

Memorandum For: NCGA Member Companies

From: Jeff Church, Executive Secretary
Stacey Woldt, Association Manager
Megan Buchanan, Association Coordinator
Robin W. Grover, Legal Counsel

Re: Cancellation of CPM in May 2020.

Date: March 19, 2020

As you are undoubtedly aware, the annual Catalog Publishers Meeting is scheduled for less than seven weeks away at the Doubletree Hotel in Oakbrook, Illinois. As you are undoubtedly more aware, the United States is having a national emergency due to the coronavirus which has caused the shut-down of schools, worksites, and recreational facilities. To address this ongoing situation, NCGA's Board of Directors met by emergency conference call this past Tuesday, March 16th. Based on the following factors, the Board felt that the protection of the health of our members and their families is paramount and any action taken by NCGA regarding cancellation of the CPM must be guided by this goal and end result.

Based on the following reasons, the NCGA Board of Directors decided that holding the CPM this year would be both inadvisable and impossible, and unanimously decided to cancel the upcoming CPM:

First, NCGA's contract with Doubletree empowers it to cancel the meeting without penalty if circumstances constitute "Force Majeure" involving events beyond its control or that of its members. These include sanctions issued by the World Health Organization and Centers for Disease Control "or other similar causes". Clearly that clause is met by the current world situation.

Second, on Wednesday, March 11, 2020, the World Health Organization ("WHO") designated the coronavirus epidemic as a "pandemic", justifying worldwide restrictions on public events and public gatherings of all types. The CPM qualifies as a public gathering;

Third, on Monday, March 15, 2020, the Centers for Disease Control ("CDC") recommended the cancellation of events with fifty (50) or more people in attendance over the next eight weeks. This would encompass much, if not all of the upcoming CPM meeting and activities held there;

Fourth, President Trump announced restrictions on travel to the United States from 26 countries in continental Europe, with this travel ban expanded to include travel from the United Kingdom and Ireland, effective midnight March 16, 2020. This would prevent many of our most valued European members and exhibitors from attending this year's CPM;

Fifth, Governor Pritzker of Illinois whose state hosts the CPM this week issued Executive Order 2020-7 which bans the serving of on-premises food and "any other activity that brings together more than 50 people in a single room or a single space at the same time". Many, if not most of the activities at the CPM this May would encompass far more people brought together for NCGA

purposes in a single meeting room or ballroom at the Doubletree for dinner, cocktails or scheduled sessions over the multi-day duration of the contract.

The NCGA Board of Directors determined that the above developments made holding the CPM events this year both inadvisable and frankly, impossible. For these reasons, the Board also authorized NCGA executive staff to refund in full to any member or exhibitor registration fees or exhibit deposits you may have already paid; we are determined to protect your health and your wallet as well. We anticipate making all such refunds to you within the next 45-60 calendar days.

On a related note, if you have already made reservations and/or made a room deposit with Doubletree for the CPM, it is imperative that you contact the hotel directly to cancel your reservations and obtain any refund due of your payments. This is because your room reservation constitutes a direct contract between you and your company and the Doubletree Hotel; NCGA is not a party to this individual room reservation and therefore, cannot cancel it on your behalf or seek the refund of any associated deposits made by you with the hotel.

Please be assured that this is not the end of the Catalog Publishers Meeting. NCGA is determined to again hold the CPM in its present form in future years. In the short term, NCGA encourages exhibitors and catalog Captains to coordinate "online" methods by which those who would otherwise attend CPM can view and learn more about exhibitor products for purposes of such groups producing their catalogs.

We are sorry for any inconvenience these changes may have caused but they were far beyond the control of NCGA, its directors and staff and such steps were essential to take to protect the health and welfare of our members, their employees and NCGA staff. Should you have any questions regarding this cancellation, please contact NCGA staff at your convenience.

Thank you and God Bless!