



# Exhibitions Mean Business in Minnesota

Business-to-Business Exhibitions Generate Commerce



**120**

**B2B**  
Events in MN



**442K**

**Attendees**  
in MN

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\*

[www.exhibitionsmeanbusiness.org](http://www.exhibitionsmeanbusiness.org)