

Bring a candidate to your event.

Sometimes the best way to explain the business events industry is to show it.

A policymaker can hear that events create jobs, support small businesses, and connect buyers and sellers. But walking a show floor makes those ideas tangible.

That is why site visits are such an effective advocacy tool.

Could my event be a good opportunity?

A candidate visit could be a good fit if:

- Your event takes place in the candidate's district, state, or city.
- You can show them local employers, workers, exhibitors, or suppliers.
- The event connects clearly to industries or issues they care about.
- You have leaders available who can explain what attendees and exhibitors are doing.
- You can give them something visual and experiential to see.
- You are willing to keep the visit focused and nonpartisan.

What should you show them?

Do not try to tour every aisle of a show floor. Pick **three or four moments** that tell the story.

For example:

A small-business exhibitor

“This company uses this event to reach customers from across the country.”

A skilled worker or service provider

“This event creates work in logistics, AV production, exhibit construction, or hospitality.”

An innovative product demonstration

“This is where buyers see technology before deciding whether to invest.”

A local economic-impact story

“These attendees are staying in hotels, eating at restaurants, and driving commerce throughout the community.”

The goal is not a walking brochure.

It is to help the candidate better understand **how our ecosystem works**.

Prepare your people

Before the visit, decide who will participate and give everyone a role.

- Someone should welcome the candidate.
- Someone should explain the event.
- Someone should tell a local business story.
- Someone should be prepared to discuss the relevant policy issue.
- And everyone should know the same three or four key messages.

That consistency matters more than trying to cover everything.

Keep the policy discussions concrete

Rather than:

“We need better workforce policy.”

Try:

“This contractor employs people in exhibit construction and logistics. Programs that make short-term skills training easier to access can help companies like this recruit the workers they need.”

The show floor gives you evidence standing right in front of you.

After the visit

Thank the policymaker and staff.

Send any information they requested.

Share photos, when appropriate.

Keep the relationship going.

REMEMBER: A site visit should be the beginning of a relationship, not the end of an event.

Ready to host?

The ECA Show Floor Program can provide you with planning assistance, preparation guides, background materials, and follow-up support.