



# BIZBASH

Where event pros go.

[BIZBASH.COM](http://BIZBASH.COM)





“To me, the creation of an event is a sacred process. You can create a temporary, alternative world of what something could be like. What is worth bringing people together and having them pay attention? And ask (yourself), could this happen outside of this room?”

Priya Parker  
Author,  
*The Art of Gathering*

## WHY BIZBASH?

The world is moving faster and the bar for planning live gatherings and experiences is getting higher with every event produced.

BizBash supplies the ideas, education, and resources to reduce the risk and maximize the opportunity associated with creating live events.

## WHO ARE WE...

- BizBash is North America's #1 source of ideas, news, and resources for event and meeting professionals.

- We recognize, capture, and set the industry trends with details you can't get anywhere else.

**We are trusted. We are a loved brand.**

- We are the marketplace that connects the event industry and drives business.

## ACTIONABLE INSPIRATION

Our audience...

- Can easily go from seeing an idea to finding out who can execute in seconds.
- Discovers these ideas online, in print, and at our events throughout North America.
- Depends on us. In fact, every hour, users click on 120 venue and supplier links on our website!

## THE BIZBASH TRIBE

Spanning countless industries and verticals—including association, corporate, nonprofit, experiential, and social events—the BizBash audience is vast and diverse.



### MEETING AND TRADE SHOWS

FREEMAN  
HARGROVE  
GES  
KPMG  
REED EXHIBITIONS

### MEDIA

BLOOMBERG  
FORBES  
LOS ANGELES TIMES  
THE NEW YORK TIMES  
TIME INC  
CONDÉ NAST  
THE KNOT  
BUZZFEED

### AGENCIES

JACK MORTON WORLDWIDE  
EDELMAN  
MOMENTUM WORLDWIDE  
MOSAIC

### CONFERENCES

DREAMFORCE  
GOOGLE I/O  
ORACLE OPENWORLD  
CISCO LIVE  
C2 MONTRÉAL

### SOCIAL EVENTS

COLIN COWIE WEDDINGS  
RAFANELLI EVENTS  
MINDY WEISS  
PRESTON BAILEY  
JES GORDON

### CORPORATE MARKETERS

UNIVISION  
TARGET  
MICROSOFT  
SPOTIFY  
FACEBOOK  
GOGGLE  
DOW JONES  
VIACOM

### PROFESSIONAL SPORTS

SAN FRANCISCO 49ERS  
MIAMI MARLINS  
MIAMI DOLPHINS  
NEW YORK ROAD RUNNERS  
NEW YORK YANKEES  
ORANGE BOWL COMMITTEE  
PASADENA TOURNAMENT OF ROSES  
PITTSBURGH PENGUINS  
TAYLORMADE GOLF

### BENEFITS/ CHARITIES

ROBIN HOOD  
AMERICAN CANCER SOCIETY  
CEDARS-SINAI  
CHARITY: WATER  
TRIBECA FILM INSTITUTE

### INCENTIVES

MARITZ  
AMERICAN EXPRESS  
DMC NETWORK  
BCD MEETING & EVENTS  
SHACKMAN ASSOCIATES  
ACCESS NY

Photos: Creative Focus and Haute Media for BizBash





WE ARE A  
LOVED BRAND



"Thank you so much for putting together such an amazing roundtable! The peer-to-peer discussion was super helpful and the quality of the participants in the room was a perfect mix...I left the room inspired and from the feedback I received from others they felt the same."

Christine O'Rourke  
Marketing & Business  
Development,  
Nixon Peabody



# THE BIZBASH EXPERIENCE



"BizBash is a barometer for our team that says we're on the right track. As a young and fast-growing experiential agency, industry insights and recognition are incredibly valuable to us, and BizBash's content really helps inform the way we look at the market."

John Legittino  
C.E.O. and Founder,  
Advoc8



#BIZBASH

Photos: Michael Paul, Haute Media, and PRCPTN for BizBash

# TREMENDOUS INFLUENCE AND BUYING POWER

**BIZBASH**

**2M**

Combined, host 2 million events per year.

**\$1.5M**

Manages an annual event budget of nearly \$1.5 million for their brand.

**40**

Influences an average of 40 events per year.

