

# REOPENING AMERICA: PROMOTING GROWTH THROUGH EVENTS

The business events industry is an economic growth engine that supports 6.6 million jobs and contributes over \$1 trillion to the U.S. economy. These events drive commerce and innovation in every state and across all sectors of the GDP, with as much direct economic impact as the auto manufacturing industry. The following legislative priorities will be critical to bringing back exhibitions and conferences, restarting the economy, and putting Americans back to work.

## Champion incentives to get attendees and exhibitors back to events

- Business tax credit to encourage participation and jumpstart the industry as soon as events are able to reopen
  - > **Hospitality and Commerce Job Recovery Act and Business Event Recovery Act**



## Create safeguards enabling businesses in the events industry to reopen

- Provisions to offer longer-term funding options
  - > **EIDL interest forgiveness, RESTART Act**
- Legislation that offers communicable disease pandemic risk coverage as part of event cancellation insurance
  - > **PRIA**
- Liability protection legislation for businesses that follow proper health guidelines
- Provisions to ease the monetary burden of increased cleaning, disinfecting, PPE, testing and tracing
  - > **Safe and Healthy Workplace Tax Credit provision of the American Workers, Families, and Employers Assistance Act**



## Provide relief for businesses in the industry that have been shut down since March 2020

- Provisions to expand and extend PPP as well as supplemental payments and unemployment benefits