[Add your company letterhead]

22 March 2020

Dear:

I am writing to you on behalf of **INSERT NAME**, an (**OPTION 1:** Events Industry Council (EIC) member association **OR OPTION 2:** industry partner of the Events Industry Council (EIC**) OR OPTION 3:** a member of INSERT ASSOCIATION NAME, an association that is part of the Events Industry Council (EIC). EIC is a global federation of associations representing business event professionals.

**As you consider economic relief and assistance for any sectors impacted by the COVID-19 crisis, especially hospitality, we urge you to take an expansive view to include events, conferences, exhibitions and associations.**

EIC represents more than 110,000 professionals and 19,500 firms and venues worldwide. We have a diverse community. It extends beyond hotels, airlines and restaurants. It includes countless support services such as, but not limited to, destination marketing organisations, incentive travel companies, independent event and show organisers, intermediaries, exhibition services, decorators, speakers, temporary staffing, and transportation. Our people, businesses, associations, meetings, tradeshows and exhibitions are key drivers to the economy.

In fact, we contribute an estimated $1.5 trillion USD of annual GDP and $1.07 trillion in direct spend globally. We support 26 million direct and indirect jobs globally.

**INSERT COUNTRY SPECIFIC DATA IF APPLICABLE find:** <https://eventscouncil.org/Industry-Insights/Economic-Significance-Study>

Today, millions of workers in the business events sector are being furloughed. Our sector has been forced to sharply curtail, or eliminate entirely, all activities. Businesses are faltering. The lights are darkened, and we are uncertain when – or if – they will come back. Our members are in distress about their ability to make ends meet.

Thousands of large-, medium- and small-sized companies that engage in conceptualizing, organising and executing events that help drive our economy are on the verge of collapse. But this is not just about the immediate pain of closures. The people, companies and associations that we represent are the same ones who will play a key role in financial and social health recovery.

The events industry, through these various association and corporate bodies, is the largest provider of professional development and adult education. This has a direct impact on today’s workforce and our future workforce.

For these reasons, EIC organisations and companies must be eligible for any and all relief – e.g. deferring tax payments, payroll tax reductions, tax credits to retain employees, loan guarantees, loan forbearance, cancellation of debts through executive action etc. – that is provided to the hospitality, or any, industry sector.

We are a unified voice. We champion the value of face-to-face global events, conferences, meetings, tradeshows and exhibitions. We know and understand our substantial role in the global economy. We know and understand the crucial role we play in leaving a lasting legacy of social impact.

We are prepared and eager to serve in this role, but we need your help to keep us in a position to be able to do that. The events industry will play a critical role in the road to recovery, and we need your immediate support.

On behalf of the exhibitions and events industry,

Insert signature