

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

- All states and U.S. territories have eased restrictions on gatherings and businesses. However, physical distancing policies and gathering limits remain in place. The Meetings Mean Business Coalition (MMBC) encourages organizations to be prudent and base their decisions regarding meetings on guidance from the Centers for Disease Control and Prevention (CDC) and local public health authorities.
- MMBC, along with industry partners across the broader travel, health and safety communities, have aligned on [six key principles for reopening](#), based on recent guidance from the U.S. Travel Association.
- With the COVID-19 crisis evolving rapidly, we will continue to engage health and security experts on any anticipated measures that could impact meetings throughout this year.

- We understand the months – even years – of work that precede major meetings. We also recognize the incredible benefits that these gatherings bring to people, businesses and the economy – especially in communities that rely on meetings to sustain themselves.

What Americans are Saying – The Latest Industry Research

- Encouraging survey research, conducted by APCO Insight, suggests that most Americans miss face-to-face meetings and that many support federal financial relief for convention centers and event venues.
 - Of the Americans working from home to help prevent the spread of COVID-19, 83% say they miss attending in-person meetings and conventions. A similar total, 78% say they plan to attend as many or more in-person events when the threat of COVID-19 subsides and it is safe to do so.
 - When asked if convention centers and event venues should be eligible for federal support and funding, 49% agreed and just 14% disagreed – whether they previously attended in-person meetings and conventions as part of their jobs, or not. The percent who agreed is roughly on par with other industries that rely on in-person activities, such as the restaurant industry (53% support); personal services such as barbers and hair salons (44%); and grocery stores (43%).

At a Glance: Federal Reopening Criteria

Phase I	Meetings of up to 10 are permitted. Large venues can operate, but under strict physical distancing protocols.
Phase II	Meetings of up to 50 and non-essential travel may resume. As long as moderate physical distancing is enforced, large venues are able to operate.
Phase III	Larger meetings may resume so long as the time spent in crowded environments is minimized.

- The survey was fielded among 1,000 American adults, including 700 who are currently working from home and attended in-person meetings and conventions before the COVID-19 crisis occurred. All survey responses were collected on April 3, 2020.
- A tracking survey from the U.S. Travel Association and MMGY, shows that interest in attending offsite business meetings, conventions and conferences is rising. The survey focuses on traveler sentiment with regard to planning, booking and cancellations, as well as intentions to travel over the next six months.
 - Among those who participated in these activities over the past 12 months, 22% now say they will likely attend an offsite business meeting in the next six months, compared to 16% who said so in May. In addition, 20% now say they will likely attend a conference or convention in the next six months, compared to 15% who said so in May.

Paving the Way for Recovery

- MMBC, powered by U.S. Travel Association and in close partnership with the Go Live Together coalition, has developed a set of [Federal Policy Priorities](#) aimed to bring financial relief to businesses and workers.
 - We believe these [five areas](#) are of highest priority and are pleased at [early signs of upswing](#), noted in recent news by NBC and Northstar Travel Group.

Our Commitment to Communities Impacted by COVID-19

- Even as meetings are cancelled, industry professionals – here and across the globe – are going above and beyond to promote lenience, provide solutions and contribute in significant ways to their communities.
- 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.
- [Share](#) how the meetings industry is helping your community and what role you are playing. As a coalition, we are committed to the common goal of serving our cities and to amplifying every act of service – from donating food and health supplies to venue space and funds for community-based organizations.
- 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 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. To get involved, send us an email at info@meetingsmeanbusiness.com.

Sources: CDC, White House, U.S. Travel Association, MMGY Global and APCO Insight