

# 2020 MEDIA KIT



# BIZBASH

Where event pros go.



[BIZBASH.COM](https://bizbash.com)

# WHY BIZBASH



## ACTIONABLE INSPIRATION.



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.

**Now part of the Connect family**, we've expanded our reach and power in the world of live experiences; further solidifying our role as *the* marketplace that connects the event industry and drives business.

### OUR AUDIENCE...

- Can easily go from seeing an idea to finding out who can execute it in seconds.
- Discovers these ideas online, in print, and at our events throughout North America.
- Does it all. From movie premieres to intimate dinners, they plan every type of event imaginable.





# TREMENDOUS INFLUENCE AND BUYING POWER

**2M**

Combined, hosts 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 YEARS**

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.

**282%**

In 2019, readers spent 282% more time on BizBash.

**7.7M**

BizBash.com saw over 7.7 million page views in 2019.

**70K**

The BizBash Buzz newsletter deploys to over 70,000 opt-in subscribers.

**65k**

Dedicated emails reach more than 65,000 event pros.

## THEY ARE THE TASTEMAKERS

Collectively, the BizBash audience touches more than

**30 MILLION**

people each year through the live experiences they produce.

STATS AS OF 4.29.20

### GET INVOLVED

[sales@bizbash.com](mailto:sales@bizbash.com)  
646.839.3915

### GET COVERED

[tips@bizbash.com](mailto:tips@bizbash.com)  
646.839.6868










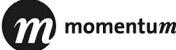


























### GET INFO

[info@bizbash.com](mailto:info@bizbash.com)  
646.638.3600



# THE BIZBASH TRIBE

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

MEETINGS & TRADE SHOWS				
MEDIA				
AGENCIES				
CONFERENCES				
INCENTIVES				
CORPORATE MARKETERS				
PROFESSIONAL SPORTS				
BENEFITS/CHARITIES				
SOCIAL EVENTS				



## LIVE EVENTS

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Trade shows, conferences, and live experiences across North America.

## MEDIA SOLUTIONS

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Digital and print programs designed to increase brand exposure.

## PODCAST

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Insights from influential event industry innovators and game-changers.

## BESPOKE PROGRAMS

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Custom experiences curated to showcase trusted brand partners.

## AWARDS AND RECOGNITION

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Highly coveted acknowledgements from industry peers and leaders.

# BIZBASH OVERVIEW





**FLORIDA  
LOS ANGELES  
NEW YORK  
WASHINGTON DC**

AND MORE TO COME!

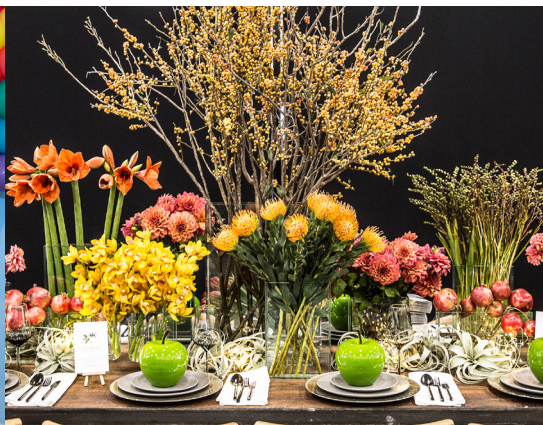


**4,500  
ATTENDEES  
1,750  
COMPANIES**

TOTAL OVER 2019 BIZBASH LIVE EVENTS



# BIZBASH LIVE



**“THIS WAS A WONDERFUL  
EVENT TO GAIN INSPIRATION  
ON WAYS TO IMPROVE AND  
EXECUTE OUR EVENTS.”**

SENIOR COORDINATOR,  
MAGNOLIA MARKET



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





# CURATED, INTIMATE EXPERIENCES BESPOKE PROGRAMS

Designed to help meet your goals, these customer acquisition programs will put key decision makers directly in your hands; allowing you to take the wheel and show them what you're working with.

## CUSTOMER EXPERIENCES

BizBash will recruit targeted, qualified event professionals to experience your destination, event space, or new products in person or online. Experiences include:

- Product Demos
- Focus Groups
- Roundtables
- Conclaves
- VIP Meals
- Networking Events
- FAM Trips
- Cocktail Receptions
- And other custom events

## BIZBASH MATCH

BizBash will prepare detailed event and meeting planner profiles to fill your pipeline. These qualified contacts are looking to source event partners, like you, for their upcoming virtual and in-person experiences.

