



Tuesday, March 17, 2020

The Honourable Bill Morneau
Minister of Finance Department of Finance
Canada Parliament Buildings
Ottawa, Ontario K1A 0A6

Dear Hon. Bill Morneau,

As the World Health Organization declared COVID-19 a pandemic last week, the Canadian government announced a comprehensive response package to combat and mitigate the impacts of the outbreak in Canada. Canadian Association of Exposition Management (CAEM) urges you to include companies involved in the production and execution of trade and consumer shows, in the allocation of the more than \$1 billion of federal funding support.

CAEM is the national association for Canadian professionals involved in the production, management, and planning of trade, consumer, business and professional expositions and events. Our member companies include most of Canada's largest trade and consumer show producers, as well as companies and organizations that provide products or services used by expositions.

Through its member companies, CAEM has witnessed the severe impact on the Canadian exposition industry, of the government's recommendation to cancel any and all events over 250 people. Many of our member companies, including trade and consumer show producers, facilities, and service suppliers to the exposition industry were forced, literally overnight, to cancel and shut down their events and operations.

The Prime Minister has said Canada is 'well-prepared' for both the public health threat and economic impacts of the virus. The harsh reality is the impact of COVID-19 puts the viability of all companies involved in the production, management and planning of expositions and events at risk. These companies generate most, if not all, their revenue from producing and/or servicing large-scale expositions, conferences and events.

More than 600,000 meetings occur in Canada each year, with more than 35 million attendees. These events contribute more than \$19.3 billion to Canada's gross domestic product (GDP), generate \$33 Billion through direct spending and directly support 229,000 full time jobs, not to mention the indirect jobs in Canada.

The COVID-19 pandemic has already prompted the cancellation of dozens of major expositions, conference and events in Canada. And the cancellation announcements continue streaming in on a daily basis, as more and more social distancing measures get implemented and enforced. The ripple

effect is massive, as venues and businesses that service the industry are feeling the impact of exposition and event cancellations, across the country. Further, many companies involved in the production and execution of trade and consumer shows have limited resources and will be greatly impacted if employees are forced to take sick leave or are quarantined as a result of COVID-19.

CAEM is doing its part to provide the exposition industry with resources and advice on mitigating losses. Financial assistance is greatly needed to protect the exposition industry. With the announcement of federal funding to combat and mitigate the impacts of the outbreak of COVID-19 in Canada, we ask that the exposition industry be included as recipients of temporary aid to stem the economic fallout.

CAEM is committed to working with the government on the management of this pandemic. Please contact Carly Silberstein, extension 101, or office@caem.com should you have any questions or wish to arrange a meeting.

Sincerely,

Catherine MacNutt
CAEM President

CC Hon. Chrystia Freeland
Deputy Prime Minister and Chair of Cabinet Committee on COVID-19 Response

Hon. Melanie Joly
Minister of Economic Development and Official Languages

Hon. Mary Ng
Minister of Small Business, Export Promotion and International Trade

Jeremy Broadhurst
Chief of Staff to the Deputy Prime Minister

Elder Marques
Chief of Staff to the Minister of Finance

Rick Theis
Policy Advisor to the Prime Minister