



2025 FEDERAL TAX REFORM AGENDA

DRIVING ECONOMIC GROWTH. SUPPORTING JOB CREATION. EMPOWERING SMALL BUSINESSES.

In 2025, the U.S. business and professional events industry will employ **2.63 million Americans** and drive **\$426.1 billion in spending** nationwide. Our industry currently pays \$51 billion in federal taxes and \$79 billion in state and local taxes in communities across the U.S.

Business and professional events—including trade shows, conferences, meetings, and expositions—drive demand for restaurants, hotels, travel services, and Main Street commerce, which further contributes to federal, state, and local tax revenue. They also support small businesses: 99% of all business events organizations are small businesses themselves, and more than 80% of all exhibitors at U.S. business events are entrepreneurs and small businesses. In summary: **We are America's small businesses supporting America's small businesses!**

The Exhibitions & Conferences Alliance (ECA) encourages Congress to take up and pass federal tax legislation in 2025 that is **pro-growth, pro-investment, pro-impact, and pro-workforce development** to ensure that the business and professional events industry's small businesses can continue driving economic growth, supporting job creation, empowering U.S. small businesses, and helping to solve our most urgent societal challenges.

PRO-GROWTH: CORPORATE TAX RATES

Business tax rates uniquely affect our industry. Rates not only affect our small businesses' return on investment, but they also influence the number of exhibitors and attendees at business and professional events, which also impacts booth building, venue staffing levels, contractor hiring, union labor hours, local taxes, and much more. **ECA supports a competitive business tax rate that enables the growth of the industry and ensures that we continue to provide direct and catalytic value to our customers, stakeholders, and host communities.**

PRO-INVESTMENT: PRIVATE EQUITY TAX TREATMENT

Private investment has been vital to the growth and sustainability of the business events industry for years. Many of our small businesses have received direct support from private investors, including during the dark days of the pandemic when our entire industry was closed for business for 12-18 months in some U.S. states and cities. **ECA opposes any changes to the tax treatment of private equity profits and interest deductibility that would negatively impact an important source of investment in our industry's future growth.**

PRO-IMPACT: ASSOCIATION TAX STATUS

Nonprofit associations host more than 272,000 events annually that attract nearly 52 million attendees, support 342,000 jobs, and drive \$42 billion in spending in communities nationwide. Changes to their tax-exempt status, or the unrelated business income tax (UBIT) exemption for their events, would jeopardize mission-driven work funded by event proceeds and the \$35.1 billion in federal, state, and local tax revenue they contribute each year. **ECA opposes any alteration to the tax-exempt status of nonprofit associations and their events that could disrupt the critical work of these organizations to the industries, professions, and communities they serve.**

PRO-WORKFORCE DEVELOPMENT: 529 PLAN EXPANSION

Expanding qualified expenses under Section 529 savings plans to include postsecondary training and credentialing, such as licenses and professional certifications, would transform these plans from college savings plans into *career* savings plans and help workers secure in-demand, good-paying jobs like those that our industry offers. **ECA supports including the *Freedom to Invest in Tomorrow's Workforce Act* (S.722/H.R.1477) or Section 3 of the *Education and Workforce Freedom Act* (H.R.8915) in any 2025 comprehensive tax package.**