



2025 PUBLIC POLICY AGENDA

As the unified advocacy voice of the U.S. business and professional events industry, the Exhibitions & Conferences Alliance (ECA) works with government to improve the overall competitiveness of our industry, which will employ 2.63 million Americans and drive \$426.1 billion in spending nationwide in 2025. From a tax code that incentivizes the growth of our industry's small businesses to policies that help the U.S. attract more international exhibitors and attendees, ECA strongly encourages policymakers to adopt the measures below that will strengthen our industry's competitiveness and ability to drive economic growth, support job creation, empower small businesses, and help solve our most urgent societal challenges going forward.



ENHANCE COMPETITIVENESS THROUGH GROWTH-FOCUSED TAX POLICIES

- Enact federal tax reform that is: *
 - Pro-growth: Ensure a competitive business tax rate
 - Pro-investment: Maintain current private equity tax treatment
 - Pro-impact: Safeguard association and association event non-profit tax status
 - Pro-workforce development: Expand 529 plans to cover certifications
- Prevent harmful state and local tax policies that would unfairly target the industry *



CREATE NEW WORKFORCE PATHWAYS TO ENSURE INDUSTRY COMPETITIVENESS

- Support government policies to help attract and train the industry's future workforce *
 - Expand Pell Grants to cover high-quality shorter-term skill training
 - Expand 529 plans to cover certifications



GROW INTERNATIONAL TRAVEL TO INCREASE U.S. GLOBAL COMPETITIVENESS

- Continue reducing visa wait times while modernizing the visa processing system *
- Prevent adoption of any U.S. inbound international travel restrictions *
- Oppose tariffs that increase costs for industry stakeholders and small businesses *
- Strengthen public-sector programs that attract international events to the U.S. (and retain them) and recruit international attendees to U.S. events



LEVERAGE SMART DECARBONIZATION FOR LONG-TERM COMPETITIVE ADVANTAGE

- Encourage smart sustainability and decarbonization initiatives by government entities that ensure the right balance between environmental aims and industry feasibility



SUPPORT FUTURE GROWTH THROUGH A COMPETITIVE OPERATING ENVIRONMENT

- Secure government support for event cancellation insurance going forward
- Increase music licensing transparency and stop anti-competitive behavior by rights holders
- Establish a pro-innovation federal privacy statute that harmonizes existing state privacy laws
- Block state and local efforts to restrict the freedom of operations of business events
- Ensure favorable standardization and classification efforts

* Top 2025 priority

ECA is a coalition of leading professional and industry associations that comprise the unified advocacy voice of the U.S. business and professional events industry. For more about ECA and its work on behalf of the industry, please visit ECAadvocacy.com.