

EVENT TECHNOLOGY



VENUE SELECTION



EVENT EXPERIENCE



EVENT MARKETING



# BIZBASH

where event pros go

## 2021 MEDIA *kit*

THE EVENT INDUSTRY'S  
#1 RESOURCE

# why BIZBASH?

BizBash is the event industry's #1 resource, where influential event and meeting professionals find partners and resources for their virtual, hybrid, and in-person experiences.

We connect innovative venues, destinations, suppliers, and vendors (you!) with key decision makers from Fortune 1,000 corporations, experiential agencies, associations, nonprofits, global exhibitions, and independent event organizations.

**86% of our readers stated that BizBash content influenced their purchase decision.**

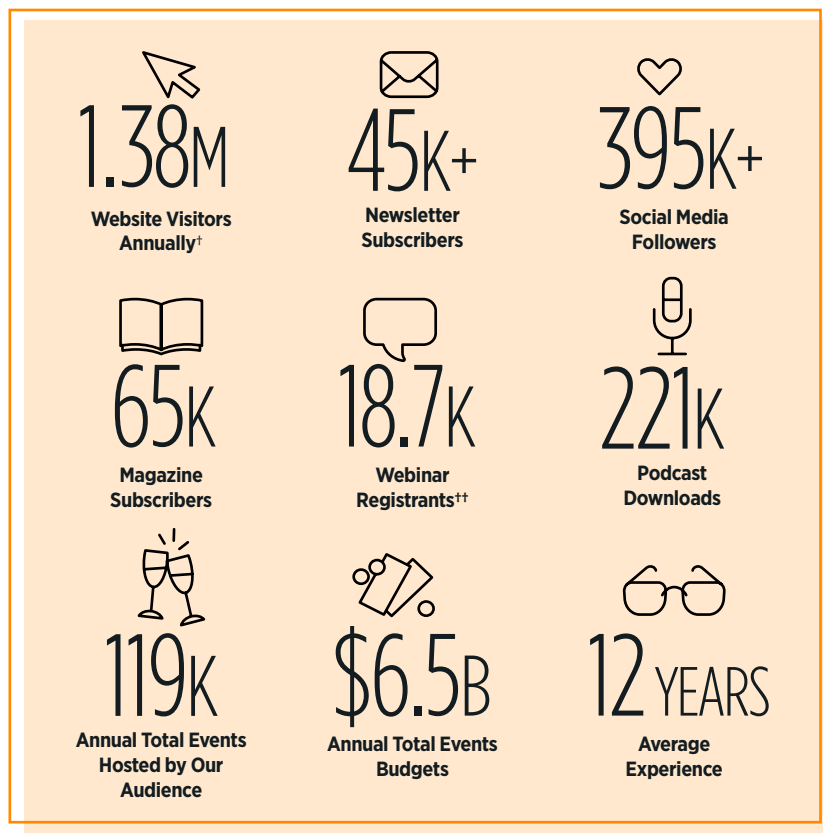
With digital, print, and face-to-face opportunities, BizBash is the one place to showcase your brand, product, and offerings to #eventprofs in need of your event solutions.

**INQUIRE ABOUT ADVERTISING**

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

**INQUIRE ABOUT EDITORIAL**

[editorial@bizbash.com](mailto:editorial@bizbash.com)



## TYPES OF EVENTS

Meetings.....	72%
Conferences/Training.....	64%
Product Launches/Promo Events.....	49%
Premieres/Opening Events.....	46%
Trade/Consumer Shows.....	43%
Benefits/Fundraisers.....	34%
Parades/Festivals.....	31%
Incentive Trips.....	28%
Other (Sporting Events, Experiential Activations, etc.).....	56%












































































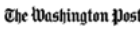

## BY THE numbers\*

Collectively, the BizBash audience touches more than **30 MILLION** people each year through the live experiences they produce.

\*All Stats as of 11.11.20 | <sup>†</sup>Web Traffic Across BizBash Properties 11.10.19 - 11.10.20 | <sup>††</sup>Webinar Registrants from 11.19 - 11.20

# THE BIZBASH *tribe*

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

# digital AWARENESS

## OFFSITE DISPLAY ADS

Put your brand in front of new leads, and drive highly qualified audience directly to your website via ads across the web.

[SEE IT IN ACTION →](#)

## INTERSTITIALS

Another high impact position, interstitials, will allow your brand visuals to be seen as soon as anyone visits BizBash.com. This custom pop-up will lead the audience directly to your website in just one click.

[SEE IT IN ACTION →](#)

## SPONSORED SOCIAL MEDIA POSTS

Be seen on the BizBash social media feeds with curated posts targeted to this influential audience. Posts available on Facebook, Instagram, and LinkedIn.

