

➔ **Headline stats**

Total buyers (all hosted buyers and buyer attendees)

5,364



15,029

Total participants including exhibitors

Meetings (one-on-one, group appointments and booth presentations)

83,000

iMEX



92
PRESS FROM 23 COUNTRIES

iMEX



3,443
REPRESENTING 150+ COUNTRIES

iMEX



HOSTED BUYER STATS

27% control budgets of over \$10 million
43% are director level and above

↓ NUMBER OF HOSTED BUYERS FROM 65 COUNTRIES

4,201

HOSTED BUYERS

Agency **59%** ● Corporate **25%** ●
Association **10%** ● Independent planner **4%** ●



HOSTED BUYERS BY NATURE OF BUSINESS %

US **71%** ●
Canada **5%** ●
UK **4%** ●
Brazil **4%** ●
Mexico **3%** ●



HOSTED BUYERS BY COUNTRY (TOP 5) %

\$10m+ | \$5-10m | \$1-5m | \$500,001-1m | \$100,001-500,000



HOSTED BUYER BUYING POWER %

Manager **30%** ●
Director **24%** ●
Owner/partner **13%** ●
Executive **10%** ●
Senior manager **8%** ●
C-level **6%** ●



HOSTED BUYERS BY POSITION

BUYER ATTENDEE STATS

47% are corporate buyers
51% are director level and above

↓ NUMBER OF BUYER ATTENDEES FROM 43 COUNTRIES

1,163

BUYER ATTENDEES

Corporate **47%** ● Agency **31%** ●
Independent **10%** ● Association **9%** ●



BUYER ATTENDEES BY NATURE OF BUSINESS %

US **87%** ●
Canada **3%** ●
Brazil **1%** ●
Mexico **1%** ●



BUYER ATTENDEES BY COUNTRY (TOP 4) %

\$10m+ | \$5-10m | \$1-5m | \$500,001-1m | \$100,001-500,000



BUYER ATTENDEE BUYING POWER

Manager **22%** ●
Owner/partner **21%** ●
Director **19%** ●
C-level **11%** ●
Executive **10%** ●
Senior manager **5%** ●



BUYER ATTENDEES BY POSITION