



# Exhibitions Mean Business in Iowa

## Business-to-Business Exhibitions Generate Commerce



**55**

**B2B**  
Events in IA



**524K**

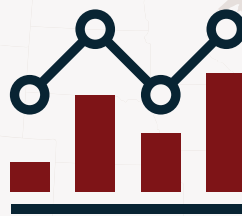
**Attendees**  
in IA

## All 50 states have exhibitions.



**33.2M**

attendees to U.S.  
B2B events annually



**\$80B**

contributed to  
the U.S. GDP in 2016



**9,400+**

B2B events in  
U.S. annually

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