[SEE IT IN ACTION →](#)

## ONSITE DISPLAY ADS

Be seen alongside anticipated editorial content, updated daily with features on today's hottest topics, through display ads on BizBash.com.

[SEE IT IN ACTION →](#)

## WALLPAPERS

Make a statement with a wallpaper on BizBash.com. This high impact position, seen on the BizBash homepage, will get your brand in front of our audience and lead them directly to your website with one click.

[SEE IT IN ACTION →](#)

## CONTENT MARKETING

Establish your brand as an industry thought leader with an article, written by your team, that lives on BizBash.com. Bonus: Add a photo or video to spice up your content.

[SEE IT IN ACTION →](#)

## BIZBASH BUZZ NEWSLETTER

Distributed three times a week to targeted areas across North America, takeover the BizBash newsletter and be seen alongside BizBash editorial content.

[SEE IT IN ACTION →](#)

## GATHERGEEKS PODCAST

From a special 30-second shout to an exclusive episode dedicated to your brand, be seen—and heard—by hundreds of powerful industry game-changers.

[SEE IT IN ACTION →](#)

“...It's great to see so many brilliant minds paving the way for a bright and sustainable future for our industry.”

— Vice President,  
Partnerships and Sales,  
Pop Up Event Structures





# digital ENGAGEMENT

## DEDICATED EMAILS

Reach our elite industry audience with your brand's message, an event invitation, or exclusive marketing initiatives directly in their inbox.

[SEE IT IN ACTION →](#)

## VIDEO PRE-ROLL

Reach the visual event audience with high quality video showcasing your event venue, products, or services.

[SEE IT IN ACTION →](#)

## SOCIAL MEDIA RETARGETING

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.

[SEE IT IN ACTION →](#)

## CONTENT ACTIVATION

Establish your brand as a thought-leader in the industry and drive traffic directly to your website through strategic offsite targeting.

[SEE IT IN ACTION →](#)

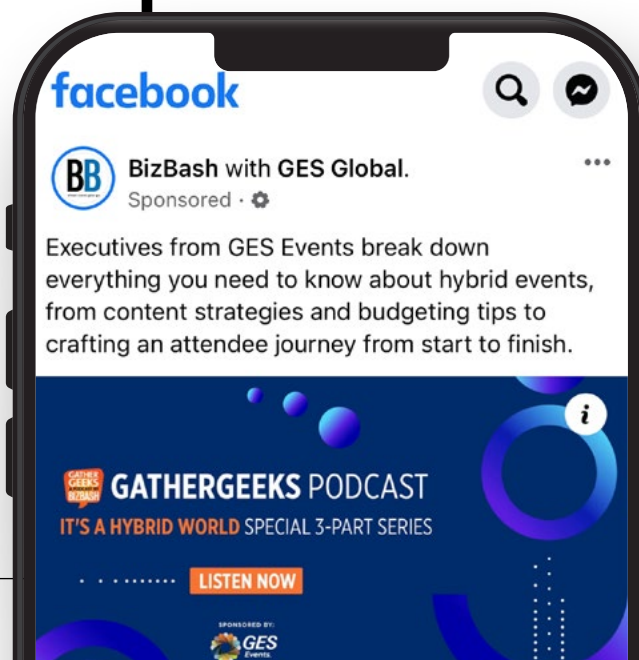
## WEBINARS **Sold Out Until January 2022**

Share your knowledge and expertise, showcase your brand as a thought leader, and build your event industry network with an exclusive hour-long webinar that will deliver 300-500 leads.

[SEE IT IN ACTION →](#)

“BizBash has been an amazing, flexible partner to help us stay connected and grow our business during these difficult times with the COVID-19 threat. We can attribute leads directly from a recent promotion that we just did in partnership with them.”

— Director of Marketing,  
MeetingPlay



# Bespoke OPPORTUNITIES

## VIRTUAL EVENT TECH SHOWCASE **Sold Out Until January 2022**

Share your knowledge and expertise—and be seen as an industry thought leader—with a virtual experience on your platform, with an average of 300-500 leads in your event tech solution.

**SEE IT IN ACTION** →

## FAM RECRUITMENT

Let us get your brand in front of your target audience. Tell us who your ideal client is, and we'll take it from there: planner recruitment, outreach and event confirmation, and delivery of your curated list.

## EDITORIAL PRESS TRIP

Looking for coverage for your venue or destination? Our Editorial team is available to experience your space and offerings first-hand, and will craft a sponsored article on your brand after their visit.

