



# Exhibitions Mean Business in Iowa

## Business-to-Business Exhibitions Generate Commerce



**55**

**B2B**  
Events in IA



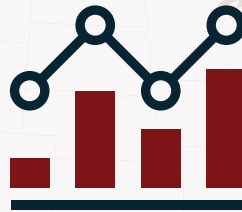
**524K**

**Attendees**  
in IA

## All 50 states have exhibitions.



**33.2M**  
attendees to U.S.  
B2B events annually



**\$97B**  
contributed to  
the U.S. GDP in 2018



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

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