

## LETTER TO THE EDITOR:

### THE BUSINESS MEETINGS AND EVENTS INDUSTRY NEEDS RELIEF TODAY

Exhibitions and events are an integral part of the economy in Fairfax, VA. 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.

SPARGO, Inc. and its 200 employees in Fairfax provide services that support the production of professional meetings and expositions helping to fuel the local economy. 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 business events industry and its workers can sustain themselves through this painful economic period.

Sincerely,



Susan Bracken  
President and CEO  
SPARGO, Inc.

