



# Exhibitions Mean Business in Utah

## Business-to-Business Exhibitions Generate Commerce



**65**

**B2B**  
Events in UT



**510K**

**Attendees**  
in UT

## 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\*