

# Show statistics

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**IMEX** FRANKFURT  
MAY 19-21 2026

## Total buyers at the show

# 4,739

Buyers from **94 countries**  
Hosted buyers (3,731) + buyer attendees (1,008)

Up **6%**  
year on year

## Total buyers by nature of business

- Agency **68%**
- Corporate **16%**
- Association **10%**
- Independent planner **4%**
- Government/university **2%**



# 13,515

## Total participants

Including exhibitors



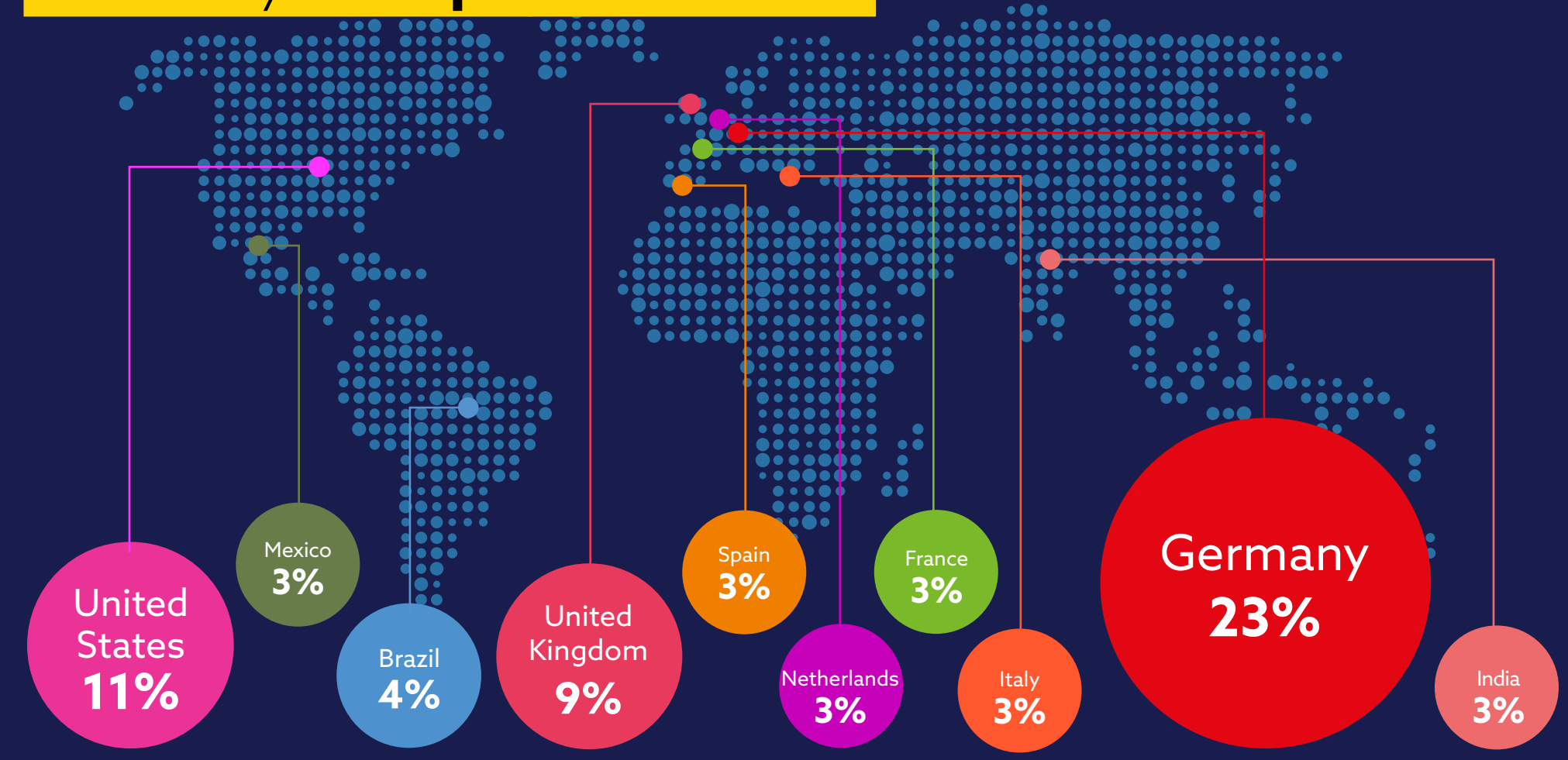
# 73,000

## Total meetings

One-to-one, group appointments, stand presentations and Intermediary appointments

Up **8%**  
year on year

## Total buyers top 10 countries



## Total buying power

Over \$10 million **22%**



\$5 million - \$10 million **13%**



\$1 million - \$5 million **29%**



Up to \$1 million **36%**



# 2,900

## Exhibiting companies



# 160

## Press and Media

from 21 countries



➔ Are you looking forward to exhibiting at IMEX Frankfurt 2027? See details of exhibiting [here](#)