



# Exhibitions Mean Business in Michigan

Did you know?



**74**

**B2B**  
Events in MI



**46**

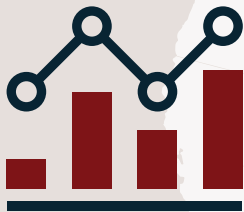
**B2C**  
Events in MI



**3.1M**

**Attendees**  
in MI

All 50 states have exhibitions.



**\$77B**

contributed to  
the U.S. GDP in 2015



**81.3 million**

attendees to U.S.  
B2B & B2C events annually



**9,400+**

B2B Events in US annually  
across 50 states

\*Source: Center for Exhibition Industry Research | ceir.org\*