

# Impact of Generative AI on the Exhibition Industry

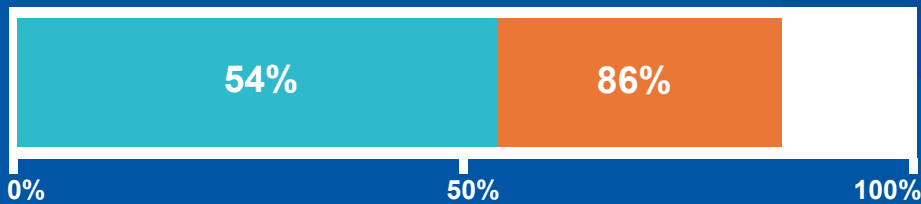
## Share of businesses using AI across functions today - and expectations for the future

92% of respondents consider that AI will affect the industry

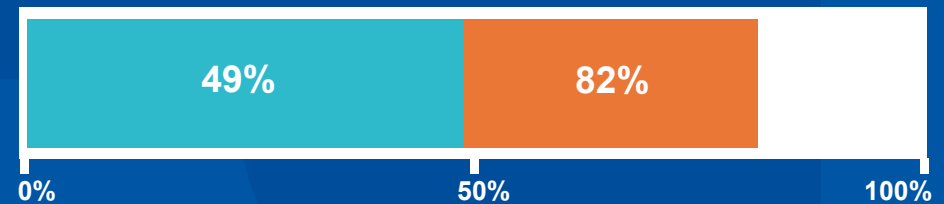
Will affect the industry

We already use

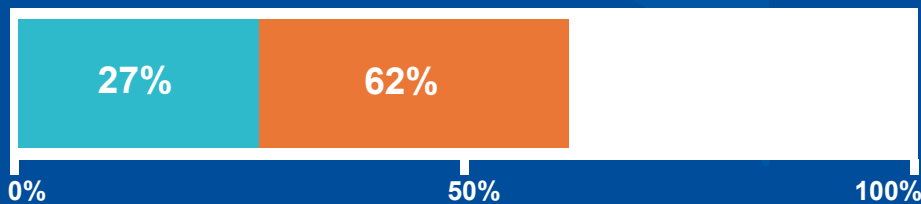
### Sales, Marketing and Customer relations



### Research & Development



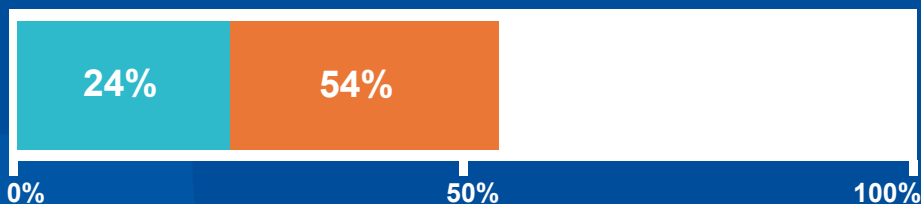
### Event production



### Human Resources



### Other support functions



### Finance and Risk management

