1.6 MILLION EXHIBITORS IMPACTED

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

1,100,000 DIRECT BUSINESS EVENTS JOBS LOST

2020 BUSINESS EVENTS INDUSTRY IMPACTS FROM COVID-19

*80 PERCENT OF EXHIBITORS ARE SMALL BUSINESSES

Source: Freeman analysis based on USTA and CEIR data