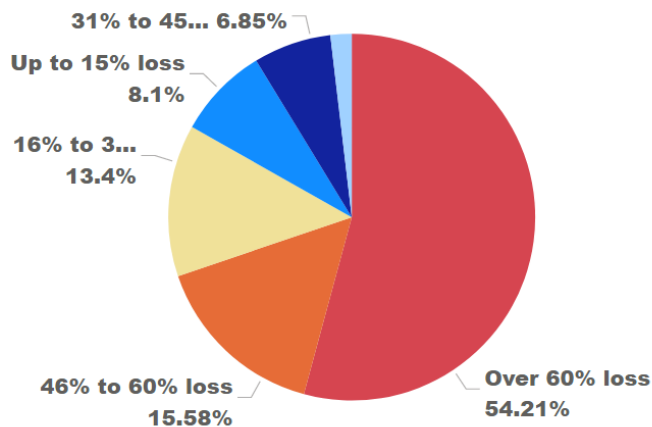


3/16/2020 Virus Survey Analysis as of 3/18/2020

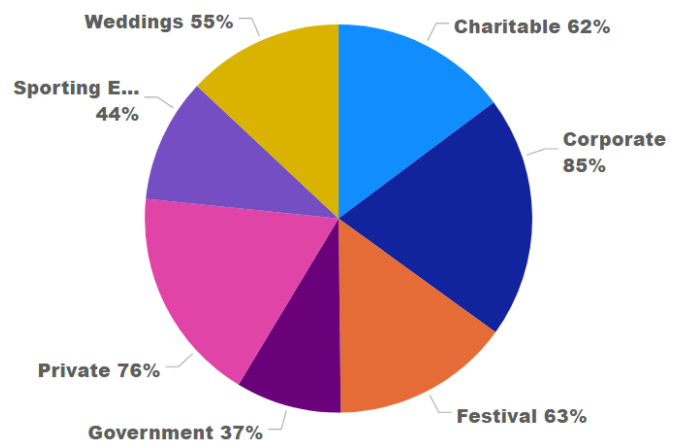
This survey was administered during the week beginning March 16th. After the federal government and many states enacted steps to slow the spread of the virus which have greatly impacted our industry. The results are a dramatic change over the week before as the maps on the second page demonstrate.

Party and Event Rental Industry

Compared to March 2019, to what degree has your revenue been impacted by the coronavirus



