



Exhibition & Convention Executives Forum

Punching Up: Why We Need ECA 2.0

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May 27, 2026



WHAT IS ECA?



ECA is ***the*** public policy voice of the business and professional events industry in Washington, D.C. and nationwide.

ECA'S IMPACT: FIRST 5 YEARS

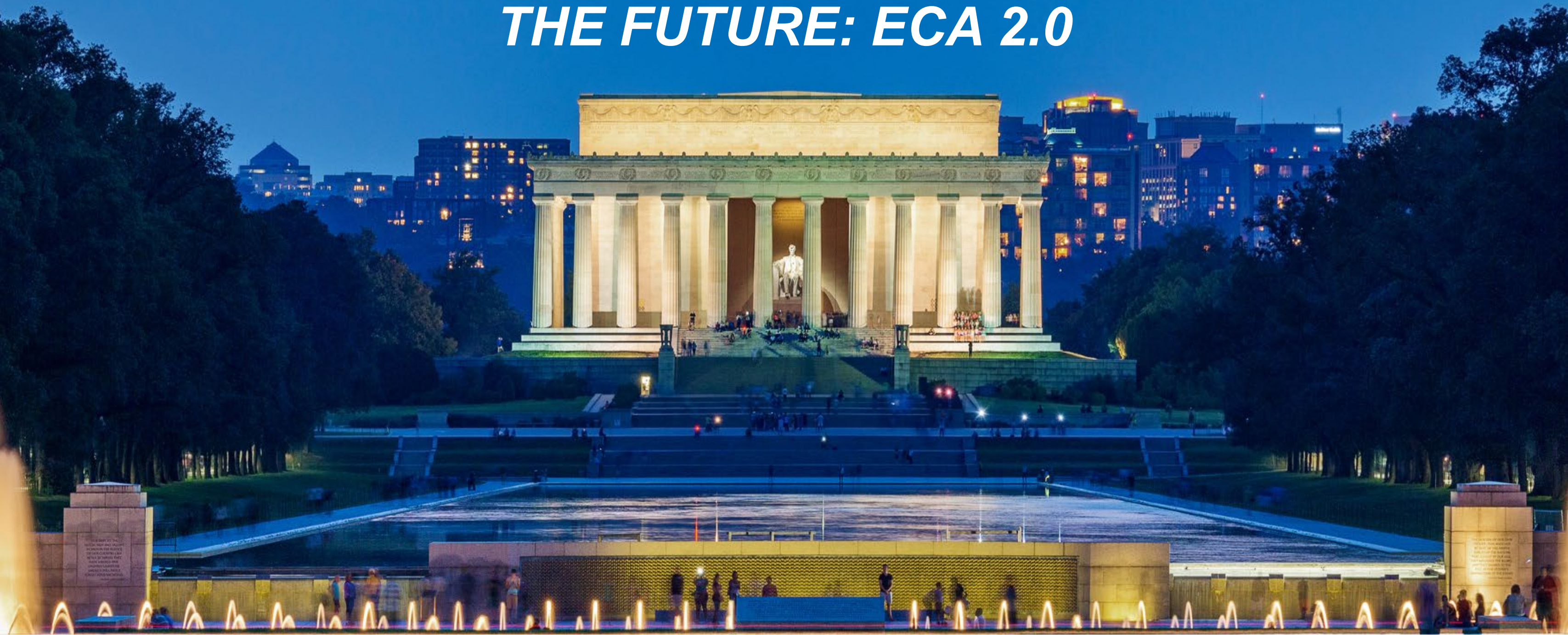


1. Fighting damaging **tariffs**
2. Helping lower visa wait times and **travel barriers**
3. Expanding federal future **workforce** programs

Ensuring that we have a seat at the table!

BUT THERE IS MORE TO BE DONE

THE FUTURE: ECA 2.0



ECA 2.0: FOCUS ON THE NEXT 5 YEARS

Strategic assessment: interviews = alignment!

- ✓ Associations
- ✓ Event organizers
- ✓ Destinations and venues
- ✓ Suppliers and other key stakeholders

Core strengths & key priorities going forward?

ECA 2.0: FOCUS ON THE NEXT 5 YEARS

Current core strengths:

Federal advocacy	★★★★★
Visibility of events industry	★★★★★
Connecting industry leaders	★★★★★

ECA 2.0: FOCUS ON THE NEXT 5 YEARS

Key opportunity areas:

Double down on federal advocacy	★★★★★	• Deepen federal advocacy impact & visibility in D.C. • Build a multi-year policy roadmap with clear industry-driven priorities • Formalize ECA's role as the industry's rapid-response and coordination hub
Deepen support and connection to leaders across the industry	★★★★★	• Create regular cross-industry engagement beyond Legislative Action Day • Deliver best-in-class communication and industry responsiveness
Simplify getting involved and informed	★★★★★	• Make it easier for industry leaders to get involved and make an impact • Produce plug-and-play issue advocacy toolkits and messaging support • Communicate the data-driven impact of the industry

ECA 2.0: FOCUS ON THE NEXT 5 YEARS

Policy priorities: the 4 “T”s

- **Taxes**
- **Talent (future workforce development)**
- **Tariffs**
- **Travel (international travel)**

ECA 2.0: JOIN US!

ECA is ***your*** voice Washington, D.C.
Get engaged and involved, ***talk to us!***