

2017 Show Stats



Frankfurt
16–18 May 2017

Here are all the facts, stats and data fresh from IMEX 2017.
Proof that IMEX is always the place to meet great buyers face-to-face.

Headline show stats

Total show attendees

8,885

(all hosted buyers and trade visitors)

Total participants including exhibitors

14,826

Prescheduled appointments

68,500

(one-on-one, stand presentations and group appointments)

Hosted buyer stats

Number of hosted buyers

3,942 from **86** countries

Hosted buyers by country %

Germany	13.5%
United States	11%
United Kingdom	8%
Russia	7.5%
Italy	5.5%
China	4.5%
Brazil	4%
France	3.5%
Switzerland	3.5%
Netherlands	3%
India	3%
Rest of the world	33%

Hosted buyers by nature of business

Agency	71%
Corporate	13.5%
Association	8.5%
Independent Planner	7%

Trade visitor stats

Number of trade visitors

4,943 from **99** countries

Visitor buyers by country %

Germany	70%
United Kingdom	4%
United States	2.5%
Netherlands	2.5%
Switzerland	2%
Belgium	2%
Spain	1.5%
France	1%
Italy	1%
Turkey	1%
Austria	1%
Finland	1%
Rest of the world	10.5%

Visitor buyers by nature of business

Agency	25%
Corporate	33%
Association	8%
Independent Planner	7%
Other	27%

Exhibitor stats

Number of exhibiting companies

3,500 from over

150 countries

Hall space taken by region or type

Europe	44%
Hotels	12%
Africa & Middle East	11%
Asia Pacific	10%
Latin America	5%
Private sector	4%
USA, Canada & Caribbean	4%
Technology	2%
Other	8%

Total hall space taken

18,500 sq.m

Number of press

252 from **29** countries

If you would like to read our final show press release from IMEX 2017, it's available [here](#).

imex-frankfurt.com

See you again in 2018!

Save the date,
15–17 May 2018