

See news stories and photos from IMEX Frankfurt 2025 [here](#)

# 13,335

**Total participants**

Including exhibitors



**Total buyers at the show**

# 4,466

Buyers from **97 countries**

Hosted buyers (3,489) + buyer attendees (977)



**Total buyers by nature of business**

- Agency **69%**
- Corporate **16%**
- Association **10%**
- Independent planner **4%**
- Government/university **1%**



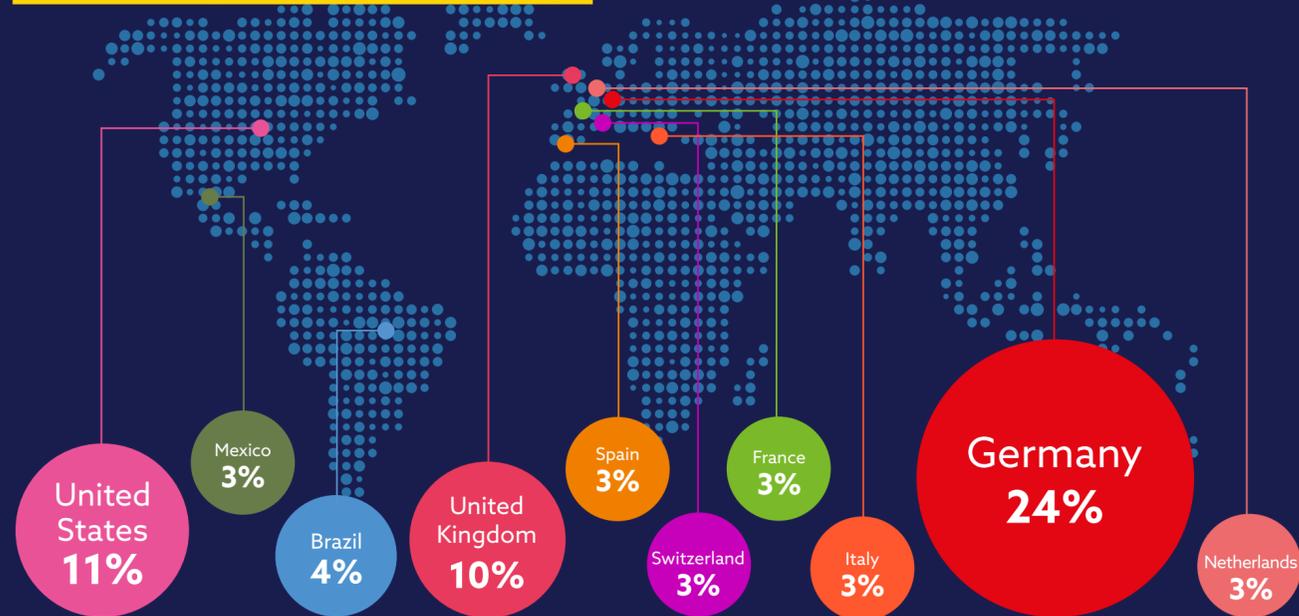
# 67,000

**Total meetings**

One-to-one, group appointments and presentations



**Total buyers by country**



**Total buying power**

Over €10 million **21%**



€5 million - €10 million **13%**



€1 million - €5 million **28%**



€100,000 - €1 million **32%**



# 2,900

**Exhibiting companies**



# 177

**Press and Media**

from 24 countries



➔ **Are you looking forward to exhibiting at IMEX Frankfurt 2026?** See details of exhibiting [here](#)