

# IMEX AMERICA 2021

9-11 November 2021 - Las Vegas, USA

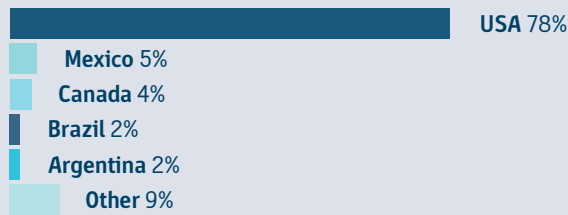
BUSINESS EVENTS AUSTRALIA  
AUSTRALIA.COM/BUSINESSEVENTS



IMEX America is the key exhibition for incentive travel, meetings and events and where international planners from the conference, convention and corporate events industries gather to do business. In 2021, the total number of participants in the show was over 8,600, with 2,656 hosted buyers attending from 49 countries.

**8,600**  
TOTAL PARTICIPANTS  
including exhibitors

## HOSTED BUYERS BY COUNTRY

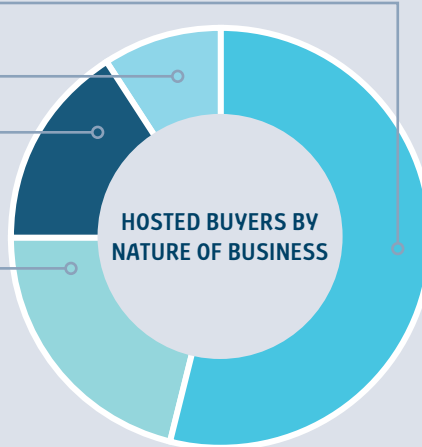


Agency 54%

Association 9%

Independent planner 16%

Corporate 21%



## AUSTRALIA STAND

**6**

Sellers

**180**

Total number of seller appointments

## POST-EVENT SURVEY RESULTS

**100%**

Reported extremely satisfied with the event

**100%**

Believe IMEX America offers value for money

**100%**

Indicated they would attend next year

**100%**

Received new business leads at IMEX America

Number of leads generated

**47+**

## SAVE THE DATE

IMEX Frankfurt 2022: 31 May – 2 June 2022

IMEX America 2022: 11 – 13 October 2022

IMEX America 2023: 9 – 12 October 2023

**47**

Media from 7 countries

**2,200+**

Exhibiting companies from 200+ countries

**2,656**

Hosted buyers from 49 countries

## EXHIBITION SPACE BY REGION

Europe 9.8%

Hotels 25.5%

Asia Pacific 3.6%

Africa & Middle East 1.8%

Latin America 6.4%

Private sector 0.8%

USA, Canada and Caribbean 40.3%

Technology 4.9%

Other 6.8%