



Exhibitions Day Overview

Launched in 2014, Exhibitions Day brings members of the exhibitions and events industry from around North America together to engage, as a single and cohesive voice, with U.S. Congressional leaders. Through this direct forum of discussion, industry members have a platform to discuss the matters that impact exhibitions and events the most and voice our needs, concerns and expectations to our nation's lawmakers.

Exhibitions Day Objectives

Exhibitions Day was launched with the following four key objectives in mind:

1. Raise awareness about the industry as a whole among government and other influential audiences
2. Educate our nation's leaders about the value and impact of exhibitions and events on cities and communities across the United States
3. Help government officials to be more cognizant of our industry and its relationship to "their work"
4. Generate content and stories to share with media and other influencers

With these objectives as our guiding principles, we held our inaugural event last June. **Over 100 members of our industry** marched together to Capitol Hill and gave federal legislators the industry's perspective on three key matters affecting our ability to do business:

1. **The JOLT Act** - The Jobs Originated through Launching Travel (JOLT) Act is a bi-partisan issue that would leverage the benefits of inbound international travel to the U.S. to increase economic growth, create more jobs, generate additional tax revenue and boost U.S. exports. This measure would help counter restrictions on travel and foreign participation that are hurting exhibitions and events and contributing to driving both foreign and domestic audiences to traveler-friendly events overseas.
2. **Visa Waiver Program** – The Visa Waiver Program allows citizens of participating countries to travel to the U.S. without a visa for stays of 90 days or less, when they meet certain requirements. In accepting more countries into the program, the U.S. not only fosters better diplomatic relationships, but increases trade and tangentially boosts economic growth.
3. **Government employee participation** – Government employee participation at events is undeniably valuable to both attendees and exhibitors because it fosters the development of effective regulation, contributes to innovation that drives economic growth, and provides unique learning and training opportunities. Growing limitations on government employee participation requires the industry take a stand and address the matter with decision-makers on both sides of the aisle.



Meetings Industry Launches Next Phase of Pro-Exhibition PR Campaign

by Matt Alderton | May 01, 2014

The exhibitions and events industry has launched the next phase of its national public relations effort by introducing the "Exhibitions Mean Business" campaign, the International Association of Exhibitions and Events (IAEE) announced this week.

Established in 2011, IAEE's PR campaign — the largest in its 86-year history — was created to unify the exhibitions and events industry and advocate the long-term benefits of face-to-face connections to business growth and development. Now with more than 80 industry sponsors, the campaign commences a new chapter with the launch of Exhibitions Mean Business, the goal of which will be educating and informing media and other business influencers about the power of face-to-face events.

Part of Exhibitions Mean Business is the inaugural "Exhibitions Day," an industry-wide effort to engage policymakers on Capitol Hill and help them to understand the impact of regulatory decisions, such as visa regulations and government travel restrictions, on the exhibitions and events industry. The event will take place June 16-17 in Washington, D.C.

"It is incredibly important that we continue to advocate on behalf of the exhibitions and events industry, and the evolution of our campaign is reflective of that," IAEE Chairperson Skip Cox said in a statement. "Exhibitions Mean Business represents this focus and dedication because we understand our efforts impact not only the thousands of individuals who make up our sector, but also the millions of businesses and community members who rely on exhibitions and events to help them conduct business and make a living."

For more information about Exhibitions Mean Business, visit the campaign's website.



Results & Key Takeaways

After a full-day of meetings with both House and Senate members, there was a palpable buzz in the air about the valuable conversations that had taken place on Capitol Hill. Exhibitions Day efforts left a lasting impact on both our attendees and the legislators they met with, as can be seen by the key takeaways below:

1. Exhibitions Day was a huge success with over **93% of the attendees surveyed rating their experience as “excellent.”**
2. Individuals who had never participated in any type of public affairs program came to Exhibitions Day. The **prevalence of first-time attendees** speaks volumes to the immense excitement and passion felt for this event.
3. The impact Exhibitions Day attendees made to the overall cause was felt on December 9, 2014, when **166 House cosponsors were counted for the JOLT ACT (H.R. 1354).**
4. Exhibitions Day attendees helped rally strong backing for the JOLT Act. When cosponsors were announced in December, **many of the lawmakers we met with were among the supporters,** including:

<u>2014 Exhibitions Day: By The Numbers</u>	
Total Participants	108
Total States	19
Unique House Districts	64
Unique Senate Districts	38
Coverage in Government Media	14
Exposure of Coverage	382 mil
Publicity Value of Coverage	\$695K

<u>Rallying Congress Behind Exhibitions</u>	
Dina Titus (D-NV)	Joe Heck (R-NV)
Steve Chabot (R-OH)	Danny Davis (D-IL)
Brad Schneider (D-IL)	Daniel Lipinski (D-IL)
Bill Foster (D-IL)	Eleanor Holmes Norton (D-DC)
C.A. "Dutch" Ruppersberger (D-MD)	Christopher Van Hollen (D-MD)
Carol Shea-Porter (D-NH)	Ann Kuster (D-NH)
Frank Palone (D-NJ)	Carolyn Maloney (D-NY)
James Moran (D-VA)	



To ensure we continue to provide attendees with as much value as possible through this annual endeavor, we have also activated the following elements in 2015:

1. Establishing a **dedicated Exhibitions Means Business Advocacy Committee** to oversee more public affairs efforts.
2. Identifying additional opportunities for industry members to **advocate on an ongoing basis** as a means of creating relationships prior to and after Exhibitions Day.
3. **Working with CEIR, U.S. Travel, and other industry sources** to develop collateral outlining the impact of exhibitions, meetings and events to targeted "Top 50" destinations.
4. Creating a **content toolkit and resource area** that members can access for information leading up to Exhibitions Day.
5. Establishing more **tailored webinars and pre/post-event sessions** to allow attendees to trade experiences and best practices.

Making Our Voice Heard

On **June 9, 2015**, we will once again make our industry's presence known on Capitol Hill and meet with members of the United States Congress to discuss the topics that matter most to you. As a valued member of this industry, we welcome your feedback on the legislative and regulatory issues that are impacting your ability to do business. We would also be honored to have you by our side, representing the exhibitions and events industry in Washington, D.C. this June. Together we can include your concerns in our conversations and show legislators how they are hurting your ability to drive economic value and job creation in markets across the United States. For more information on how to sign-up, please contact: Nicole Bowman at nbowman@iaee.com or [register here](#).



EXHIBITIONS DAY

**8-9 June 2015
Washington, D.C.**

www.exhibitionsday.org