**12 Yrs**

Is experienced—they've worked in events for an average of 12 years.

**73%**

Plans outside of their home city (73%) and books 5.5 million room nights each year.

## THEY ARE THE TASTEMAKERS

Collectively, the BizBash audience touches more than

**30 million**

people each year through the live experiences they produce.

### Launch Party

Album listening/launch party for a collaboration between a music streaming company and a car brand.

**March 2018 - 250 Guests**

### Corporate

Department end-of-year/holiday party for a national television network.

**December 2018 - 40 Guests**

### Corporate

Investor conference for a global business services brand, including meetings and a cocktail reception.

**February 2019 - 125 Guests**

### Social

Nonprofit gala with a cocktail reception, seated dinner, and large silent auction.

**October 2019 - 400 Guests**





"We are a company that believes in building amazing, deep, impactful experiences...

It allows us to go deeper into [our audience's] passion points and really engage with them in a way that allows our brands to make an impact.

Vanessa Fontanez  
General Manager  
Experiential & Conferences,  
Vox Media



DIGITAL SOLUTIONS

BIZBASH LIVE

PRINT SOLUTIONS

PODCAST

WEBINARS

SURVEYS & WHITEPAPERS

BESPOKE EVENTS

AWARDS & RECOGNITION

# BIZBASH OVERVIEW



Photo: Haute Media for BizBash





## DIGITAL SOLUTIONS

- **Display Advertising**

Placement alongside award-winning editorial content, updated daily, with features on today's hottest topics.

- **Content Marketing**

Create valuable and relevant content that will be found alongside our rich archive of industry events and trends.

- **Daily and Sponsored Emails**

From the BizBash Daily (with more than 35,000 subscribers) to sponsored emails, reach an engaged and active audience directly in their inbox.

- **Marketplace**

The ultimate discovery tool for event professionals to source venues and suppliers for their upcoming experiences.

- **Video & News**

New for 2019, this weekly video roundup features the best event ideas, venues, and suppliers across North America.

- **Social & Influencer**

Be seen on the BizBash social media feed with curated social media posts targeted to this influential audience.

## REACH OUR AUDIENCE IN THE RIGHT PLACE, AT THE RIGHT TIME

Each month, nearly 200,000 readers turn to BizBash.com for fresh ideas, inspiration, and new partners.



**THE ONLY  
EXPERIENCE  
FOR SERIOUS  
EVENT PROS.**



**4,500  
ATTENDEES  
1,850  
COMPANIES**  
TOTAL OVER ALL 3 SHOWS



# BIZBASH LIVE



**“Alive, exciting,  
energetic,  
well-produced and  
simply fabulous.”**

Kati Hulick  
Owner, Kati  
Hulick Associates



**WHERE INDUSTRY ELITE  
GATHER FOR FRESH IDEAS,  
INSPIRATION, AND NEW  
PARTNERS TO LEVEL UP  
THEIR EVENTS.**

Photos: Creative Focus, Haute Media,  
and Michael Scott for BizBash



“

"If something isn't working, you've got to change it. And more importantly, if you think what you are doing will always be working, think again, [be]cause you're wrong...The strong, and the creative, survive."

Shareef Malnik  
Chairman, InterContinental®  
Miami Make-A-Wish Ball

”



BIZBASH

Photo: Creative Focus for Biz Bash



# BIZBASH MAGAZINE



For 2019, all BizBash magazines will be released both in print and online. The magazine reaches more than 125,000\* subscribers across North America, and is promoted extensively across BizBash.com and BizBash social channels.

## BIZBASH BEST 2019

Closes: January 4, Materials: January 18, Mails: February

The definitive guide of the top new venues for meetings and events in North America.

## BIZBASH SPRING (THE DESIGN ISSUE)

Closes: April 10, Materials: April 17, Mails: May

The top event designers from across the United States and Canada.

## BIZBASH FALL (THE HOLIDAY AND MEETINGS ISSUE)

Closes: August 9, Materials: August 16, Mails: September

Our stylish guide to the best ideas, vendors, and gifts for holiday parties; featuring the BizBash 1000.

### AUGMENTED REALITY-ENHANCED ISSUES

BizBash Magazine content and advertising comes to life with augmented reality. Readers can download the BizBash AR app to learn more, and connect with venues and suppliers in just one click.



