HELP PROTECT THE MOST VULNERABLE BUSINESSES

The $419 billion business events industry is calling upon Congress to provide communicable disease coverage in event cancellation insurance, similar to the provisions proposed in the Pandemic Risk Insurance Act (PRIA).

99% of show organizers are small businesses* (<500 employees)

*Source: US Census 561920 Convention and Trade Show Organizers

Expenses for Business Events Start Accruing One Year or More in Advance

<table>
<thead>
<tr>
<th>1+ YEAR PRIOR</th>
<th>1 YEAR PRIOR</th>
<th>9 MONTHS PRIOR</th>
<th>6 MONTHS PRIOR</th>
<th>3 MONTHS PRIOR</th>
<th>1 MONTH PRIOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract venue</td>
<td>Event marketing &amp; branding expense</td>
<td>Contract speakers &amp; entertainment</td>
<td>Attendee marketing campaign</td>
<td>Show operations expenses (general contractors, AV, build, design produce, registration)</td>
<td>Force majeure language (cancellation penalties)</td>
</tr>
<tr>
<td>Contract hotels</td>
<td>Exhibitor sales</td>
<td>Contract GSC/supplier</td>
<td>Set up registration (badges equipment rental)</td>
<td>Issue exhibitor kits</td>
<td>Committed 100% of costs</td>
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<td></td>
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<td>Show mgmt fees</td>
<td>Issue exhibitor kits</td>
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</tbody>
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Reopening Plans Will Not Provide Enough Visibility For Planning

The nature of governors’ reopening plans means events can be cancelled within weeks. Assurances provided by a PRIA-like provision will be critical to getting our businesses, and more importantly our people, back to work.

“We’re going to leave two weeks between phases so we can monitor the effect of what we just did.”  
-Governor Cuomo, New York

“I’m not afraid to redesign the playbook if the rules change.”  
-Governor Pritzker, Illinois

“We are not ready to go into Phase 3... The timeline will be dictated by the virus.”  
-Governor Sisolak, Nevada

A bill that creates a federal backstop will provide the limits needed for insurance companies to offer the coverage necessary for businesses to organize events, which will:

- Promote economic stimulus
- Employ thousands of people
- Drive millions to local economies

The largest show organizers often self-insure. It’s the small- and medium-sized businesses that really need event cancellation insurance. When we cancelled this year’s New England Food Show, we had to refund $1 million in exhibit space, plus $675,000 in unrecoverable expenses. The insurance claim will pay out close to $800,000. If that were to happen in 2021, with no Communicable Diseases coverage, it would cripple or close my company.”  
-David Audrain, CEO & Partner, Exhibition Development Company, Inc.