



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



\$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