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?**

- **Exhibitors**: 1.7 million
- **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*