## SURVEYS & WHITEPAPERS

Gain insight into the minds of the BizBash audience through custom surveys and white papers, thoughtfully curated to provide answers to your most pressing questions and drive 300-500 timely leads.

**SEE IT IN ACTION** →

“We are longtime fans and partners of BizBash. It has always been a source of quality leads for new business but even more importantly to us, BizBash is a great promoter of our new ideas, interesting projects and outside-the-box ventures. We are thankful for a relationship that goes beyond the normal advertising partnership and allows for real solutions to our changing needs.”

— Chief Experience Officer,  
Gifts for the Good Life

## EXCLUSIVE BIZBASH SPONSORSHIPS

Align your brand with event industry game-changers, hand-picked by the most trusted names covering live experiences—BizBash Editorial—through custom digital and print sponsorship opportunities.

- Event Style Awards—February **SOLD**
- BizBash 250 Canada—April **SOLD**
- BizBash 500 U.S.—September **SOLD**
- Most Innovative Meetings—October
- Top 100 Events Canada—November **SOLD**
- Top 100 Events U.S.—December **SOLD**
- Most Innovative People—January 2022
- Most Innovative Brands—January 2022

# PRINT solutions

Highly regarded as the event industry's #1 magazine, all issues of BizBash magazine are released both in print and online. Reaching subscribers across the United States and Canada, every edition is promoted extensively across BizBash.com and BizBash social channels.



## **BizBash Best U.S. 2021 | The Comeback Issue**

Featuring the Most Innovative People and Brands and 2020 Event Style Award winners, this go-to guide is packed with the hottest event venues, partners, and ideas from across the U.S., with a special section dedicated to Washington, D.C.

**Releases Q1 2021**

[SEE IT IN ACTION →](#)

## **BizBash Best Canada 2021 | The Comeback Issue**

Returning for its second year, this must-see guide for Canadian events features the BizBash 250, can't-miss venues and partners, and everything in between.

**Releases Q1 2021**

[SEE IT IN ACTION →](#)

## **Fall Issue 2021**

This anticipated issue covers everything from the BizBash 500 and Most Innovative Meetings, to holiday party ideas, event partners and recap from across North America, and so much more.

**Releases Q3 2021**

[SEE IT IN ACTION →](#)

Check out the  
**2021**  
Editorial Calendar  
here →





# BIZBASH AT *Connect* TAMPA 2021



BizBash is teaming up with Connect to showcase innovative ideas, tools, and resources for a new era of events! Join us **(in person!)** August 30 - September 1 at the Tampa Convention Center to grow your brand, and network with **corporate** and **association** hosted buyers looking for event solutions—like **YOU!**

[LEARN MORE →](#)





# Q1 EDITORIAL calendar

**Editor's Note:** All events, special digital coverage, BizBash experiences, and print magazine content are subject to change. While we intend to cover the events featured on this calendar, coverage is dependent on the event taking place and/or the event's overall innovative, newsworthy nature. To pitch BizBash's editors regarding any of the events or special digital coverage listed—or your own local events—email [editorial@bizbash.com](mailto:editorial@bizbash.com).

	JANUARY	FEBRUARY	MARCH
<b>Event Coverage</b>	<p><b>Canada:</b> Go West (TBD)</p> <p><b>Virtual:</b> CES</p>	<p><b>Indianapolis:</b> NBA All-Star Weekend</p> <p><b>California:</b> 63rd GRAMMY Awards</p> <p><b>New York:</b> New York Fashion Week</p> <p><b>Florida:</b> Super Bowl LV; Food Network South Beach Wine &amp; Food Festival</p> <p><b>Utah/Hybrid:</b> Sundance Film Festival</p>	<p><b>Texas:</b> South by Southwest (TBD)</p> <p><b>California:</b> 78th Golden Globes Awards</p> <p><b>Florida:</b> Miami Music Week/ Ultra Music Festival (TBD)</p> <p><b>New York:</b> DIFFA Dining by Design (TBD)</p> <p><b>Washington, DC:</b> Kennedy Center Honors</p>
<b>Special Digital Coverage</b>	<p>Catering, decor, and entertainment ideas for a Super Bowl watch party</p>	<p>Most anticipated venue openings across U.S. and Canada for 2021 events and meetings</p> <p>Decor and catering ideas for Valentine's Day-themed events</p>	<p>New event venues across U.S. and Canada for spring events and meetings</p> <p>Event design ideas from winter 2020 benefits, galas, and fundraisers</p> <p>Decor and catering ideas for St. Patrick's Day-themed events</p>
<b>Print Magazine</b>			<p><b>BIZBASH BEST U.S. 2021</b> + 2020 Event Style Awards + 2020 Most Innovative Brands + 2020 Most Innovative People</p> <p><b>BIZBASH BEST CANADA 2021</b> + The Canada 250</p>

