



Exhibitions Mean Business in Michigan

Business-to-Business Exhibitions Generate Commerce



74

B2B
Events in MI



1.9M

Attendees
in MI

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