\*Distribution - 20,000 print; 105,000 digital





The place where people passionate about the power of live experiences come together to discuss tools, tips, and tricks of the event industry.

From 30 second ad segments to full interviews, work with the BizBash team on an episode that highlights your brand and positions you as a thought leader in the event industry.

## NOTABLE GUESTS

Catherine Bennett, [IMG](#)  
Marcy Blum, [Marcy Blum Associates](#)  
Peter Callahan, [Peter Callahan Catering](#)  
Colin Cowie, [Colin Cowie Lifestyle](#)  
Ashley Crowder, [VNTANA](#)  
Susan Davis, [Susan Davis International](#)  
Steve Goodling, [Long Beach Convention & Visitors Bureau](#)  
Jes Gordon, [jesGORDON/properFUN](#)  
Damon Guidry, [Adobe](#)

Tony Lorenz, [AlliedPRA](#)  
J.B. Miller, [Empire Entertainment](#)  
Eric Murphy,\* [Concierge.com](#)  
Carol Muldoon, [KPMG](#)  
Priya Parker, [The Art of Gathering](#)  
Bryan Rafanelli, [Rafanelli Events](#)  
Lisa Russi,\* [Hilton](#)  
Sharon Sacks, [Sacks Productions](#)  
Richard St. Pierre, [C2 International](#)  
Philip Thompson,\* [Hilton](#)



Look for GatherGeeks in your favorite platforms: iTunes, Pocket Casts, Player FM, Stitcher, with more on the way.

\*Sponsored Podcast

# BIZBASH webinar S E R I E S



Each month, hundreds of event professionals sign up for BizBash Webinars looking for new ideas and resources to implement at their events.

Share your knowledge and expertise, showcase your brand as a thought leader, and build brand awareness in the event industry.

## WHO ATTENDS?





“...My grandfather [always] reminded me as a child, if you love what you do you’ll never work a day in your life.”

Michael Skolnik  
C.E.O.,  
The Soze Agency

**BIZBASH LIVE**  
**NEW YORK**

**BIZBASH LIVE**  
**NEW YORK**

**BIZBASH**



# SURVEYS & WHITE PAPERS

BIZBASH

Gain insight into the minds of the BizBash audience with custom surveys and white papers.

Each survey and white paper is thoughtfully curated by the BizBash team and its partners to get an inside look into all aspects of live experiences, from planning to promotions, event tech, sponsorships, strategy, and more.

Surveys and white papers are deployed exclusively each quarter, and promoted via email, social media, digital advertising, and other platforms.



## Recent Learning Objectives:

- How Planners Today Can Better Use Technology to Drive Audience Engagement
- How to Rethink Event Sponsorship Value
- How Meeting and Event Strategy Will Change
- How to Make the Most of Your Event App





# BESPOKE EVENTS

CURATED, INTIMATE  
EXPERIENCES DESIGNED TO  
HELP MEET YOUR GOALS.

## TYPES OF EXPERIENCES:

- Hall of Fame
- Roundtable
- Focus Group
- Conclaves
- VIP Meals
- Networking Events

# AWARDS & RECOGNITION



## GET THE RECOGNITION YOU DESERVE.

Highly regarded as one of the most coveted acknowledgements in the event industry, BizBash Awards seek to honor the best of the best in live experiences.

### BIZBASH LISTS

Each year, BizBash announces the most anticipated Top 100 Events in each major market across North America. These lists showcase game-changing experiences that have dominated the industry, providing a one-of-a-kind opportunity to align your brand with the nation's most powerful events.

### BIZBASH EVENT STYLE AWARDS

From catering to conferences, event tech, associations, trade show booths, floral design, and everything in between, the BizBash Event Style Awards recognizes the best meeting and event ideas, strategies, products, and technology in North America and beyond.

### EVENT PROFESSIONALS CHOICE AWARDS

Leading local event professionals submit their recommendations to BizBash for venues and event suppliers to be included on these prestigious lists. Best qualified to offer their recommendations, these influential experts represent a cross-section of event professionals who are actively planning events in their market.

**BIZBASH**



“Think about movies in 1930's, when we were just figuring out how to add audio...think about computing in the 1970's. That's where we are right now for immersive entertainment. The doors are wide open and it's up to us to define this space.”

