

Guidance on Upcoming Conferences, Conventions, Trade Shows and Exhibitions in the U.S.

- The Meetings Mean Business Coalition (MMBC) encourages organizations to be prudent and continue basing their decisions regarding in-person meetings and business events on guidance from the Centers for Disease Control and Prevention (CDC) and local public health authorities.
- As an industry, we believe raising the bar to meet health and safety standards is a necessity, not an option. We are committed to doing the right thing, the right way.
- We are proud of ways our industry has led the charge, as early adopters of the measures required to carry forward safe in-person business meetings and hybrid events. We remain uncompromising in our commitment to ensuring the safety of every meeting attendee.
- Successful in-person meetings are possible and taking place today, in accordance with local protocols and safety regulations.
 - Examples and best practice materials are available on MMBC's MeetSafe.travel website.
- As vaccine distribution continues and the situation evolves, we will continue to engage health and security experts on any anticipated measures that could impact meetings throughout this year.
 - MMBC provides regular updates on state-specific guidelines for in-person meetings and events through a weekly tracker on meetingsmeanbusiness.com.

What American Workers are Saying – New Coalition Research

- A survey by APCO Insight affirms that Americans working from home due to COVID-19 are eager to return to in-person meetings and conventions.
 - The survey finds that even after adapting to the new digital workplace, 81% of professionals who attended in-person meetings and conventions before the pandemic miss doing so and would be just as likely – if not more likely – to attend in-person conferences, conventions, trade shows and other business events in the future.
- Without in-person meetings and events, there will no doubt be a significant depletion of workforce training, education and professional growth opportunities.
 - A majority of workers agree that in-person meetings and conventions will be critical for their professional development, noting that such opportunities facilitate better relationship-building, enhance internal team engagement, allow for clearer communication and help build trust.
- As meetings temporarily shift to hybrid and virtual models in the wake of COVID-19, any success of these interactions is built on a foundation of years of in-person relationships.
- Workplace culture—the heart and soul of any business and the root of employee satisfaction—feeds off in-person interaction.
- Executives across major U.S. industries have always benefitted from in-person meetings and events — improving their ability to close deals, network effectively, develop professionally and grow their bottom line at a rate that can't be replicated by a Zoom call.

Implications for Economic Recovery and the Future of Cities

- In-person business meetings and events are the building blocks of recovery for American cities.
 - Prior to the pandemic, they supported 5.9 million American jobs and spurred hundreds of billions of dollars in annual revenue. In-person business meetings and events supported more direct jobs than many large manufacturing sectors, including machinery, food, auto and chemicals. They sustained more jobs than the telecommunications and oil and gas extraction industries. Every dollar spent on in-person meetings and events generated an additional \$1.60 for the U.S. economy—driving the kind of revenue growth we are hungry for now in our states and cities.
- The services provided by the meetings and travel industry often go unnoticed, but the economic impact is unmistakable.
 - Hosting a conference, convention or trade show has long been the way for cities to spur economic growth by bringing in new visitors, who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.
- Our cities are suffering—and it's impossible to overstate the value of business travel and hospitality to their return and recovery.

Committing to Our Communities

- We salute the industry professionals who are managing as best they can through this difficult and unanticipated situation. Even as meetings were

cancelled, industry professionals – here and across the globe – have gone above and beyond to promote lenience, provide solutions and contribute in significant ways to their communities.

- As a coalition, we are committed to uniting around the common goal of serving our cities and to sharing every act of service – from donating food and health supplies to venue space and funds for community-based organizations.
 - If you have not already, we hope you will commit to supporting your community in a way that makes sense for you and your organization. No act is too small.
- In addition to providing updates and coordinating with issue experts, we will provide new resources; communications assistance for meeting professionals; a steady drumbeat of impact stories online and in the media; and a dedicated plan for recovery.
- We expect the influx of questions and need for resources to remain steady, particularly for frontline meetings and travel employees, many of whom are being hard hit by the financial impact of this crisis. In lockstep with our partners from across the globe, we will continue to lead the industry's advocacy response and are here to help.

