

April 13, 2020

To our valued colleagues, partners, and friends,

We've been talking to some really smart industry people, listening to the pandemic experts and closely following the economic forecasts. What we've concluded is that, while we should prepare for any number of recovery flight paths, we cannot plan on any one of them playing out as scripted.

No one expects the events industry to bounce back overnight. No one expects it to rebound unchanged. It will take all of our best thinking to imagine and design the new shape of what's next. We are optimistic we will emerge with something better.

We are also realists. And to be honest, the single most important thing we can do today to help our customers is strengthen our foundation.

At Freeman, we are approaching this by

- Focusing on what's critical
- Preparing for recovery
- Making things better than before

### *Focusing on what's critical*

We share the goal to support our employees, colleagues and friends through this crisis. Over the past few weeks, Freeman has rallied our industry to advocate to federal, state, and local government on behalf of event businesses and professionals. As part of this initiative, we've created an online resource, [GoLIVETogether](#). The site will officially launch on April 21<sup>st</sup>.

*Go Live Together* makes it easy for companies in the event ecosystem to speak with a unified voice so that legislators and media understand the importance of the events business. The site explains why the events industry needs government funded financial support to accelerate its return.

As events return, safety will be the number one priority for people. Freeman will commit to develop new safety standards, protocols and best practices to help people feel comfortable & safe attending a large event.

*Preparing for recovery*

At Freeman, we will use this time to innovate, rethink and redesign services, products and processes to support our customers as they return to live events. And we will continue to engage the industry to remain nimble and informed during this dynamic time.

*Making things better than before*

Now is the time for a data-driven approach to inform new thinking and innovations. Our experience with customer programs and online events will inform and evolve face-to-face experiences in the future.

Today, despite furloughs, we have over nine hundred Freeman employees working with customers, evolving our business and innovating for the future.

We don't know when the economic recovery will begin. We don't know where all the pieces will settle. We do know Freeman has been supporting this industry for over 90 years. We stand ready to support our customers today, and for many years to come.

Thank you for your continued support for Freeman and for our industry.

Handwritten signatures of Bob Priest-Heck and Carrie Freeman Parsons.

Bob Priest-Heck, CEO &  
Carrie Freeman Parsons, Chair of the Board  
Freeman