Brent Bushnell  
C.E.O.,  
Two Bit Circus

BIZBASH

Photo: Haute Media for BizBash



# BIZBASH NEW YORK



Photo: Haute Media for BizBash

## CONTACT US

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A full-page photograph of Ken Madden, a man with short grey hair, smiling and wearing a dark suit jacket over a black shirt and a light-colored striped tie. He is standing on a stage with blue and red lighting. A quote box is overlaid on the left side of the image.

“Always think about the user, and build objectives across the entire user journey...Remember, the event is just the middle of the journey. Prioritize the data with the biggest impact—what are one or two key pieces of data that will give me the most value? Create meaningful tests, deploy those, and evolve them.”

Ken Madden  
Senior Vice President of Digital  
Engagement, George P. Johnson

# EDITORIAL CALENDAR Q1

# BIZBASH

|          | SPECIAL DIGITAL COVERAGE  | TOPIC SPOTLIGHT    | PRINT MAGAZINE  | EVENT COVERAGE   | LISTS & RECOGNITION  | VIDEOS & NEWS     | DAILY, WEEKLY, & MONTHLY  | BIZBASH EXPERIENCES                         |
|----------|---|--------------------|---|--|--|-------------------|---|---|
| JANUARY  | <b>Location Scout:</b><br>New venue openings and renovations<br><br><b>Gather Special:</b><br>Top 15 Private Rooms in New York                                | Event Technology   |   | C.E.S.<br><br>Golden Globes  | <b>Event Planners Choice:</b><br>Top 75 Venues in Atlanta  | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |   |
| FEBRUARY | <b>Gather Special:</b><br>Top 15 Private Rooms in Chicago   | Gifting Ideas      | <b>BizBash Best 2019</b> <ul style="list-style-type: none"> <li>Venue coverage across the U.S. and Canada</li> <li>New sections on Montreal &amp; Vancouver</li> <li>Spotlights on catering, rental, and event style</li> <li>2018 BizBash Event Style Awards Winners</li> </ul> <b>Downtown Toronto Supplement</b> <ul style="list-style-type: none"> <li>Special focus on venues in Downtown Toronto</li> </ul> | Super Bowl<br><br>Oscars<br><br>New York Fashion Week<br><br>South Beach Wine & Food Festival<br><br>NBA All-Star Game | <b>Top 100:</b><br>New York<br><br><b>Event Planners Choice:</b><br>Top 50 Venues in Brooklyn                | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board | BizBash Hall of Fame New York (February 26) |
| MARCH    | Winter Benefit Roundup<br><br><b>Spring Location Scout:</b><br>New venue openings and renovations<br><br><b>Gather Special:</b> Top 15 Private Rooms in Miami | Event Design Ideas |   | SXSW   | <b>Top 100:</b><br>Miami/ South Florida<br><br><b>Event Planners Choice:</b><br>Top 50 Venues in New Orleans | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |   |



|       | SPECIAL DIGITAL COVERAGE  | TOPIC SPOTLIGHT    | PRINT MAGAZINE  | EVENT COVERAGE  | LISTS & RECOGNITION   | VIDEOS & NEWS     | DAILY, WEEKLY, & MONTHLY  | BIZBASH EXPERIENCES   |
|-------|---|--------------------|---|---|---|-------------------|---|---|
| APRIL | <b>Gather Special:</b><br>Top 15 Private Rooms in Washington, D.C.                                | Green Events       |   | Coachella Valley Music and Arts Festival<br><br>White House Correspondents' Association Dinner<br><br>TED | <b>Event Planners Choice:</b><br>Top 50 Venues in Montreal  | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |   |
| MAY   | New rooftop venues for events<br><br><b>Gather Special:</b><br>Top 15 Private Rooms in Las Vegas  | Summer Party Ideas | <b>BizBash Spring (The Design Issue)</b> <ul style="list-style-type: none"> <li>Featuring the best of event design from across the U.S. and Canada</li> <li>The latest decor, entertainment, and catering ideas for events and meetings</li> <li>Top 50 Designers in North America</li> </ul> | C2 Montreal<br><br>Costume Institute Gala   | <b>Top 50 Event Designers in the U.S. and Canada</b><br><br><b>Top 100:</b><br>Southern California          | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board | BizBash Live: Florida (May 22)<br><br>BizBash Hall of Fame South Florida (May 22) |
| JUNE  | Spring Benefit Roundup<br><br><b>Summer Location Scout:</b><br>New venue openings and renovations | Rental Ideas       |   | Aspen Food & Wine Festival  | <b>Top 100:</b><br>San Francisco<br><br><b>Event Planners Choice:</b><br>Top Photographers in North America | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |   |