## ALL PROGRAMS INCLUDE:

- Full coordination and collaboration on recruitment
- Qualifying contact information and segmentation data for planner profiles, to add to your internal pipeline

## PLUS, UP TO 3 QUALIFIERS OF YOUR CHOICE:

- Month of program
- Market segment
- Types of events planned
- Average annual budget
- Average number of events per year

**PRICING STARTS AT \$7,500**



# DIGITAL SOLUTIONS

- **DISPLAY ADVERTISING ON BIZBASH.COM**  
Placement alongside award-winning editorial, updated daily with features on today's hottest topics.
- **CONTENT ACTIVATION**  
Establish your brand as a thought-leader in the industry and drive traffic directly to your website through strategic offsite targeting.
- **VIDEO PRE-ROLL**  
Reach the visual event audience with high quality video showcasing your event venue, products, or services.
- **BIZBASH 360 °**  
Connect with the BizBash audience in the places they are the most—email, social media, and online.
- **RETARGETING & AUDIENCE EXTENSION**  
Put your brand in front of new leads, and drive highly qualified audience directly to your website via Facebook, Instagram, and ads across the web.
- **SOCIAL POSTS**  
Be seen on the BizBash social media feed with curated posts targeted to this influential audience.
- **DEDICATED EMAILS**  
Reach our elite industry audience (of more than 65,000 opt-in subscribers) with your brand's message, directly in their inbox.
- **BIZBASH BUZZ**  
Position your company alongside BizBash content with the event industry's #1 newsletter, distributed 3x a week to more than 70,000 subscribers.
- **MARKETPLACE**  
The ultimate discovery tool for event professionals to source venues and suppliers for their experiences.
- **GATHERGEEKS PODCAST & WEBINARS**  
From a guest spot on our renowned podcast, to an hour-long webinar with your custom content, be seen—and heard—by hundreds of powerful industry game-changers.





# A UNIQUE COMPETITIVE ADVANTAGE

## CONTENT ACTIVATION

Content activation cuts through the clutter and effectively distributes content across the ever-changing landscape of digital channels. Tap into the BizBash community of influential event and meeting professionals, and prove why you stand out from the competition.



### INCREASE ORGANIC TRAFFIC

- Increase top-of-fold placement
- Integrate SEO-rich keywords
- Increase in average time spent on page



### GUARANTEED QUALIFIED TRAFFIC

- Target event professionals
- Engage and drive event pros to content on your website
- **Guaranteed clicks**



### BIZBASH RETARGETING

- Retargeting from BizBash websites, Facebook pages, and email lists
- Drive traffic to client websites



### CUSTOM CONTENT ARTICLE

- Engage and convey brand goals
- Custom content articles written by award-winning editors, bloggers, and social media experts

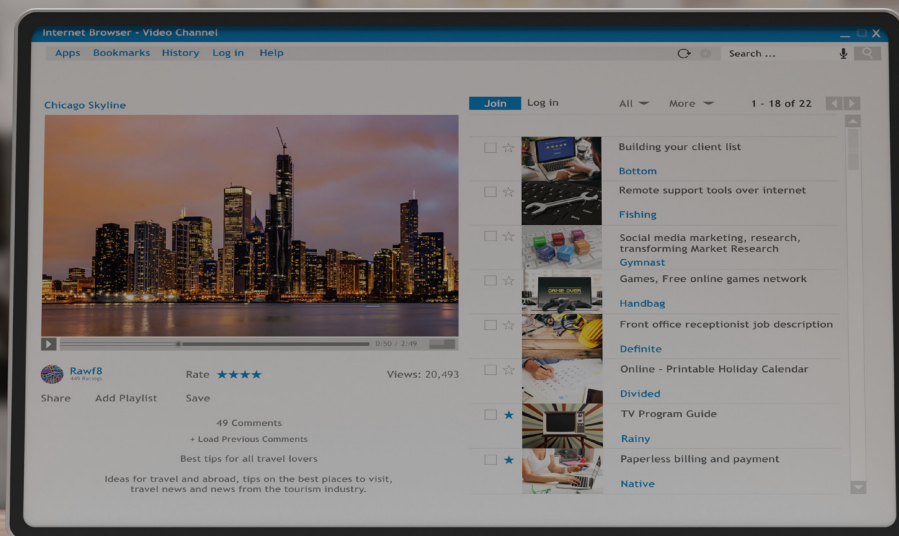


### SYNERGY ACROSS PLATFORMS

- Articles written to be evergreen in a long-story format to be repurposed for social media and e-newsletters

## PRICING

500 CLICKS	\$7,500	3K CLICKS	\$20,000
1K CLICKS	\$10,000	4K CLICKS	\$25,000
2K CLICKS	\$15,000		



# TURN EYE CANDY INTO A CONNECTION

## VIDEO PRE-ROLL

Event and meeting professionals are notoriously visual—how could you not be when your job is to create stunning works of art for the masses—which is why it's imperative to step up and meet them on their level.



