



Exhibition Services & Contractors Association Launch [ALL IN](#) Event Readiness Campaign.

Dallas, TX May 20, 2021 – ESCA is excited to launch the [ALL IN](#) Event Readiness Campaign to support the exhibition, meetings, and events industry.

ESCA and our members have an unwavering commitment, resilient confidence, and a resolve to unite together for our customers as the industry roars back. It's our opportunity to demonstrate we are ready to bring back events safely.

On June 15, 2021, Neil McMullin, ESCA President, will host a virtual panel discussion with industry leaders from venues to labor to contractors to suppliers. This will be an engaging conversation that tackles the challenges and opportunities that face our industry as it comes back to life. Get registered [here](#).

We recognize a certain level of uncertainty and confusion exists, and ESCA is committed to bringing a renewed level of communication and information to the industry. Through this campaign, we will share member stories on their efforts to be ready, the challenges they faced, and how their resiliency made them stronger to support their customers.

- **READY** - Sharing stories of preparedness
  - Pandemic Precautions
  - Unity
  - Lead through the challenges
- **RESTART** - Sharing stories of support strategies
  - Staffing
  - Flexibility
  - Communication
- **RE/EVENT** - Sharing stories of innovation
  - New Processes
  - New Technologies
  - New Solutions

For more information about this campaign please click [here](#).

**About ESCA – Since 1970, ESCA has provided a unified voice for service contractors and their partners in the exhibition industry. Currently, ESCA has more than 175 member companies throughout the United States, Canada, and the United Kingdom and maintains alliances with IAEE, IAVM, EDPA, and SISO to promote the exhibition industry. ESCA is dedicated to the advancement of the exhibition, meeting, and special events industries. Through education, information exchange, and professionalism shared by members and their customers, ESCA promotes cooperation among all areas of the exhibition industry.**