# EDITORIAL CALENDAR Q3

# BIZBASH

|           | SPECIAL DIGITAL COVERAGE  | TOPIC SPOTLIGHT                 | PRINT MAGAZINE   | EVENT COVERAGE        | LISTS & RECOGNITION  | VIDEOS & NEWS     | DAILY, WEEKLY, & MONTHLY  | BIZBASH EXPERIENCES  |
|-----------|---|---------------------------------|--|-----------------------|--|-------------------|---|--|
| JULY      | <b>Gather Special:</b><br>Top 15 Private Rooms in Los Angeles   | Teambuilding Ideas              |  | ESPys                 | <b>Top 100:</b><br>Toronto<br><br><b>Event Planners Choice:</b><br>Top 25 Large Venues in Canada                             | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board | BizBash Live: Los Angeles (July 24)<br><br>BizBash Live: The Pop-Up Washington, D.C. (July 31) |
| AUGUST    | <b>Fall Location Scout:</b><br>New venue openings and renovations                                     | Invitation & Registration Ideas |  | Lollapalooza          | <b>Top 100:</b><br>Vancouver<br><br><b>Event Planners Choice:</b><br>Top 25 Large Venues in the U.S.                         | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board | BizBash Hall of Fame Chicago (Date TBA)  |
| SEPTEMBER | International Event-Friendly Resorts<br><br><b>Gather Special:</b><br>Top 15 Private Rooms in America |                                 | <b>BizBash Winter (The Holiday/ Meetings Issue)</b> <ul style="list-style-type: none"> <li>• Our guide to the best design ideas, vendors, and gifts for holiday parties</li> <li>• Top 15 Innovative Meetings</li> <li>• Top 1,000 People in Events</li> <li>• The latest ideas for events and meetings, eye-catching trade show booth design</li> </ul> | New York Fashion Week | <b>15 Most Innovative Meetings</b><br><br><b>Top 1,000 People in Events</b><br><br><b>Top 100:</b><br>United States & Canada | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |  |



# EDITORIAL CALENDAR Q4

**BIZBASH**

|          | SPECIAL DIGITAL COVERAGE   | TOPIC SPOTLIGHT   | PRINT MAGAZINE | EVENT COVERAGE                                      | LISTS & RECOGNITION  | VIDEOS & NEWS     | DAILY, WEEKLY, & MONTHLY  | BIZBASH EXPERIENCES                 |
|----------|--|-------------------|----------------|---|--|-------------------|---|-------------------------------------|
| OCTOBER  | <b>Innovators 2019:</b><br>Ninth annual report on the most innovative event professionals and brands   | Meeting Ideas     |                | IMEX America  | <b>Most Innovative Event Professionals</b><br><br><b>Most Innovative Brands</b><br><br><b>2019 BizBash Event Style Awards Winners</b><br><br><b>Top 100:</b> Chicago | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board | BizBash Live: New York (October 23) |
| NOVEMBER | <b>Winter Location Scout:</b><br>New venue openings and renovations  | Catering Ideas    |                |   | <b>Top 100:</b> Washington, D.C.<br><br><b>Event Planners Choice:</b><br>Top 50 Venues in Vancouver  | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |                                     |
| DECEMBER | Fall Benefit Roundup<br><br>Best of 2019 Package<br><br>2020 Predictions<br><br><b>Holiday Location Scout:</b><br>New venue openings and renovations | Trade Show Booths |                | Art Basel<br><br>Holiday Pop-Ups & Brand Promotions | <b>Event Planners Choice:</b><br>Top Caterers in North America   | Ideas of the Week | BizBash Daily Newsletter<br><br>GatherGeeks Weekly Podcasts<br><br>Webinar<br><br>Job Board |                                     |