



## Press Kit

October 2026

Insights  
for Better  
Events.

[www.iaee.com](http://www.iaee.com)

The  
Industry  
Voice.

Your  
Trusted  
Community.



# About IAEE

## Mission

- Globally promote the unique value of exhibitions and events, and be the principal resource for those who plan, produce and service the industry.

## Membership

- 12,000+ individuals in 50+ countries. Over half plan, manage or produce exhibitions and buyer-seller events; the rest supply products and services.

## Member benefits

- Education and certification, industry news and research, service partner discounts, advocacy, leadership development and chapters.

# 1928

Founded as the National Association of Exposition Managers, to represent trade show and exhibition managers. Now represents the entire exhibitions ecosystem including organizers, suppliers and exhibitors.

# Fast facts

**1928**

Founded as the National Association of Exposition Managers

**12,000+**

Individuals represented, in more than 50 countries

**20,000+**

Exhibitions and buyer-seller events run by member organizers

**5,000+**

Active Certified in Exhibition Management® (CEM) professionals

**Dallas**

Global headquarters, with a China office managed in Beijing

**2028**

IAEE turns 100, celebrated in Las Vegas, NV

# History

1928



Organized as the National Association of Exposition Managers to represent the interests of trade show and exposition managers.

1975



The Certified in Exhibition Management® (CEM) designation is created to raise professional standards in the industry.

2026



IAEE completes integration of the Center for Exhibition Industry Research (CEIR). Acquires Exhibitor Group, publisher of EXHIBITOR magazine, and forms the Exhibitor Group Division.

December 2028



Centennial celebration in Las Vegas, combining Expo! Expo! IAEE's Annual Meeting & Exhibition with EXHIBITORLIVE.

# Leadership



**Marsha Flanagan, M.Ed., CEM**  
President & CEO



**Brian Pagel**  
2026 Chairperson of the Board  
Chief Revenue Officer  
Specialty Equipment Market Association  
(SEMA)/Performance Racing Industry (PRI)



**Scott Stanton, CEM, CAE**  
Chief Financial Officer



**Lisa Buchanan, CEM**  
Senior Vice President of Operations

# IAEE communities

## Chapters

IAEE's grassroots communities for one-on-one connections.

## Executives

Senior Executives, EVP and C-Suite, Organizers and Suppliers.

## Emerging Leaders

Professionals with 0-5 years of industry experience.

## Faculty

Faculty at colleges and universities with event management programs.

## Healthcare Organizers

B2B organizers in the healthcare sector.

## Independents

For profit organizers – with a focus on middle management.

## MATSO

Member organizers who produce shows in the U.S. over 200,000 NSF.

## Small to Midsize Organizers

Member organizers who produce shows worldwide under 200,000 NSF.

## Students

Student members engaged in a full-time event management program.

## Women

Women in exhibitions and events at all levels of career development.

## Young Professionals

Exhibitions and events professionals 35 years or younger.

# Amplifying the industry

## Advocacy

A founding member of the Exhibitions & Conferences Alliance (ECA), IAEE promotes the value of face-to-face events to clients, the C-suite, government and the business community,

## CEM Learning Program

Globally recognized Certified in Exhibition Management® (CEM) designation, taught by practicing CEMs. An education program first, a designation program second.

## Center for Exhibition Industry Research (CEIR)

IAEE's research division. CEIR produces the CEIR Index, with Tourism Economics, which tracks U.S. B2B exhibition performance across 14 sectors, as well as various other reports and studies.

## EXHIBITOR Group

Home of EXHIBITOR magazine, EXHIBITORLIVE and the Certified Trade Show Marketer (CTSM) program.

# 2026 CEIR Index

# 2.1%

Forecast growth in the  
CEIR Total Index for 2026

## Four measures across 14 sectors

- Net square feet of exhibit space sold
- Professional attendance
- Number of exhibiting companies
- Gross revenue

The 2026 CEIR Index Report analyzes 2025 U.S. B2B exhibition performance, with an economic and industry forecast through 2028. Released 4 May 2026, it is produced by CEIR with Tourism Economics, an Oxford Economics company.



# Recent news

21 Sep 2026

## **IAEE and Zenus expand AI partnership for Expo! Expo! 2026**

Ethical AI sensors measure attendee behavior to refine layouts and maximize exhibitor ROI metrics.

9 Sep 2026

## **IAEE joins the S.H.E. Lab™ Initiative as a Strategic Access Partner**

A flagship program of Discovering Butterflies.

26 Aug 2026

## **Judi Holler to keynote Expo! Expo! 2026**

The USA Today bestselling author and professional improviser will speak at the Opening General Session.

17 Aug 2026

## **IAEE promotes Hannah Deters to Vice President of Exhibitions and Events**

5 Aug 2026

## **IAEE announces 2026 scholarship and grant recipients**

Funded through IAEE's education assistance programs.

9 Jul 2026

## **IAEE launches the EXHIBITOR Design Awards**

A new member offering recognizing exhibitors who set the standard for creativity.

Find more at [www.iaee.com/news](http://www.iaee.com/news)

# Recent news

21 May 2026

## **InfoComm América Latina wins 2026 IAEE International Excellence Award**

AVIXA's 2025 event was honored by IAEE.

13 May 2026

## **IAEE partners with China Trade News**

A media partnership to expand IAEE's reach in the Chinese market.

4 May 2026

## **IAEE releases the 2026 CEIR Index Report**

The CEIR Total Index is forecast to grow 2.1% in 2026.

1 May 2026

## **Exhibitions Industry Collective partners with CNTV**

A new Workforce Development Video Series.

30 Apr 2026

## **IAEE completes its acquisition of Exhibitor Group**

Integration plan includes a new Exhibitor Group Division and a combined 2028 centennial event.

Find more at [www.iaee.com/news](http://www.iaee.com/news)

# Upcoming major events

## Expo! Expo! 2026

**16–18 November 2026**

Milwaukee, WI, USA

IAEE's Annual Meeting & Exhibition.  
Keynote: Judi Holler. Registration is  
open at [myexpoexpo.com](https://myexpoexpo.com).

## CEIR Predict Conference

**9–10 September 2027**

Oxon Hill, MD, USA

The CEIR Predict Conference is  
designed to provide insights into  
trends now and into the future.

## Expo! Expo! 2027

**6–8 December 2027**

New Orleans, LA, USA

IAEE's Annual Meeting & Exhibition.

**Full calendar:** [iaee.com/events-calendar](https://iaee.com/events-calendar)

# Partners

## Strategic partners

4imprint

Brown & Brown

Convention News Television  
(CNTV)

eShow

Freeman

GES | onPeak

IMEX

New Orleans & Company

New Orleans Ernest N. Morial  
Convention Center

Snöball

Swapcard

## Research partner

Tourism Economics, an Oxford Economics company, co-produces the CEIR Index.

# Boilerplate

Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, corporate event marketers and exhibition suppliers. IAEE members represent more than 20,000 exhibitions and buyer-seller events around the world, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely and innovative education to its members and the industry. IAEE recognizes its strategic partners: 4imprint, Brown & Brown, Convention News Television (CNTV), eShow, Freeman, GES | onPeak, IMEX, New Orleans & Company, New Orleans Ernest N. Morial Convention Center, Snöball and Swapcard. Visit [www.iaee.com](http://www.iaee.com) for more information.

Use as written when describing IAEE in stories and event materials.

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INTERNATIONAL ASSOCIATION  
OF EXHIBITIONS & EVENTS  
**Exhibitions & Events Mean Business**