



## REOPENING AMERICA: PROMOTING GROWTH THROUGH EVENTS

In an effort to help the U.S. emerge from its COVID-19-induced economic standstill, Congress has enacted targeted forms of assistance for various sectors. For a robust recovery, additional assistance for businesses connected to the exhibition and events industry will be very necessary; such assistance will have a positive and rippling effect across the entire U.S. economy. The following provisions are designed to promote economic growth and secure a strong U.S. recovery.

### **Business tax credit to encourage attendee and exhibitor participation**

Congress should provide financial incentives to encourage exhibitors and attendees to participate in these important business events. Over 6 million jobs rely on business events that help drive local economies and generate \$419 billion in direct spending. These events provide marketplaces for small businesses across every sector of the U.S. GDP to grow and thrive—1.4 of the 1.7 million exhibitors are small businesses. Data show business' return on event participation averages 4 – 7x, with impacts over 30x for some events and for some businesses. Event participation is not just the best means, but the only means for many small businesses to connect with a large number of suppliers and customers.

The tax credit would cover 50% of qualified expenses incurred in the U.S. up to a maximum of \$50,000 per company per year. Qualified expenses include booth rental space expenses, booth construction or rental fees, shipping costs related to booth construction or products to be displayed, sold, or exhibited, registration fees, travel expenses, including expenses related to transportation, accommodations, and meals, and any other expenses needed to participate in the business event. The tax credit would be in effect for three (3) years beginning after December 31, 2019.

### **Support the Clean Start: Back to Work Tax Credit**

To ensure the safety of all participants and attendees, continuous cleaning will be necessary. Helping businesses offset the personnel and equipment costs associated with these necessary activities will allow for a return to economic activity and promote clean-space confidence in the conference sector. Business entities should receive a substantial tax credit per location and event to offset the costs of cleaning and disinfecting facilities, industry-recognized training and certification of cleaning staff, hiring of professional cleaning service contractors, and purchasing necessary cleaning and sanitary-related products and equipment.

### **Support the Pandemic Risk Insurance Act (PRIA) or other legislation that includes Pandemic Risk Coverage in Event Cancellation Insurance**

Planning for events often starts months, if not years out, with organizers forced to put down large deposits to secure space and resources. While many large event organizers are able to self insure, small organizers and venues rely on event cancellation insurance to help maintain solvency. The Pandemic Risk Insurance Act and similar measures provide a means through which insurance companies will be incentivized to cover pandemics.

*\*See one pager for more information.*

### **Support the Travel America Act**

The reluctance of many businesses to send employees to seminars and conferences will have a crippling ripple effect across the U.S. economy, weighing down hopes of a vigorous recovery. The Travel America Act includes tax credits and other initiatives to help encourage consumers, and businesses to begin traveling again. Travel is essential to the recovery of the business events industry. Incentives to promote travel will encourage consumers and businesses to attend trade shows and other business events.

## ADDITIONAL ASSISTANCE FOR BUSINESSES AND GOVERNMENTS

### **Support the RESTART Act**

The Reviving the Economy Sustainably Towards a Recovery in Twenty-twenty (RESTART) Act is bipartisan legislation that would help businesses by providing funding to cover payroll, benefits and fixed operating expenses. A portion of the loan would be repaid, depending on the revenue losses endured by the company in 2020, and the rest of the loan would be eligible for repayment over a seven-year period.

