



Exhibitions Mean Business in Iowa

Business-to-Business Exhibitions Generate Commerce



55

B2B
Events in IA



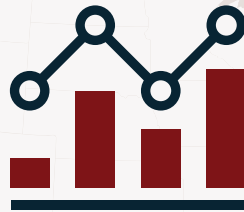
524K

Attendees
in IA

All 50 states have exhibitions.



33.2M
attendees to U.S.
B2B events annually



\$91B
contributed to
the U.S. GDP in 2017



9,400+
B2B events in
U.S. annually

Source: Center for Exhibition Industry Research | ceir.org