March 30, 2020

National Governors Association

444 N Capitol Street NW

Washington, D.C. 20001

Governor Hogan,

Governors, along with state agencies and legislators across the country are leading the charge against the COVID 19 pandemic. At the time of this letter, more than half of the states have closed non-essential businesses. To further protect Americans, the International Franchise Association urges states to immediately close all convention centers and large meetings for the foreseeable future.

The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. IFA protects and promotes franchising and the more than 733,000 franchise establishments that support nearly 7.6 million direct jobs, $674 billion of economic output for the U.S. economy, and 3 percent of the Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories.

IFA and its members are currently managing the impact of the global pandemic related to COVID-19. With bans on large gatherings, stay-at-home orders, and restrictions on business operations, the economic toll for states, our membership, and the country is increasingly untenable. IFA anticipates that our ability to bring together a gathering in your state will be significantly limited through the summer – at a minimum. Our members, like your citizens, will need to care for loved ones and rebuild businesses over the course of the next several months. While we all desire to connect our respective communities through events, celebrations, and conventions, this will not be the priority in the near term.

We look forward to a time when we can resume conventions, meetings, and tradeshows in your state, and we look forward to working with state governments to benefit their residents moving forward.

Best Regards,



Jeff Hanscom

Vice President, State Government Relations

International Franchise Association