### CONTENT SITS ABOVE THE FOLD

- Combines branding power of television with click-through and analytical power of digital
- Delivers a 90% reach potential



### GUARANTEED RESULTS

- Cost per completed view
- You only pay once the entire video is watched
- **Guaranteed video is viewed in full**



### INCREASED ENGAGEMENT

- Create an emotional connection with the audience through visual storytelling



### CROSS-PLATFORM FUNCTIONALITY

- Desktop
- Mobile
- Tablet

## PRICING

25,000 COMPLETED VIEWS	\$5,000	150,000 COMPLETED VIEWS	\$15,000
50,000 COMPLETED VIEWS	\$7,500	200,000 COMPLETED VIEWS	\$20,000
100,000 COMPLETED VIEWS	\$10,000		





As the digital landscape continues to evolve, one thing remains constant: direct messaging is the most effective way to communicate with potential new clients. Connect with the BizBash audience in the places they are the most—email, social, and online.

<b>EMAIL</b> <b>(1 EMAIL)</b>	<b>SOCIAL</b> <b>(1,750 CLICKS)</b>	<b>ONLINE</b> <b>(400K IMPRESSIONS)</b>
<p>Deploy a custom email to the extensive opt-in list of event and meeting professionals across North America.</p>	<p>Target the BizBash audience through social media ads on Facebook, Instagram, LinkedIn, and Twitter.</p>	<p>Increase brand recognition through banner ads that will follow potential leads across their digital journey.</p>
<p><b>PRICING STARTS AT \$15,000</b></p>		

A photograph of three people in a meeting. A man in a green shirt and glasses stands in the background, looking at a laptop held by a woman in the foreground. Another woman with glasses is seated to the right, also looking at the laptop. The background is a wooden wall.

# WHEN & WHERE THEY'RE LOOKING BANNER RETARGETING

As technology advances, it becomes easier to reach the right people at the right time. Retargeting distributes ad units across outside websites based on previous browsing behavior, allowing for a more engaged audience.



## GUARANTEED QUALIFIED IMPRESSIONS

- Targets event and meeting professionals
- BizBash will use its marketing tools to engage our audience with your brand



## INCREASED BRAND RECALL

- Higher level of brand recognition due to increased impressions delivered directly to your prospective audience



## BIZBASH RETARGETING

- Your branding is increased by placing client ad units in front of quality prospects retargeted from BizBash websites



## INCREASED CONVERSIONS

- Increased conversion rate when branding is placed in front of prospects multiple times during the decision-making process

## PRICING

100,000 IMPRESSIONS	\$2,500	750,000 IMPRESSIONS	\$9,000
200,000 IMPRESSIONS	\$3,200	1,000,000 IMPRESSIONS	\$11,000
300,000 IMPRESSIONS	\$4,500	1,500,000 IMPRESSIONS	\$15,000
400,000 IMPRESSIONS	\$5,600	2,500,000 IMPRESSIONS	\$22,500
500,000 IMPRESSIONS	\$6,500	3,000,000 IMPRESSIONS	\$24,000



**FINDING LEADS  
CAN FEEL LIKE  
STUMBLING IN THE DARK**

**BIZBASH  
CAN FLIP THE  
SWITCH FOR YOU**

## CUSTOM SOCIAL MEDIA LEAD GENERATION

You need leads. We can find them for you so you can focus on what you do best: closing business. Custom social media lead generation will get you in front of the right event pros to take your brand to the next level. We promise, the entire program will be illuminating.



### TARGET YOUR IDEAL AUDIENCE

- Target 1st party database of event professionals with your message



### EXPAND THE NET

- Combine your contacts with our database for a broader reach



### GET THE INFO YOU NEED

- Gather desired information with a survey developed with BizBash



### INCENTIVIZE THE AUDIENCE

- Incentivize survey completion with up to 200 \$5 Starbucks gift cards



### INSIGHTS & IDEAS

- Receive 100% of the data obtained through the survey

**PRICING STARTS AT \$10,000**

# BE THE CENTER OF ATTENTION

## SPONSORED SOCIAL MEDIA POSTS

Be seen on the BizBash social media feed with curated posts targeted to our influential audience in North America, and beyond. Unveil new products, showcase your event space, or position yourself as a thought leader to the engaged event and meeting pros scouring social media for new ideas, inspiration, and partners.

