



Planting the seeds for
**GROWTH, INNOVATION
& SMARTER EVENTS.**

BIZBASH LIVE

the POP-UP

WASHINGTON, DC JULY 31

RONALD REAGAN BUILDING

BIZBASH.COM/EVENTS

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BIZBASH LIVE



BizBash Live is **popping up** in **Washington, DC**, and we're back and better than ever.

This thoughtfully curated experience is designed to provide a peek over the fence into the latest tools, tips, and tricks, connecting influential event professionals with the resources they're looking for...you.

- Start your day hearing rich insights from industry innovators *(where you may sit next to a future client).*
- Enjoy a delicious lunch with new connections *(we'll be assigning seat selections for everyone to ensure a diverse group of people at each table).*
- Showcase your offerings to the most influential names in DC, and North America, during special networking and cocktail hours *(then keep the conversation going at our after-party).*



GET YOUR PIECE OF THE PIE.

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Blossoming Business

It's About Event Teams

Marketing to other vendors and venues is as important as reaching the end buyer. The recommendation engine is brutal and unforgiving. Internal decision making is also usually by a committee. Every segment of the event industry attends this events.

It's About Planting Seeds

Most event organizers (and most people) don't have a clue of what they really need until they need it. Then, they reach back into their memory banks to draw on past things they have seen to simulate ideas. The #1 reason event pros come to our event is to find new ideas and inspiration.

It's About the Social Physics of Talking to Each Other

Stimulating conversation is the idea flow that impacts what to do, who to hire, and where to make it happen. BizBash Live is one of the most important events for YOU to sponsor this year.

You can't be
part of the
conversation
**unless you're
HERE.**



BIZBASH LIVE – HELPING YOUR BUSINESS BLOOM.

BIZBASH LIVE WASHINGTON, DC the POP-UP

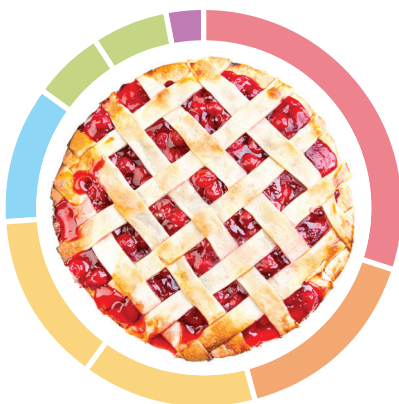


Our team loved the one day injection of ideas, different ways to think about what we do, and the focus on...how what we do impacts our audiences... Well done BizBash!"

PAUL WOMAN — Chief Impact Officer, Feats



Here's Who Attends



ANNUAL AVERAGE BUDGET

| | |
|----------------------|---------------------|
| Less Than \$100K 30% | \$250K - \$500K 11% |
| \$100K - \$250K 16% | \$2M - \$5M 6% |
| \$500K - \$1M 14% | More Than \$10M 6% |
| \$1M - \$2M 14% | \$5M - \$10M 3% |

EVENTS PLANNED PER YEAR

| | | |
|--------------|------------------|-------------------|
| 6 to 20 37% | Fewer Than 6 14% | More Than 200 11% |
| 21 to 50 17% | 51 to 100 13% | 101 to 200 8% |

TYPES OF EVENTS

| |
|-----------------------------------|
| 77% Meetings |
| 65% Conferences/Training |
| 36% Premieres/Opening Events |
| 34% Trade Shows |
| 31% Product Launches/Promo Events |
| 31% Benefits |
| 19% Parades/Festivals |
| 17% Incentive Trips |



*Statistics from Past BizBash DC Events

OUR ATTENDEES HAVE THE JUICE.

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Fruitful Connections Start Here



ATTENDEES REPRESENT

Aol.



**Bloomberg
BNA**

CISION



Marriott



NATIONAL
Cherry Blossom
FESTIVAL

SMITHBUCKLIN



**U.S. TRAVEL
ASSOCIATION**



UNIVISION



WHY THEY ATTEND



75%
Ideas & Inspiration



70%
Education



68%
Networking

*Statistics and Attendees from Past BizBash DC Events

YOU NEVER KNOW WHO YOU'RE GOING TO MEET

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Space is Going Fast...

Exclusivity

BizBash Live is a trade-only event and not open to the general public. Make connections with qualified event professionals.

