

Global Event Technology Solution Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G91E8AF9095FEN.html>

Date: February 2026

Pages: 208

Price: US\$ 4,480.00 (Single User License)

ID: G91E8AF9095FEN

Abstracts

The global Event Technology Solution market size is expected to reach \$ 8890 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

An event technology solution refers to a range of digital tools, software, and systems designed to enhance various aspects of event planning, execution, and post - event processes. These solutions cover multiple functions, from the initial stages of event promotion and attendee registration, where digital platforms streamline the sign - up process and collect relevant information, to real - time event management. During an event, technologies like mobile event apps, live - streaming platforms, and interactive engagement tools such as polling and gamification systems are employed to boost attendee experience, facilitate communication, and increase participation. Additionally, event technology solutions assist with logistics management, including venue layout planning through 3D diagramming tools, and financial operations, such as cashless payment processing. After the event, analytics and reporting tools are used to evaluate its success, measure attendee satisfaction, and track key performance indicators. By leveraging these technologies, event organizers can improve efficiency, expand the event's reach, create more memorable experiences for attendees, and ultimately achieve their event objectives more effectively.

The event technology solution industry is witnessing core trends of in-depth digital integration, AI-driven intelligent upgrading and omnichannel scenario coverage, with growing adoption of immersive technologies (VR/AR), real-time data analytics and hybrid event systems to optimize the full lifecycle of event planning, execution and feedback; opportunities lie in the surging demand for efficiency improvement and experience upgrading from enterprises, governments and institutions across various

event scenarios, the expansion of hybrid and cross-border event scenarios breaking geographical constraints, the release of demand for data-driven decision-making to support event effect iteration, and the broad market space for vertical scenario customization solutions, while the industry also faces prominent challenges including compatibility barriers between different functional systems and difficulty in seamless data connection, high customization costs matching diverse event scenarios, potential risks of data security and privacy compliance in event data collection and application, and the gap between small and medium-sized customers' cost sensitivity and their expectations for high-quality technical support, as well as the need to balance technical innovation and practical ROI for event organizers.

This report studies the global Event Technology Solution demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Event Technology Solution, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Event Technology Solution that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Event Technology Solution total market, 2021-2032, (USD Million)

Global Event Technology Solution total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Event Technology Solution total market, key domestic companies, and share, (USD Million)

Global Event Technology Solution revenue by player, revenue and market share 2021-2026, (USD Million)

Global Event Technology Solution total market by Type, CAGR, 2021-2032, (USD Million)

Global Event Technology Solution total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Event Technology Solution market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Freeman, Leap, Expo Logic, Dreamcast, Globibo, Cvent, LA Click, Stova, PRG, Event Works Europe, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Event Technology Solution market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Event Technology Solution Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Event Technology Solution Market, Segmentation by Type:

Software

Service

Global Event Technology Solution Market, Segmentation by Deployment Mode:

Cloud-based

On-premises

Hybrid

Global Event Technology Solution Market, Segmentation by Core Functional Orientation:

Basic Support-oriented Event Technology Solution

Experience Enhancement-oriented Event Technology Solution

Full-link Intelligent Event Technology Solution

Global Event Technology Solution Market, Segmentation by Application:

Corporate Organizations

Public Organizations and NGOs

Others

Companies Profiled:

Freeman

Leap

Expo Logic

Dreamcast

Globibo

Cvent

LA Click

Stova

PRG

Event Works Europe

Encore

Attendee Interactive

BCD M&E

Julia Charles

EMC Meetings & Events

Eventbase

One Click Go Live

Global Event Technology

Inventum Events

MB Squared

BW Events Tech

Event Technologies

Pro Systems

Vantage Venues

Corporate Travel Management

Halo Tech Media

SmartSource

Adventics

Maritz Global Events

Arinex

GCE–Global Custom Events Ltd

Key Questions Answered

1. How big is the global Event Technology Solution market?
2. What is the demand of the global Event Technology Solution market?
3. What is the year over year growth of the global Event Technology Solution market?
4. What is the total value of the global Event Technology Solution market?
5. Who are the Major Players in the global Event Technology Solution market?
6. What are the growth factors driving the market demand?

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