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Letter to the Editor  
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### **THE BUSINESS MEETINGS AND EVENTS INDUSTRY NEEDS RELIEF TODAY**

Exhibitions and events are an integral part of the Georgia economy. According to the Center for Exhibition Industry Research (CEIR) economist, Dr. Allen Shaw exhibitions and events contributed more than \$100 billion to the US GDP in 2019. Dr. Shaw has projected an economic loss in the U.S. of upwards of \$22 Billion due to the COVID-19 pandemic and its ripple effects on the U.S. economy. You can read the press release [here](#).

The unprecedented public health crisis we're facing right now has ground business meetings and events to a halt and put the organizations and supply chain workers who rely on these events spending in peril.

[Tradeshowlogistics.com](http://Tradeshowlogistics.com), Inc. (DBA Tradeshow Logic) exists to facilitate the business of face-to-face interactions to conduct business around the country and the world, and these events fuel the local economy, along with millions of jobs. The U.S. exhibitions industry and ecosystem that supports these shows contribute so much to our community, many of them small businesses, and we simply cannot weather this storm on our own.

Our broader industry has called on Washington to establish a fund to keep workers employed, provide emergency liquidity for business events to remain open, and bulk up the Small Business Administration loan program. Congress must act today to ensure the Georgia business events industry and its workers can sustain themselves through this painful economic period:

- \*48 million visitors annually who spend over \$25 billion
- \*\$6 billion in resident wages and over 400,000 jobs
- \*8th largest tourism economy in the country
- \*Over \$708.5 million in state tax revenue from visitor expenditures '

Atlanta, alone, represents 51% of Georgia's tourism economy and generates more than \$11 Billion in visitor spending - \$29 million per day in direct spending and sustains over 238,000 jobs.

My small business (+\$10 Million in Revenues) has already sustained a substantial loss in profits. We are doing everything in our power to keep our employees -- but with no events, there is no revenue.

USTA, IAEE, ASAE, PCMA and other industry organizations are all trying to tell our story to congress. Please support their initiatives.

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