Connections that Matter

Our goal is to maximize opportunities to interact with your target audience.

Memorable Moments

Where else can you meet with hundreds of potential partners and clients in one day? Showcase your newest products and spaces, demo your event tech, and more. At BizBash Live, you can bring your company, products, and services to life. Plus, you'll do it surrounded by event professionals worthy of your partnership and commitment.

INCLUDED WITH YOUR TABLETOP SPONSORSHIP PACKAGE:

- 4' Table
- Two (2) chairs
- Company listing in all show marketing that features a sponsor list
- Mention on Official Show Website
- Two (2) All Access Passes
- Invitation to event parties
- Lead Retrieval Unit



*Event Photos: Haute Media, Imijination Photography, Jason Dixon, and Creative Focus.

FROM CORDIAL CONNECTIONS TO FRUITFUL RELATIONSHIPS.

BIZBASH LIVE

| | PLATINUM \$15,000 | GOLD \$8,500 | SILVER \$6,000 | BRONZE \$4,750 | TABLE TOP \$3,500 |
|--|----------------------|-----------------|-------------------|-------------------|----------------------|
| PRE-SHOW EXPOSURE | | | | | |
| Logo Inclusion on Marketing Collateral – Tier 1 | • | • | | | |
| Invitation to Kick-Off Party for Your Team * | • | • | • | • | • |
| Premium Listing on BizBash.com Marketplace | • | • | • | • | |
| Display Banner Campaign ROS Impressions on BizBash.com | 200k | 100k | 75k | 50k | |
| Dedicated Pre-Show Email to Attendees* | • | | | | |
| Logo Inclusion on Marketing Materials – Tier 2 | | | • | • | • |
| Shoutouts Via Our Social Channels** | • | • | • | • | • |

| | | | | | |
|-----------------------------------|----------|----------|----------|----------|----------|
| AT-SHOW EXPOSURE | | | | | |
| Logo Inclusion on Printed Signage | • | • | • | • | |
| Logo Inclusion on Digital Scroll | • | • | • | • | |
| Mentions on Stage | • | • | | | |
| All Access Passes* | 4 Passes | 3 Passes | 3 Passes | 2 Passes | 2 Passes |
| Education Live Ad | • | | | | |
| Attendee Bag Insert | • | • | • | • | |
| 4' Tabletop | | | | • | • |
| 6' Tabletop | • | • | • | | |
| Sponsored Luncheon Table | 3 | 2 | 2 | 1 | 1 |
| Lead Retrieval Unit | • | • | • | • | • |

| | | | | | |
|--|---|---|---|---|---|
| POST-SHOW EXPOSURE | | | | | |
| Full Page Ad (Four Color) in BizBash Magazine | | | | | |
| Full Attendee List, with Emails, for all 2019 BizBash Live Events*** | • | | | | |
| Invitation to After-Party for Your Team | • | • | • | • | • |
| After-Party Cocktail Branding Opportunity | • | | | | |
| Inclusion in Sponsored Recap Coverage on BizBash.com* | • | • | • | • | |
| Dedicated Post-Show Email to Attendees* | • | | | | |

*indicates subject to availability/change.

**social channels will be used when appropriate.

***opt-in emails only

| A LA CARTE OPPORTUNITIES | WASHINGTON, DC |
|--|----------------|
| Attendee Bag Insert | \$1,000 |
| Education Live Ad* | \$2,500 |
| Kick-Off Party Activation or Integration † | \$1,250 |
| After-Party Activation or Integration | \$1,250 |
| Post-Show Sponsored Email | \$1,500 |
| Activation or Integration | \$1,750 |
| Additional All Access Passes | \$350 |

* Offering only available with purchase of a tabletop, and subject to prior approval by event team.

† Subject to availability and changes.

AND, ON TOP...



In addition to your tabletop, you always have the opportunity to customize your participation for your brand. Options include, but are not limited to an onstage live ad, activations or integrations, exclusive sponsorship areas (lounges, decor), client/speaker gifting programs, and more. Plus, access to more than 300 event professionals actively sourcing ideas and vendors, and unmatched networking opportunities with fellow sponsors.

To find out how to align your industry presence with thought leadership, contact your local sales representative, email sales@bizbash.com, or call 646.839.3915 today.