

**To advertise in
this issue contact**

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PLUS: TOP 250 CANADIAN PEOPLE IN EVENTS

BIZBASH BEST CANADA 2020

*Empowering event
professionals with
ideas, intelligence and
resources to create
smarter events.*

*The top venues and
new ideas for events
and meetings*





WHY BIZBASH?

Year after year, event professionals look to push the envelope to provide a unique, on-brand experience for their guests in hopes of generating successful outcomes. This is where ***BizBash*** comes in...

BizBash is North America's #1 source for ideas, news, and resources for event and meeting professionals. With nearly 20 years as a trusted and loved brand, BizBash has the tools to spotlight Canada's largest event markets (including Toronto, Vancouver, Montreal, Edmonton, and Calgary), cultivate connections, and celebrate those who raise the bar in events.

For the first time ever, ***BizBash Best*** will be dedicated to Canadian locales and professionals in 2020. ***BizBash Best Canada*** is the premier guide to discover the top new venues, suppliers, and destinations for meetings and events. It will also recognize Canada's top 250 professionals in the event industry, highlighting those who go above and beyond in their area of expertise.





DECISION MAKERS & THE RIGHT AUDIENCE

This unbelievable opportunity could make your entire year. **BizBash Best Canada** will be THE go-to publication for event professionals looking for new partners all year long.

DISTRIBUTION STORY

IN PRINT

15,000 Canada

2,000 Canadian trade shows,
association meetings, bulk copies

2,000 U.S. planners who plan and/
or have expressed interest in Canada

DIGITAL

15,000 Canada

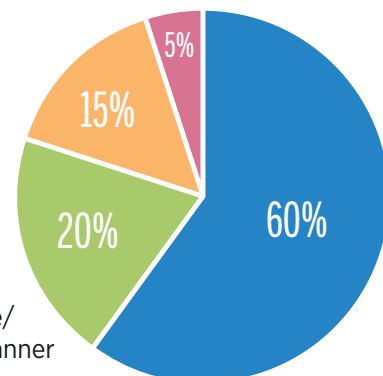
5,000 U.S.

**TOTAL
DISTRIBUTION =
39,000**

WHO GETS IT & DECISION MAKING

CURRENT JOB

- 60% In house corporate/
non-profit/association planner
- 20% Owner of an event/
meeting planning firm
- 15% Work for an independent
event/meeting planning firm
- 5% Supplier to events industry



FAST FACTS

- 12 Years Average time in
the event industry
- 70% Plan events outside
their home city



WHAT DOES PARTICIPATION LOOK LIKE?

Why print...

BizBash Best Canada will be referenced all year by planners and other event professionals and held onto for years. This is your chance to align your marketing message alongside award-winning and loved editorial.

AR Enhancement

BizBash is thrilled to include augmented reality-enabled advertising, available to all of our partners.*

Using the **BizBash AR app**, readers are able to hover over an ad or editorial story (marked with a special AR badge) to learn more about your brand. A contact and connect page will appear over the ads, allowing readers to call, email or visit your website, or watch your company video right from their mobile device.



The future of print advertising is here. This is your chance to stand out from the competition.

**AR available to full page ad units and larger.*

Packages & Solutions

BizBash Best 2020 Canada will mail in December 2019 and land on the desks of Canadian event planners when they start the new year.

Exposure opportunities exist in the print edition or combined with a myriad of digital marketing solutions as well.

In Print Formatted Ad vs. Display Ad

Be as creative as you'd like with a Display Ad unit or have **BizBash** build you a Formatted Ad. Ads are available in a variety of sizes and numerous premium positions as well.

Formatted Ad



Display Ad



Pricing & Options

FULL PAGE FORMATTED AD	\$4,850
FULL PAGE DISPLAY AD	\$5,340
TWO PAGE SPREAD	\$9,060
HALF PAGE DISPLAY AD	\$3,850
1/4 PAGE MARKETPLACE	\$950
1/6 PAGE MARKETPLACE	\$600

PREMIUM POSITIONS

INSIDE FRONT OR BACK COVER	SOLD
OUTSIDE BACK COVER	SOLD
PREMIUM POSITION	\$5,670
AR VIDEO ADD ON	\$800

Additional premium advertising options including: inserts, supplements, gatefold cover and others are also available. Please discuss with your sales representative.

CONTACT:

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