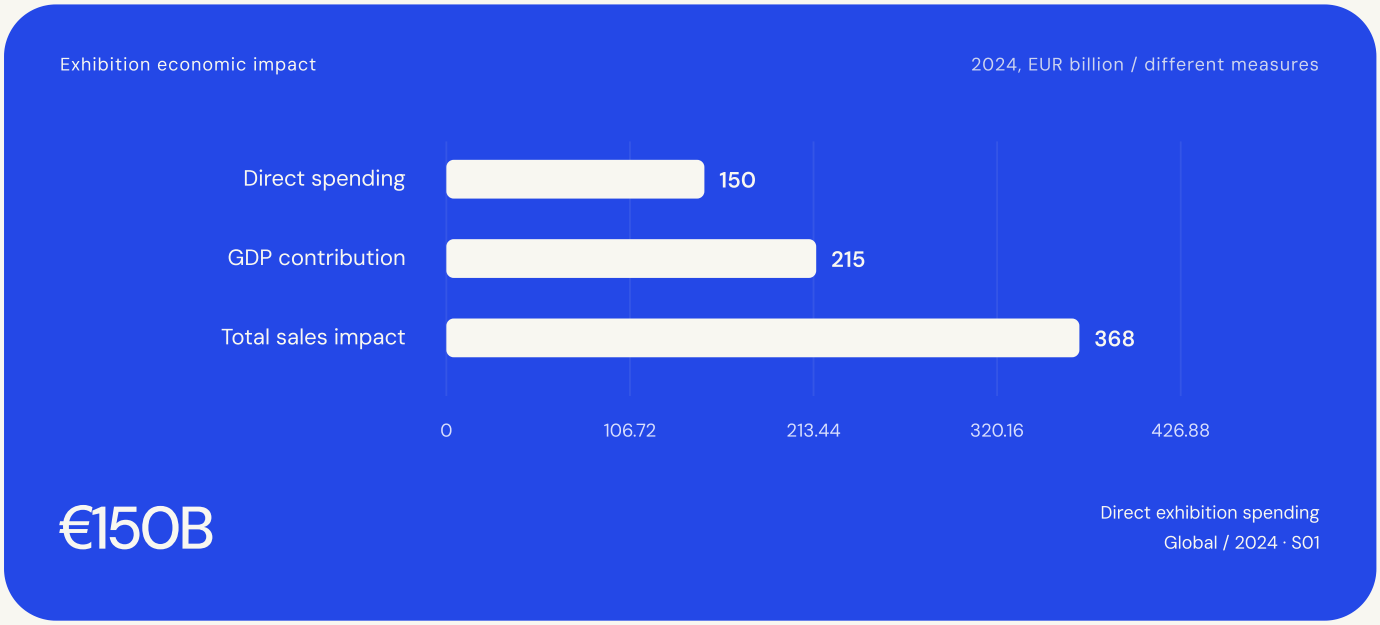
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Exhibition stand designers & builders

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

A stand-building opportunity depends on the event and the exhibitor's brief. Learn where the company will exhibit, its allocated space and what it wants to display.

€150B
Direct exhibition spending
Global / 2024 [S01]

318M
Exhibition attendances
Global / 2024 / not unique people [S01]

4.3M
Jobs supported
Global / 2024 / total impact [S01]

01 What you can offer

Offer a stand within your capabilities, with clear responsibility for design, production and on-site work.

02 Where to start

Choose an exhibition you can serve.

03 What to ask

Clarify floor space, venue rules and display requirements.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Exhibitions support a range of supplier work around participating brands. Choose the work you pursue by event type, date and your delivery capabilities.

Direct exhibition spending

Global / 2024 [S01]

€150B

Exhibition attendances

Global / 2024 / not unique people [S01]

318M

Jobs supported

Global / 2024 / total impact [S01]

4.3M

What these figures cover

Direct spending, GDP contribution and total impact are different measures and must not be added. Attendance may include repeat visits and is not a unique-person count.

Consider international customers

Work with foreign exhibitors in the delivery market and event partners abroad; secure local build responsibility.

03 / CHARTS AND MARKET REACH

Compare the figures.
Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Exhibition economic impact

2024, EUR billion / different measures

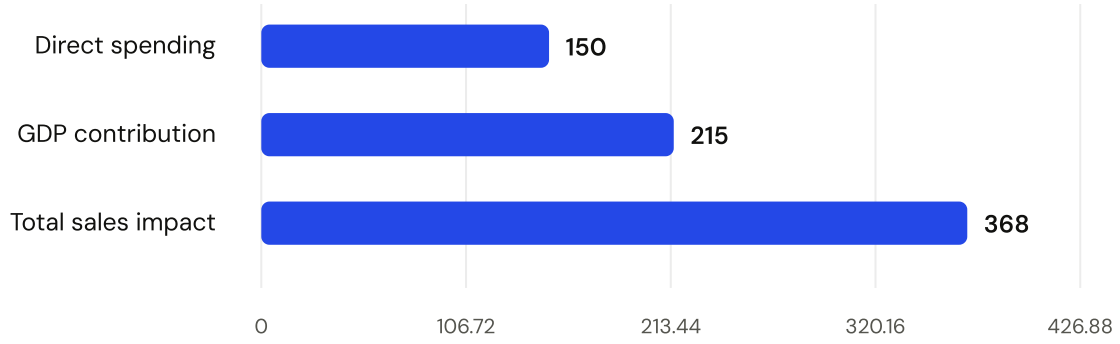


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose an exhibition you can serve. Contact companies that have announced participation and ask who manages their stand preparations.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Work with foreign exhibitors in the delivery market and event partners abroad; secure local build responsibility.

Direct spending, GDP contribution and total impact are different measures and must not be added. Attendance may include repeat visits and is not a unique-person count.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Exhibiting manufacturers

What to discuss
Ask manufacturers which products they will display and how the stand will be used.

Who to speak with
Exhibition lead or event agency

PROFILE 02
Potential buyer

Export brands

What to discuss
Connect an export brand's stand brief to its target market, product displays and meeting space.

Who to speak with
Exhibition lead or event agency

PROFILE 03
Potential buyer

Event agencies

What to discuss
Offer event agencies production and installation support at exhibitions you can serve.

Who to speak with
Exhibition lead or event agency

PROFILE 04
Potential buyer

Foreign exhibitors

What to discuss
Discuss local venue rules, transport and build coordination with overseas exhibitors.

Who to speak with
Exhibition lead or event agency

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose an exhibition you can serve. Contact companies that have announced participation and ask who manages their stand preparations.

Next step

Research a small group of relevant firms.

02

Define the work together

Clarify floor space, venue rules and display requirements. Separate design, production, transport and dismantling responsibilities in the proposal.

Next step

Write down the agreed requirements.

03

Look across borders

Work with foreign exhibitors in the delivery market and event partners abroad; secure local build responsibility.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Moving towards reusable stands together, p. 5

UFI / Better Stands · 6 June 2025

member.ufi.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/exhibition-stand-builders/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION