



ABOUT US

The Events Industry Alliance (EIA) is an alliance of trade associations created by the three business event industry bodies: the Association of Event Organisers (AEO), the Association of Event Venues (AEV) and the Event Supplier and Services Association (ESSA) to provide a group secretariat service in the events industry and act as their voice.

The EIA represents almost 500 companies of every type, from large multinationals and associations to local authority and privately owned businesses.

Our members create, build and host world leading business events, attracting domestic and international visitors and exhibitors, across the four nations, at large event spaces such as the Scottish Exhibition Campus, ICC Wales, ICC Belfast, The NEC Birmingham, and ExCeL London.

The types of exhibitions can be broken down into trade exhibitions, consumer shows, and conferences with significant exhibition space.

OUR VALUE

Our industry has been able to demonstrate continuous growth and recovery since 2019, following the global pandemic with pre-pandemic levels of £11 billion almost being met.

Last year, the exhibitions industry contributed £10.9 billion to the UK economy

Throughout the course of the year, UK Events Industry has contributed to the UK economy significantly across a number of key areas, with little Government incentives or help.

The 17% growth between 2022 and 2023, significantly outpaces the UK GDP growth of just 0.1% last year.

**1000
exhibitions**

**6.9 million
attendees**

Over 100,000 jobs

OUR ASKS

Business events drive trade, knowledge transfer, and engage communities across the whole of the UK, in every sector. EIA members stand ready to help the new Government drive growth and trade across all industries.

Following the pandemic, we successfully rebuilt the industry with little to no engagement from the previous Government. However, we continue to face a number of regulatory challenges and are therefore asking for support the growth of our industry by:

Increase advocacy for the industry

We believe the Government should take a strategic view of events, using them to articulate Government policy and stimulate trade across the UK and globally.

Reduce trade friction

Post-Brexit Trading conditions have had a significant negative impact on the business events industry.

We are seeking to make it easier for foreign businesses to exhibit in the UK and alleviate issues of outbound trade, particularly around working in the EU for a short period of time.

Incentivise growth

The business events industry contribution to the UK economy is rarely recognised. Numerous Governments have failed to provide the industry with incentives to best support their trade objectives. We believe the Government should provide tax reliefs, establish Regional Hubs and create Workforce initiatives to fill the workforce shortage in the industry.