With only one (1) sponsored post per week, you'll be guaranteed exclusivity on the BizBash channels. Plus, you'll be able to brag to your friends and say "did you see us on BizBash?"

### OUR REACH

#### FACEBOOK (BIZBASH)

- 62.2k Followers
- 57.8k Likes

#### INSTAGRAM (@BIZBASH)

- 58.7k Followers



STATS AS OF 4.17.20



### PRICING

FACEBOOK ONLY  
INSTAGRAM ONLY

\$3,950  
\$3,950

FACEBOOK & INSTAGRAM

\$5,950





For 2020, all BizBash magazines will be released both in print and online. The magazine reaches more than 125,000\* subscribers across the United States and 39,000\* subscribers in Canada, and is promoted extensively across BizBash.com and BizBash social channels.

### BIZBASH FALL (HOLIDAY/MEETINGS)

Close: August, Materials: August,  
Mails: September

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

### BIZBASH BEST 2021

Close: November, Materials:  
November, Mails: December

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

### BIZBASH BEST CANADA 2021

Close: November, Materials:  
November, Mails: December

Back for 2021, the BizBash Best will be dedicated to Canadian event venues, suppliers, and destinations.

## PRICING STARTS AT \$4,500 FOR A FULL PAGE AD

\*US DISTRIBUTION: 20,000 PRINT; 105,000 DIGITAL | CA DISTRIBUTION: 19,000 PRINT; 20,000 DIGITAL



Look for GatherGeeks in your favorite platforms:  
iTunes, Spotify, Pocket Casts, Player FM, and Stitcher.

# GATHERGEEKS A PODCAST BY BIZBASH

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 an industry thought leader.

**NEW FOR 2020** Micropodcasts will establish a B2B community around niche conversations with high-value corporate prospects who want and need to know how to improve their job performance.

## NOTABLE GUESTS

Airika Gigas,\* [LEO Events](#)  
Alison Slight, [Candice & Alison](#)  
André Wells, [Events by André Wells](#)  
Andrea Boulden, [MPAHT](#)  
Andy King, [Inward Point & FYRE Festival](#)  
Charlie Palmer, [Chef & Restaurateur](#)  
Damon Guidry, [Adobe](#)  
David Stark, [David Stark Design & Production](#)  
Frank Supovitz, [Fast Traffic Events](#)

Kelly Helfman, [Informa](#)  
Kevin Mignone, [KM Productions](#)  
Kris Coratt, [The Washington Post](#)  
Matt Vaile, [Shopify](#)  
Philip Thompson,\* [Hilton](#)  
Priya Parker, [The Art of Gathering](#)  
Richard St. Pierre, [C2 International](#)  
Sharon Sacks, [Sacks Productions](#)  
Tammy Haddad, [Haddad Media](#)

\*Sponsored Podcast

## PRICING

MONTHLY SPONSORSHIP

\$2,000

SEMI-ANNUAL SPONSORSHIP

\$10,000

4 EPISODES RELEASED PER MONTH





# BIZBASH WEBINAR SERIES

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 your event industry network.

## HOT TOPICS

Creating Value & Building Your Brand  
Translating Event Metrics & Proving R.O.I.  
From Event Planner to Company Superstar  
How to Find and Plan the Perfect Event Space

The Hidden Value of Event Apps  
The Invisible Workload of Event Planning  
Dissecting Data Security and Privacy Laws  
AI Chatbots: Revenue, Savings & Building Community

## WHO ATTENDS?



ACTIVISION



TOYOTA

informa

SONY

BAIN & COMPANY



NETFLIX



L'ORÉAL



PRICING: \$12,500 PER WEBINAR

**BIZBASH**

2020 BizBash Media Kit | [sales@bizbash.com](mailto:sales@bizbash.com) | 646.839.3915



# SURVEYS & WHITE PAPERS

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, promoting your brand as a thought leader in the event space, and growing your industry network.

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
- Does Your Event Video Strategy Make the Cut?
- How to Rethink Event Sponsorship Value
- Are Your Data-Management Tools Giving You the Insights You Need to Succeed?

## SAMPLE PARTICIPANTS



## PRICING

SURVEY ONLY

\$12,500

SURVEY + WHITEPAPER

\$17,000





# SOCIAL MEDIA RETARGETING

Today’s biggest challenge? Reaching the right audience, at the right time. So how do you ensure your brand is top of mind as event pros are on the hunt for new partners? Social media retargeting.

