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caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

**PROTECTING, PROMOTING AND GROWING
THE EXHIBITION INDUSTRY**

ABOUT US

CAEM REPRESENTS OVER **500 PRODUCERS, VENUES AND SUPPLIERS** OF TRADE SHOWS, CONSUMER SHOWS AND EXPOSITIONS.

BUSINESS EVENTS INDUSTRY, INCLUDING TRADE SHOWS AND CONSUMER SHOWS, **EMPLOY 229,000 PEOPLE** ACROSS THE COUNTRY AND **CONTRIBUTES \$33 BILLION** IN DIRECT SPENDING ANNUALLY TO LOCAL ECONOMIES, DRIVING **TOURISM, RESEARCH, INNOVATION, AND PROFESSIONAL CONNECTIONS** ACROSS COUNTLESS INDUSTRIES.



INDUSTRY PULSE

1

DELAYED RECOVERY

Two years of restrictions, no digital pivot, seasonality and long-lead times mean recovery will not happen over night.

2

LEFT OUT OF TOURISM PROGRAMS

Until recently, trade shows and consumer shows were not recognized as tourism and we were excluded from funding programs.

3

CATALYST TO REBUILD URBAN TOURISM

Trade shows and consumer shows can accelerate recovery in urban centres, especially during non-peak seasons.



1

TARGETED TAX CREDIT

***FOR ELIGIBLE SMALL AND MEDIUM
BUSINESSES THAT EXHIBIT AT TRADE
SHOWS, CONSUMER SHOWS,
CONFERENCES AND CONVENTIONS.***

A TARGETED TAX CREDIT WILL:

- Stimulate the return of business events to Canada.
- Drive an increase in business transactions.
- Promote international and regional trade within Canada.
- Provide increased economic benefits for restaurants, hotels, AV companies, event rental companies etc.

2

SKILLS DEVELOPMENT

THE INDUSTRY IS FACING A SCARCITY OF SKILLED WORKERS. COLLABORATION BETWEEN GOVERNMENT AND INDUSTRY IS NECESSARY TO ADDRESS THE TALENT VACCUM.

INVESTING IN SKILLS DEVELOPMENT INCLUDES:

- Promoting the business events industry as a viable career for students and newcomers to Canada.
- Addressing the significant backlog of immigration applications in the system.
- Improving the immigration system to increase the availability of skilled and qualified workers.

CONTACT US



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