WHAT WE’VE ACCOMPLISHED TOGETHER

2,700 ASSOCIATIONS & COMPANIES

As the largest coalition with more than 2,700 associations and companies from across the exhibitions and conferences ecosystem, Go LIVE Together’s primary purpose is to push for the reopening of business events. To achieve this goal, we focus on the following.

HEALTH AND SAFETY

Business events will not reopen unless and until it is safe to do so. To ensure any recovery is possible and sustainable, health and safety is (and must be) our No. 1 priority.

- We are giving you access to best practices generated in accordance with CDC and WHO guidance, and direct consult with medical and health professionals to ensure participant safety.
- We’ve met with over a dozen health and safety solution providers—including test manufacturers and administrators and health check apps—to accelerate our reopening at scale.

IMPACT

Getting legislators and the public to understand the impact business events have on the economy and job creation is a critical part of our efforts.

- We’re leveraging the media—5 dozen placements including: Trade Show Executive, MeetingsNet, Meetings Today, Inside Events, KNPR: Nevada Public Radio, BizBash, the Atlanta Journal-Constitution, Trade Show News Network, Commercial Integrator, SmartMeetings—to get the word out about business events’ ability to help kickstart economic recovery.
- We’ve sent 6,500 messages to Congress—touching every member at least once—thanks to you! Our supporters used our advocacy tools to help us tell the stories behind business events like SuperZoo, NRF: Retail’s Big Show and National Restaurant Association Show and the small businesses that rely on them, including MISIG INC., Little Burros, Trifold LLC and Omi Gems.
Our primary reason for being is to advocate for legislation that will help our industry reopen and recover.

**We’ve contacted mayors and governors in key locations** and encouraged them to prioritize business events in their reopening plans. One campaign in Las Vegas led to Nevada Gov. Steve Sisolak raising the gathering limits for business events, with a subsequent increase to 50% capacity.

**We’ve written multiple letters to President Joe Biden and other administration officials** and conducted meetings with over two dozen legislators, including House Speaker Nancy Pelosi, Senate Majority Leader Chuck Schumer, House Minority Leader Kevin McCarthy and Senate Minority Leader Mitch McConnell.

**We also introduced our own bill,** which is working its way through the process with champions in both the House and the Senate.

**4 of our 6 legislative priorities have been introduced as bills into Congress**—business tax credit to support the convention and trade show industry, PRIA, funds to offset the expense of cleaning, testing and tracing and COVID relief funding—with the remaining two are still being actively debated and could be introduced later through the relationships we are actively forming on Capitol Hill.

**We supported Senator Cortez Masto’s successful amendment to the COVID relief plan expanded support for conventions, trade shows, entertainment, tourism, and travel and the employees within our industries.**

**We’re actively working with other coalition partners to expand our reach,** including COVID RELIEF NOW, the Live Events Coalition and #WeMakeEvents, to support legislation that will help our industry get back to work.

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**WE’VE ACCOMPLISHED SO MUCH TOGETHER ALREADY—AND WE’RE MAKING PROGRESS EVERY DAY. THANK YOU FOR YOUR SUPPORT AS WE CONTINUE THE FIGHT FOR THE RETURN OF LIVE BUSINESS EVENTS!**