

THE BUSINESS EVENTS ECOSYSTEM

The business events industry comprises an interconnected ecosystem of organizations including exhibitors, show and event organizers, suppliers, venues and destinations.

Together, the industry's contributions to local economies across this country are multifaceted, with many direct and indirect impacts.

Who is represented in the ecosystem?



Attendees
270
million

What makes up the business event landscape?

Corporate and business meetings

\$216
BILLION

Conventions, conferences and congresses (without exhibit floor)

\$70
BILLION

Trade shows (including conventions and congresses with exhibit floor)

\$56
BILLION

Other meetings

\$26
BILLION

Incentive meetings

\$16
BILLION

Consumer shows

\$12
BILLION

TOTAL IMPACT

\$396
BILLION

Based on 2019 totals