



WHAT WE'VE ACCOMPLISHED TOGETHER

2,700

ASSOCIATIONS & COMPANIES

As a coalition of more than 2,700 associations and companies from across the exhibitions and conferences ecosystem, representing over 150,000 businesses—**Go LIVE Together** is focused on the safe reopening and recovery of meetings and events.

IMPACT

Through grassroots advocacy, meetings with elected officials, and cutting-edge research, Go LIVE Together has successfully changed the trajectory of our industry recovery. Here's how it's been done.



We accelerated safe reopenings nationwide by:

- Meeting with governors and mayors, including those in California, Florida, Illinois, Nevada, and New York.
- Participating in task forces in Las Vegas and New York City.
- Engaging an epidemiological modeling firm to analyze the risk of COVID-19 infection at large business gatherings. The firm's model predicts a nearly 0% transmission rate of COVID-19 at events hosting 20,000+ people this summer.

As a result of these efforts, shows are safely being delivered nationwide throughout the rest of the year.



We championed legislation supporting industry recovery in Washington, D.C.:

- By actively supporting the Hospitality and Commerce Job Recovery Act.
- Through this bill, we are bringing attendees and exhibitors back to in-person events.

As a result of these efforts, the bill currently has 80+ House bipartisan co-sponsors.



We changed the conversation on Capitol Hill and beyond.

- Sen. Catherine Cortez Masto's successful amendment to the COVID relief plan and Sen. Marco Rubio's amendment to allow trade show venue owners, operators, and service providers to participate in the Shuttered Venue Operators grant program have brought our industry into the dialogue on Capitol Hill.
- We have joined several industry associations in signing on a coalition letter in support of the Healthy Workplaces Act, requesting cleaning cost relief and are continuing to support the SAVE Act, which has been building momentum in the House with 10 co-sponsors so far.
- We're leveraging the media to tell our story with more than six dozen placements, including: *The Atlanta Journal-Constitution*, *The Wall Street Journal*, *Forbes*, *New Orleans Business Journal*, *Exhibition World*, *Special Events*, *Trade Show Executive*, *Trade Show News Network*, *MeetingsNet*, *Meetings Today*, *Inside Events*, *KNPR: Nevada Public Radio*, *BizBash*, *Commercial Integrator*, *SmartMeetings* and more.

As a result of these efforts, business events are being recognized as a critical part in jumpstarting economic recovery.

HEALTH AND SAFETY

Our members are the driving force behind the establishment and successful implementation of safe business event guidelines.



We have established the guidelines for safely reopening.

- GBAC—the Global Biorisk Advisory Council—and its GBAC STAR™ facility accreditation program is supported by IAEE, IAVM United Service Companies and many convention centers across the country.
- The whole industry, from large organizer to association, has committed using the All Secure Guidelines which outline physical distancing, cleaning and hygiene, protection and detection and communication. The members of the Go LIVE Together coalition have voluntarily set, and comply with, health and safety guidelines in accordance with CDC and WHO guidance, medical and scientific professionals, and local health officials.
- The Events Industry Council, through its global APEX COVID-19 Business Recovery Task Force, has established a platform for curating, cultivating and communicating the accepted practices that will enhance health and safety for in-person gatherings as well as processes and resources to support recovery efforts for the global events industry.

As a result of these efforts, our industry has demonstrated our collective commitment to health and safety as a vital part of our successful reopening.



We have successfully put these guidelines into practice.

- Several events have successfully taken place following the All Secure Guidelines—like Surf Expo and the co-located MAGIC PopUp Orlando, WWIN Orlando Showcase and OFFPRICE Orlando Market in Orlando, Florida—resulting in no new cases of COVID-19.

As a result of these efforts, we are bringing our industries together safely to conduct business that simply cannot be done without face-to-face business events.

**WE'VE ACCOMPLISHED SO MUCH TOGETHER
ALREADY—AND WE'RE MAKING PROGRESS EVERY DAY.
THANKS FOR YOUR SUPPORT
AS WE FIGHT FOR THE SAFE RETURN OF IN-PERSON
BUSINESS EVENTS—AND DRIVING PARTICIPATION.**



Go Live Together is an Exhibitions and Conferences Alliance Campaign