

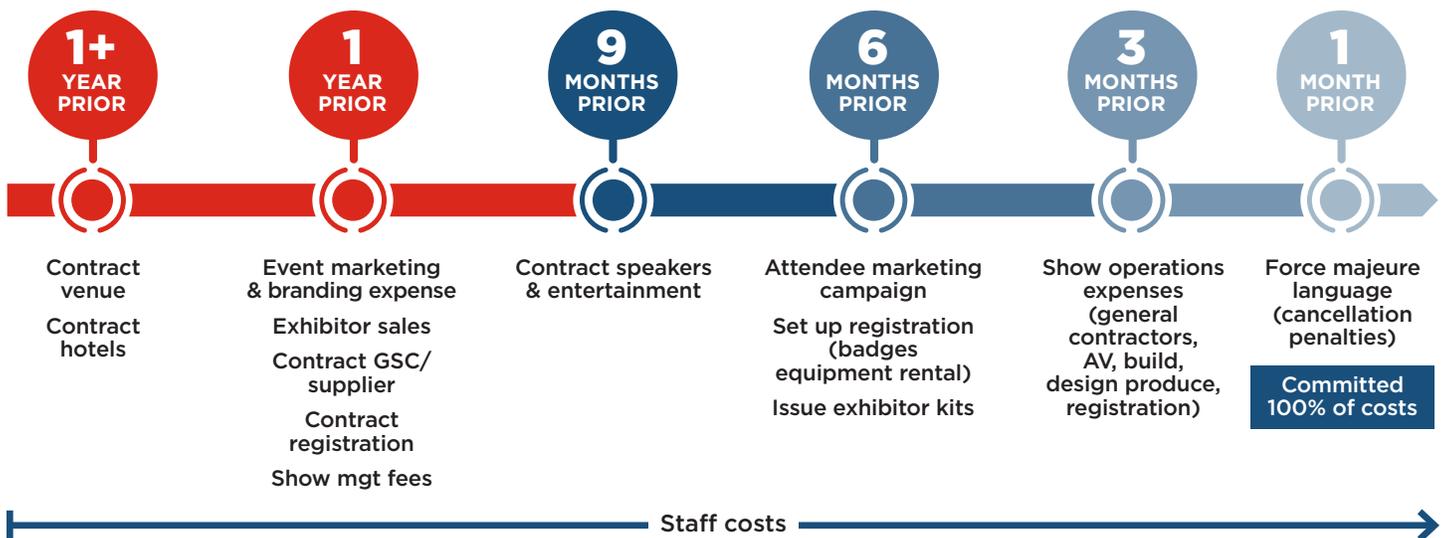
# HELP PROTECT THE MOST VULNERABLE BUSINESSES

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



## 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**

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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.**

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**

