



# Exhibitions Mean Business in Wisconsin

Business-to-Business Exhibitions Generate Commerce



**73** B2B Events in WI

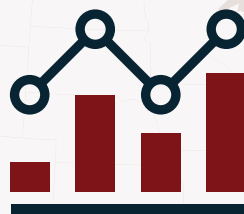


**1.4M** Attendees in WI

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\*