

# JOINING FORCES TO REOPEN BUSINESS EVENTS

In support of our mission to advocate on behalf of the business events industry, the **Exhibitions and Conferences Alliance** (ECA) partnered with Epistemix—a world leading provider of analytical tools designed to further understanding of the spread of infectious diseases—to model anticipated COVID-19 risk levels for in-person business events in major U.S. cities, including Chicago, Las Vegas, Los Angeles, New York, and Orlando.

## USING THIS DATA, ECA AND EPISTEMIX WERE ABLE TO:

- Secure meetings with over a dozen departments of health—the governing body responsible for setting or influencing when in-person events could reopen and how many people would be allowed.
- Help live events like World of Concrete in Las Vegas and New York NOW® take place this year.
- Demonstrate our industry’s commitment to public health and ensure in-person business events can be held safely at scale without increasing COVID-19 transmission rates.
- Provide health officials, mayors, and governors with models that will provide the confidence necessary to allow in-person events over the course of the next several months, as well as a means of modeling future concerns such as new variants. The wholesale shutdown of live events is killing our industry and our country’s economy. Now we have the means to move forward backed by scientific, objective data modeling relied upon by the CDC, WHO, and the Biden administration.

**This work would not have been possible without the generous support of our sponsors, ECA and the Go LIVE Together members. Thank you!**