# Q2 EDITORIAL calendar

	APRIL	MAY	JUNE
Event Coverage	<p><b>California:</b> Coachella Festival; Create &amp; Cultivate Conference (TBD)</p> <p><b>Canada:</b> TED Conference (TBD)</p> <p><b>Indianapolis:</b> NCAA Final Four</p> <p><b>Washington, DC:</b> National Cherry Blossom Festival</p>	<p><b>California:</b> 93rd Academy Awards; Stagecoach Festival; Google I/O (TBD)</p> <p><b>Canada:</b> C2 Montreal; Toronto Interior Design Show</p> <p><b>New York:</b> Met Gala; Robin Hood Benefit</p> <p><b>Ohio:</b> NFL Draft</p> <p><b>Washington, DC:</b> White House Correspondents' Association Dinner</p>	<p><b>California:</b> E3 Expo; U.S. Open</p> <p><b>Florida:</b> Sapphire Now</p> <p><b>Las Vegas:</b> Cisco Live; U.S. Travel Association's IPW</p> <p><b>New York:</b> Governor's Ball Music Festival</p> <p><b>Tennessee:</b> Bonnaroo Festival</p> <p><b>Washington, DC:</b> Rammy Awards</p> <p><b>+ Highlights from upfronts and newfronts</b></p>
Special Digital Coverage	<p>The Canada 250</p> <p>Event venues across U.S. and Canada for outdoor events and meetings</p>	<p>New rooftop event venues across U.S. and Canada for outdoor events and meetings</p> <p>Catering, decor, and entertainment ideas for a Kentucky Derby watch party</p>	<p>New event venues across U.S. and Canada for summer 2021 events and meetings</p> <p>Event design ideas from spring 2021 benefits, galas, and fundraisers</p>
Print Magazine			

# Q3 EDITORIAL calendar

**Editor's Note:** All events, special digital coverage, BizBash experiences, and print magazine content are subject to change. While we intend to cover the events featured on this calendar, coverage is dependent on the event taking place and/or the event's overall innovative, newsworthy nature. To pitch BizBash's editors regarding any of the events or special digital coverage listed—or your own local events—email [editorial@bizbash.com](mailto:editorial@bizbash.com).

	JULY	AUGUST	SEPTEMBER
<b>Event Coverage</b>	<p><b>Louisiana:</b> Tales of the Cocktail</p> <p><b>California:</b> Comic-Con; VidCon; ESPY Awards; Instabeach</p> <p><b>France:</b> Lollapalooza Music Festival</p> <p><b>+ Highlights from Pride events</b></p>	<p><b>New York:</b> MTV Video Music Awards</p>	<p><b>Texas:</b> Austin City Limits</p> <p><b>California:</b> 73rd Primetime Emmy Awards</p> <p><b>New York:</b> New York Fashion Week</p> <p><b>Nevada:</b> Burning Man Festival</p> <p><b>Canada:</b> Toronto International Film Festival</p>
<b>Special Digital Coverage</b>	<p>Catering and decor ideas for Fourth of July-themed events</p>	<p>New event venues across U.S. and Canada for fall 2021 events and meetings</p>	<p>Venues across U.S. and Canada for fall events and meetings</p> <p>Event design ideas from summer 2021 benefits, galas, and fundraisers</p> <p>The BizBash 500</p>
<b>Print Magazine</b>			<p><b>FALL ISSUE 2021</b></p> <p><b>Features:</b> Holiday Party Ideas; The BizBash 500; 10 Most Innovative Meetings</p> <p><b>Will also include stories on:</b> catering, entertainment, event rentals, new venues, event technology, industry news and strategies, <b>+ more.</b></p>



# Q4 EDITORIAL calendar

	OCTOBER	NOVEMBER	DECEMBER
Event Coverage	<p><b>California:</b> Salesforce's Dreamforce</p> <p><b>New York:</b> NYC Wine &amp; Food Festival</p>	<p><b>Chicago:</b> DIFFA Dining by Design</p> <p><b>Las Vegas:</b> IMEX America</p>	<p><b>Florida:</b> Art Basel Miami Beach</p>
Special Digital Coverage	<p>Catering and decor ideas for Halloween-themed events</p>	<p>Top 100 Events in Canada 2021</p> <p>New event venues across U.S. and Canada for holiday parties</p> <p>Event design ideas from fall 2021 benefits, galas, and fundraisers</p> <p>Corporate holiday party ideas</p>	<p>Top 100 Events in the U.S. 2021</p> <p>BizBash's Most Popular Stories of 2021</p>
Print Magazine			