



## Mapping Your Business Future

### EXPO FACT SHEET

#### **What is Business EXPO?**

The annual Business EXPO is an interactive marketplace of over 150 exhibitors representing a number of growing industries including financial services, office products and equipment, Internet and e-commerce, and travel and entertainment. Attendees and exhibitors alike can check out the exhibits, try out new office equipment, test the latest technologies, and come face to face with the area's premiere businesses and community leaders.

The Greater Bloomington Chamber of Commerce and the Small Business Development Center partner to bring the Business EXPO to the Bloomington Convention Center of Monroe County every April. This year's event will be April 20, 2006.

#### **Noteworthy:**

- EXPO utilizes 21,000 square feet of the Bloomington Convention Center
- EXPO is the largest event of the year at the Bloomington Convention Center
- This is the 21<sup>st</sup> year of the trade show in Bloomington.
- EXPO attracts nearly 5,000 attendees each year.
- According to the 2005 Attendee Evaluation Survey, most people attend the EXPO to network and make contacts.
- 42% of respondents reported being involved in the purchasing process for their company.
- The first EXPO included 10 exhibitors and 100 attendees and has grown to 156 exhibitors and several thousand attendees.
- EXPO offers a dynamic lineup of seminars throughout the day in conjunction with the trade show.