



# Exhibitions Mean Business in Wisconsin

Did you know?



**73** B2B Events in WI

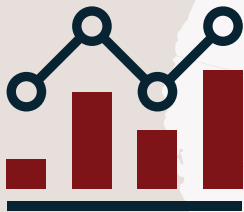


**31** B2C Events in WI



**2M** Attendees in WI

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\*