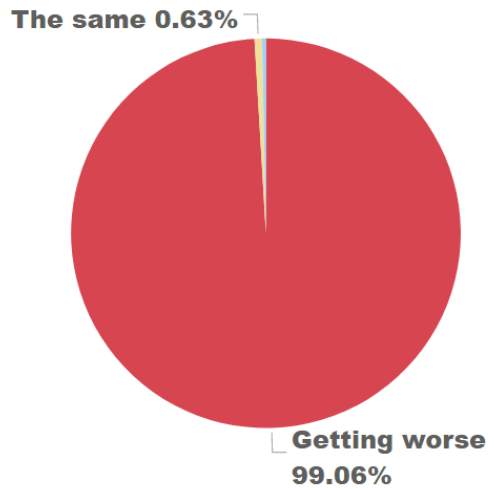
Cancelled event rentals by type



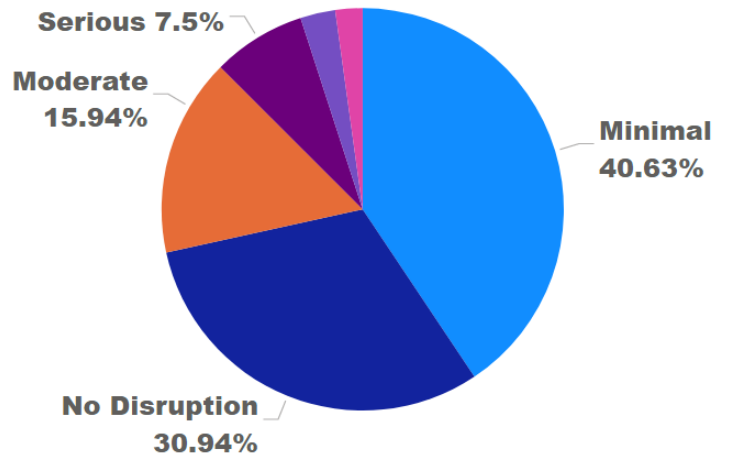
How are you handling refund requests



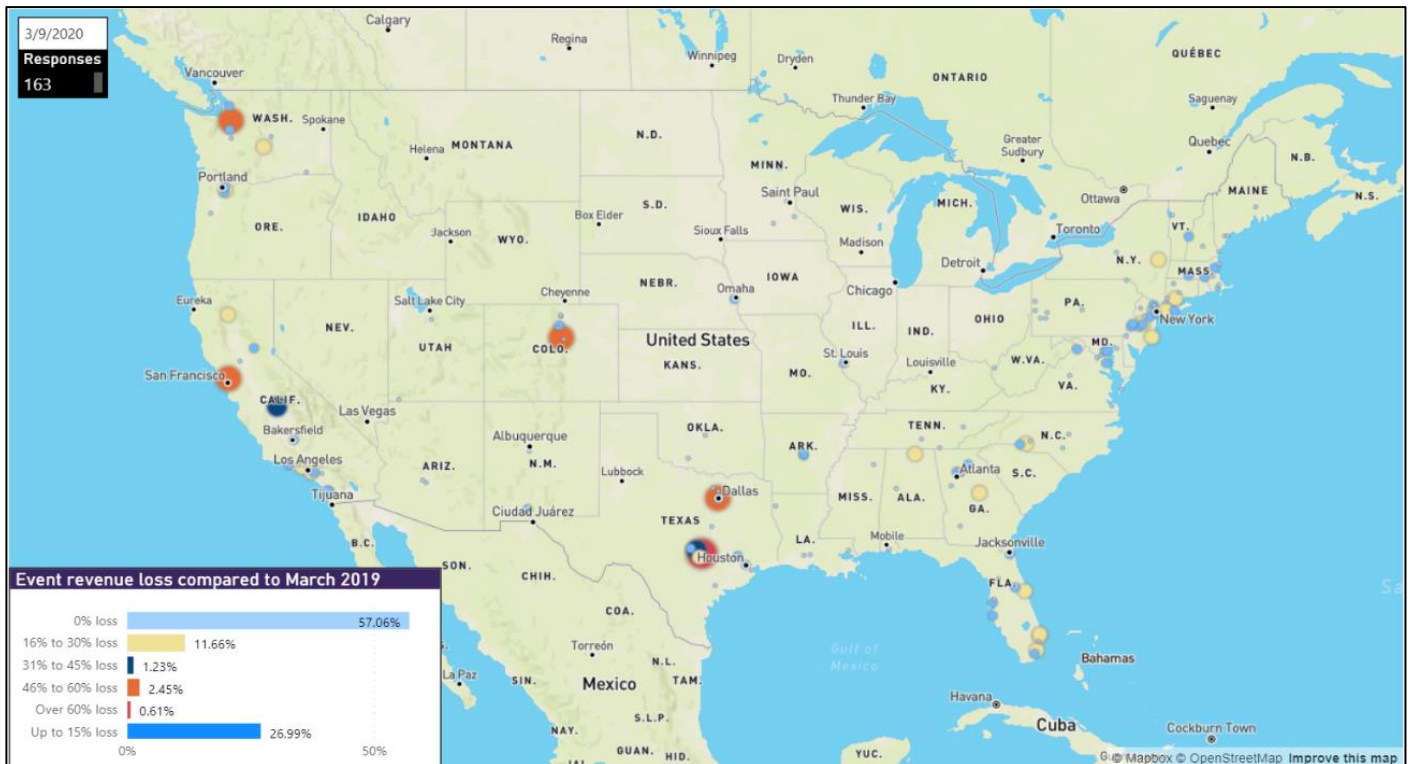
Compared to last week, the situation in party and event rental is



