

# Show stats

## ➔ **Headline stats**

Total buyers (hosted & visitor buyers, from **94** countries)

# 3,883



# 11,764

Total participants including exhibitors

Appointments (**one-on-one, group appointments and booth presentations**)

# 57,700

**iMEX**



**iMEX IN NUMBERS**

# ➔ 178

PRESS FROM 20 COUNTRIES

**iMEX**



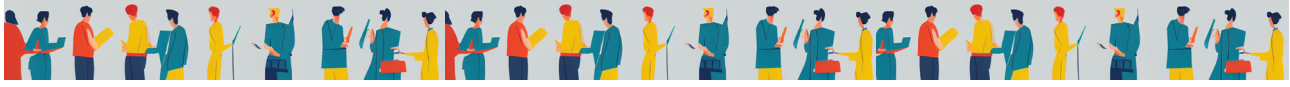
**iMEX IN NUMBERS**

# ↓ 2,900

EXHIBITING COMPANIES

**iMEX**





# 6,423

Total participants  
(excluding exhibitors)

# 47,700

Prescheduled  
one-on-one appointments

# 3,059

Hosted buyers  
from **84 countries**

# 824

Visitor buyers  
from **67 countries**

## HOSTED BUYERS

Agency 70% ● Corporate 17% ● Association 8% ●  
Independent 4% ● Government 0.5% ● Academic 0.5% ●



HOSTED BUYERS BY NATURE OF BUSINESS

## VISITOR BUYERS

Corporate 44% ● Agency 38% ● Association 9% ●  
Independent 5% ● Government 2% ● Academic 2% ●



VISITOR BUYERS BY NATURE OF BUSINESS

Germany 14% ● USA 14% ● UK 9% ● Brazil 5% ● Mexico 3.5% ●  
Netherlands 3.5% ● Italy 3% ● Spain 3% ● France 3% ● India 2.5% ●



HOSTED BUYERS BY COUNTRY

Germany 59% ● UK 4% ● Netherlands 3% ● Italy 3% ●  
Belgium 2% ● Turkey 2% ● France 2% ● Switzerland 2% ● Spain 1% ●



VISITOR BUYERS BY COUNTRY

\$100k-\$1 million 26% ● \$1-5 million 31% ● \$5 million+ 28% ●



HOSTED BUYERS BUYING POWER

\$100k-\$1 million 33% ● \$1-5 million 22% ● \$5 million+ 13% ●



VISITOR BUYERS BUYING POWER