@caem.ca.

Thank you for your support,

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