



Event Industry Alliance  
119 High Street  
Berkhamsted  
HP4 2DJ

6<sup>th</sup> July 2020

The Right Honourable Rishi Sunak MP  
Chancellor of the Exchequer  
11 Downing Street  
London  
SW1A 2AB

Dear Chancellor,

We write further to our letter of 29<sup>th</sup> June, on behalf of our members across the exhibition industry as; the Association of Event Organisers (AEO), Association of Event Venues (AEV) and the Event Supplier and Services Association (ESSA).

It was pleasing to see the relaxing of lockdown measures having such a positive impact over the weekend, and to hear, during last Friday's Press Conference, that the Prime Minister will release plans for the re-opening of other sectors on Wednesday this week.

In this announcement we very much hope to see a 'go date' for trade exhibitions and consumer exhibitions, ideally 1<sup>st</sup> September in line with other countries such as France and Germany.

This would be a very easy and low risk decision for the government to take as we have created the Covid Safe Guidelines, through the DCMS Visitor Economy Taskforce. These detail how exhibitions create safe and controlled environments which are 'organised gatherings', as opposed to 'mass gatherings' like sporting events.

They include a number of measures, which are in excess of those used in 'open sectors', including (but not limited to) the provision of GDPR compliant visitor and exhibitor data, which would allow a track and trace facility if needed.

As we indicated in our letter, the lack of a 'go date' resulted in a number of exhibitions (scheduled for September) to cancel at the end of last week, and more remain in jeopardy as each day passes. For one exhibition, servicing the marine and boating sector, many SME's who exhibited there, generated 70% of their annual turnover during the open period of the exhibition.

We are an industry looking forward to help in the rebuilding of the economy post pandemic, and eagerly await positive news and certainty of when we can restart the exhibition industry in the PM's announcements later this week.

Yours sincerely,

Chris Skeith,  
CEO,  
Association of Event Organisers

Rachel Parker,  
Director,  
Association of Event Venues

Andrew Harrison,  
Director,  
Event Supplier and Services  
Association

CC: Oliver Dowden, Secretary of State for Digital, Culture, Media and Sport  
Nigel Huddleston, Minister for Sport, Heritage & Tourism  
Nadhim Zahawi, Secretary of State at the Department for Business, Energy and Industrial Strategy

