

MISSION

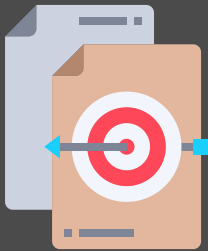
The Marketplace Industry Association is a 501(c)(6) trade association bringing together the marketplace ecosystem. Our mission is to advocate, educate and represent for the benefit of the marketplace industry, and to better serve those who exchange goods, services and property through marketplaces. By collaborating, we can create an industry that's bigger, better, and more successful for marketplaces, workers, and consumers.

HISTORY

At the end of 2018, the Association was organized to create a voice for the marketplace industry by a dozen platforms from around the country, including Angie's List / HomeAdvisor, Care.com, Ingenio, Lyft, OfferUp, Shiftgig, Sittercity, TaskRabbit, Thumbtack, UrbanSitter and uShip. In our first year, we hosted various educational events, networked our community and sponsored legislation to normalize the exemption criteria under California Assembly Bill 5 - the country's strictest worker classification legislation that already has more than 100 exemptions since being enacted in 2020. Since then, we've not stopped fighting for the marketplace industry and our diverse membership.



ACCOMPLISHMENTS AND INITIATIVES



- Since our founding in 2018, the Association has a long list of accomplishments and initiatives, most notably:
- Became a US representative to ISO TC324 developing international standards for the sharing economy
 - Engaged as Amicus Curiae in the *Gonzalez v. Google* CDA \$230 case before the U.S. Supreme Court
 - Partnered with *United for Privacy* coalition advocating for the federalization of privacy regulations
 - Sponsored two marketplace-specific legislative efforts in California in response to AB5
 - Testified before the Department of Labor Wage & Hour Division on worker classification standards
 - Engaged as Amicus Curiae in the *Castellanos v. State of California* case overturning Prop 22
 - Engaged as Amicus Curiae in the *SuperShuttle* worker classification case before the National Labor Relations Board
 - Maintain a marketplace-specific legislation tracker and resource hub for members to stay current
 - Host networking events and educational opportunities for Association membership
 - Partner with Marketplace Risk on dozens of virtual events and programs throughout the year

MEMBERS



WHY JOIN?

Simply put, there is strength in numbers. The bigger the coalition, the better the outcomes will be for marketplaces, workers and consumers, alike. And, waiting on the sidelines is not an option - doing nothing has proved disastrous in states and communities that do not recognize the value and the impact of marketplaces. Legislatures and courts continue to demonize the business model, despite providing significant economic opportunities and essential, life-saving services throughout the pandemic, including by delivering food and groceries, transporting people to hospitals and providing care and support for family members, just to name a few. With your support, we can amplify the value of marketplaces and grow our efforts.