Get your brand message and custom content in front of the ever-growing BizBash audience—packed with event and meeting planners, producers, marketers, designers, fundraisers, and everyone in between—on Facebook, Instagram, and other social channels.

Whether you’re looking to reach just your local market, or industry innovators across North America, we’ve got you covered. Use the power of the BizBash social audience to your advantage to drive a guaranteed number of event professionals back to your website.

PRICING			
500 CLICKS	\$6,500	1,500 CLICKS	\$14,250
750 CLICKS	\$9,000	2,000 CLICKS	\$18,000
1,000 CLICKS	\$10,000		



# GET THE RECOGNITION YOU DESERVE

## AWARDS & RECOGNITION

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.

### EVENT STYLE AWARDS

From catering to conferences, event tech, 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.

**PRICING: \$18,275**

### EVENT PLANNER'S CHOICE

With a memorable debut at BizBash Live: New York in 2019, the Event Planner's Choice program is expanding to cities throughout the U.S. and Canada. Notable venues and suppliers will be chosen by a group of industry professionals passionate about the local markets they serve.

### BIZBASH LISTS & HALL OF FAME

Each year, BizBash announces the top events, brands, and people; showcasing game-changing experiences and event innovators that have dominated the industry. Hall of Fame honorees are celebrated at local market events, and bring together the biggest names in live experiences.

**PRICING STARTS AT \$5,250**



# Q1 EDITORIAL CALENDAR

	EVENT COVERAGE	SPECIAL DIGITAL COVERAGE	BIZBASH EXPERIENCES	PRINT MAGAZINE
JANUARY	C.E.S. Golden Globes Sundance			
FEBRUARY	Super Bowl New York Fashion Week NBA All-Star Weekend Grammys South Beach Wine & Food Festival Academy Awards	<b>Top 100</b> New York <b>Venues:</b> New event venues North America	<b>BizBash Live:</b> Florida <i>The Pop Up</i>	<b>BizBash Best 2020,</b> <i>plus Chicago supplement</i> New and renovated venues in 16 U.S. cities <b>Publishes:</b> February <b>Special feature:</b> 2019 Event Style Awards winners
MARCH	South by Southwest Diffta Dining by Design NY Miami Music Week	<b>Top 100</b> Miami/South Florida		

# Q2 EDITORIAL CALENDAR

	EVENT COVERAGE	SPECIAL DIGITAL COVERAGE	BIZBASH EXPERIENCES	PRINT MAGAZINE
APRIL	Coachella White House Correspondents' Dinner TED	Most Innovative People & Brands <b>Venues:</b> New event venues North America	Event Style Awards Open	
MAY	Met Gala Robin Hood Benefit Sapphire Now C2 Montreal Google I/O	<b>Top 100</b> Los Angeles <b>Venues:</b> New rooftop spaces		
JUNE	Governor's Ball E3 IPW Bonnaroo	<b>Top 100</b> San Francisco	<b>BizBash West</b> June 17	



# Q3 EDITORIAL CALENDAR

	EVENT COVERAGE	SPECIAL DIGITAL COVERAGE	BIZBASH EXPERIENCES	PRINT MAGAZINE
JULY	Cisco Live Tales of the Cocktail Comic-Con	<b>Top 100</b> Toronto <b>Venues:</b> New event venues North America		
AUGUST	MTV VMAs Lollapalooza		<b>BizBash Summit</b> August 4 <b>BizBash National</b> August 17-19 Event Style Awards Close	
SEPTEMBER	New York Fashion Week Toronto International Film Festival Primetime Emmys Austin City Limits	<b>Top 100</b> U.S. & Canada <b>Venues:</b> New venues for holiday parties		<b>Fall Issue</b> Holiday Party Ideas: Top 1000 People in Events; Most Innovative Meetings <b>Publishes:</b> October <b>Will also include stories about:</b> Catering, Event Rentals, New Venues, Event Marketing Strategies, Event Technology, Industry News

# Q4 EDITORIAL CALENDAR

	EVENT COVERAGE	SPECIAL DIGITAL COVERAGE	BIZBASH EXPERIENCES	PRINT MAGAZINE
OCTOBER	Dreamforce NYC Wine & Food Festival IMEX America	<b>Top 100</b> Chicago Top Names in Events <b>Venues:</b> New event venues North America	<b>BizBash East</b> October 21 Event Style Awards Announced	
NOVEMBER	Diffta Dining by Design Chicago	<b>Top 100</b> Washington D.C.		<b>BizBash Best</b> Canada 2021
DECEMBER	Art Basel Kennedy Center Honors	<b>Venues:</b> Best of 2020 and 2021 preview		<b>BizBash Best 2021</b>