Association Impact Snapshot
COVID-19

The ASAE Research Foundation studied how COVID-19 has impacted our community. According to a survey of association executives:

**ESTIMATED REVENUE LOSS FROM EVENT CANCELLATIONS**

Estimated percentage of total annual revenue loss associations anticipate as a result of cancellations or modifications to any in-person conferences/expos/events due to the current global health crisis (regardless of any aid, such as, insurance coverage or government benefits, etc.).

- **Less than $100,000**: 33%
- **$100,001 - $500,000**: 34%
- **$500,001 - $1,000,000**: 12%
- **$1,000,001 - $2,000,000**: 8%
- **$2,000,001 - $5,000,000**: 5%
- **$5,000,001 or more**: 1%
- **Not sure at this time**: 7%

**ESTIMATED PERCENT OF REVENUE LOSS FROM EVENT CANCELLATIONS**

Estimated percentage of total annual revenue loss associations anticipate as a result of cancellations or modifications to any in-person conferences/expos/events due to the current global health crisis (regardless of any aid, such as, insurance coverage or government benefits, etc.).

- **1%-9%**: 21%
- **10%-24%**: 36%
- **25%-49%**: 25%
- **50%-74%**: 7%
- **75% or more**: 2%
- **No current or projected loss in annual revenue (as a result of cancelled conferences/expos/events)**: 10%
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COVID-19

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**ESTIMATED RESERVE FUNDS NEEDED TO COVER LOSSES**
Percentage of reserves associations anticipate using to offset revenue losses due to the current global health crisis.

- **29%** 10%-24%
- **29%** Less than 10%
- **21%** Do not anticipate using reserves
- **11%** 25%-49%
- **5%** 50% or more
- **5%** Insufficient reserves

**EVENT INSURANCE COVERAGE**
Anticipated extent of insurance policy coverage for cancellations or modifications to any in-person conferences/expos/events due to the current global health.

- **Full Coverage** 7%
- **Partial Coverage** 8%
- **No Coverage** 45%
- **Unsure** 6%
- **Currently Checking with Legal** 6%
- **Other** 2%
- **Not applicable** 27%

Associations Urgently Need Support in the Next COVID-19 Relief Measure

visit thepowerofa.org/coronavirusadvocacy/
email research@asaecenter.org or publicpolicy@asaecenter.org
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### ESTIMATED TIMELINE TO RESUME IN-PERSON EVENTS

Earliest date associations anticipate resuming in-person programs based on what we currently know about the global health crisis.

- **June 2020**: 2%
- **July 2020**: 4%
- **August 2020**: 8%
- **September 2020**: 13%
- **October 2020**: 10%
- **November 2020**: 8%
- **December 2020**: 2%
- **January 2021**: 39%
- **No date has been determined**: 13%

### IMPACT ON STAFF

Estimate of which level of association personnel will be most impacted due to operational disruptions.

- **79%**: All
- **3%**: CEO only
- **4%**: Executive and senior staff
- **5%**: Managerial staff
- **9%**: Other