

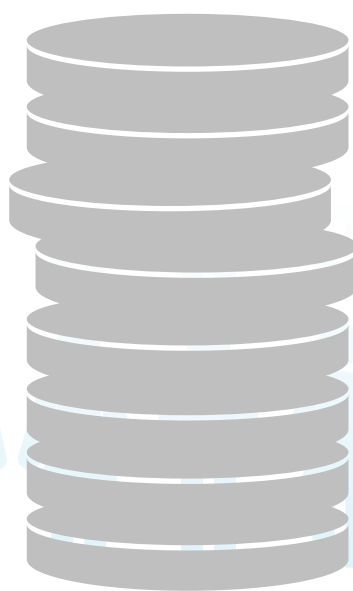
# 1.6 MILLION EXHIBITORS IMPACTED

\*80 PERCENT OF EXHIBITORS ARE SMALL BUSINESSES

**80%** OF MARKETERS BELIEVE THAT LIVE EVENTS ARE CRITICAL TO THEIR COMPANY'S SUCCESS

**286**  
**BILLION**  
IN TOTAL IMPACT

**15.5**  
**BILLION**  
LOSS OF STATE AND LOCAL TAXES



**118**  
**BILLION**  
IN DIRECT BUSINESS EVENTS SPENDING

**1,900,000 JOBS LOST**

DIRECT BUSINESS EVENTS

**1,100,000 JOBS LOST**

2020 BUSINESS EVENTS INDUSTRY  
IMPACTS FROM  
**COVID-19**