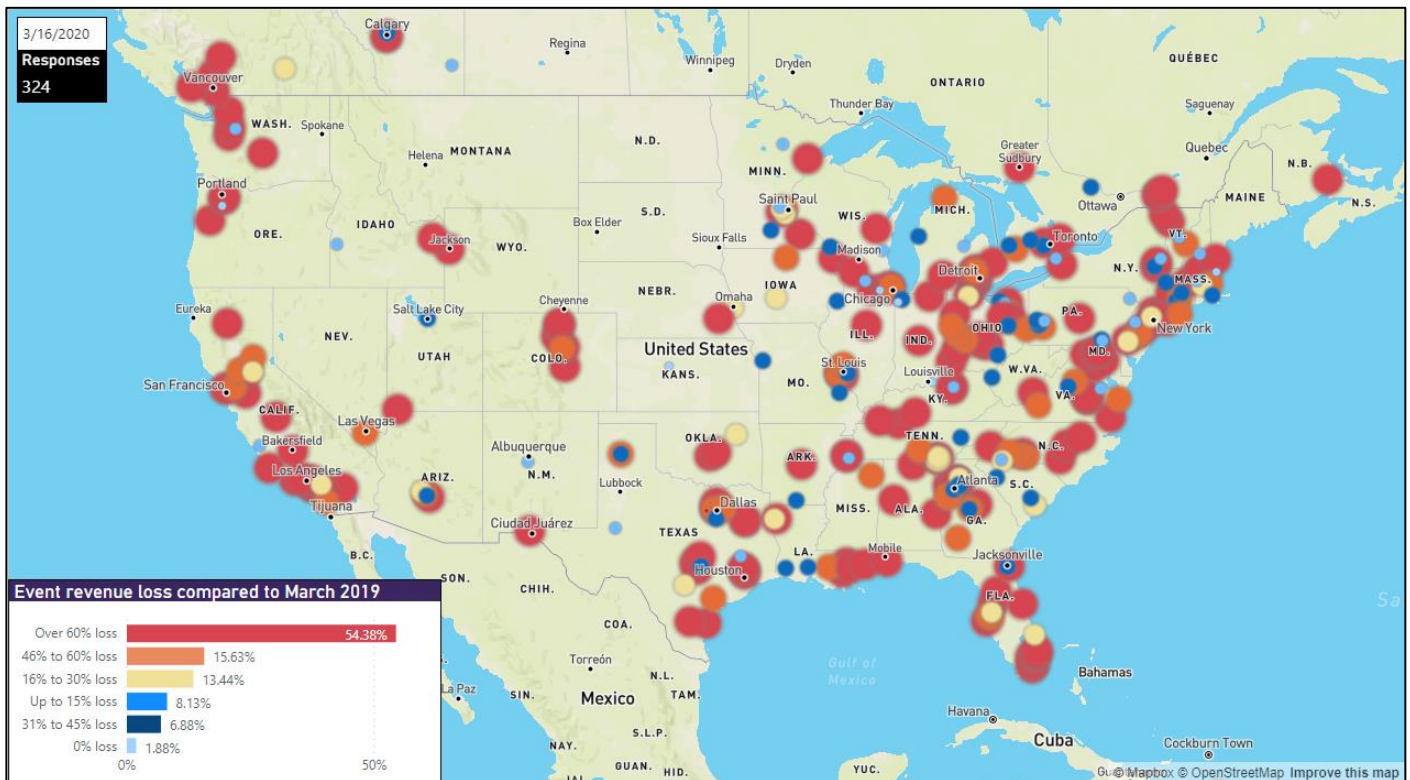
What impact has the virus had on your supply chain



Party and event rental revenue loss due to cancellations



This map, from 3/9/2020, displays party and event rental revenue losses reported before the federal and multiple state governments enacted policies to enforce social distancing to curtail the spread of the virus.



The map changes dramatically in our 3/16/2020 survey after the implementation of government policies and the public's reactions.

Contact mike.savely@ararental.org with any questions

ARA's Coronavirus related initiatives

1. ARA is conducting weekly surveys to track the impact the virus, legislation, regulations and social distancing are having on our industry.
2. ARA is suspending general member dues collection until August. We don't want our members having to forego access to ARA resources and expertise during this crisis as we know you have other spending priorities.
3. ARA Insurance has created a one-month payment deferral plan available to all insureds. Your insurance premium is a significant expense and as a member-owned program, we felt that the best thing we could do right now is help with cash flow. Please get in touch with your agent for specific details on this deferral program.
4. ARA is planning to increase outreach to members so that we can provide information, support and advice during these challenging times.