

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.

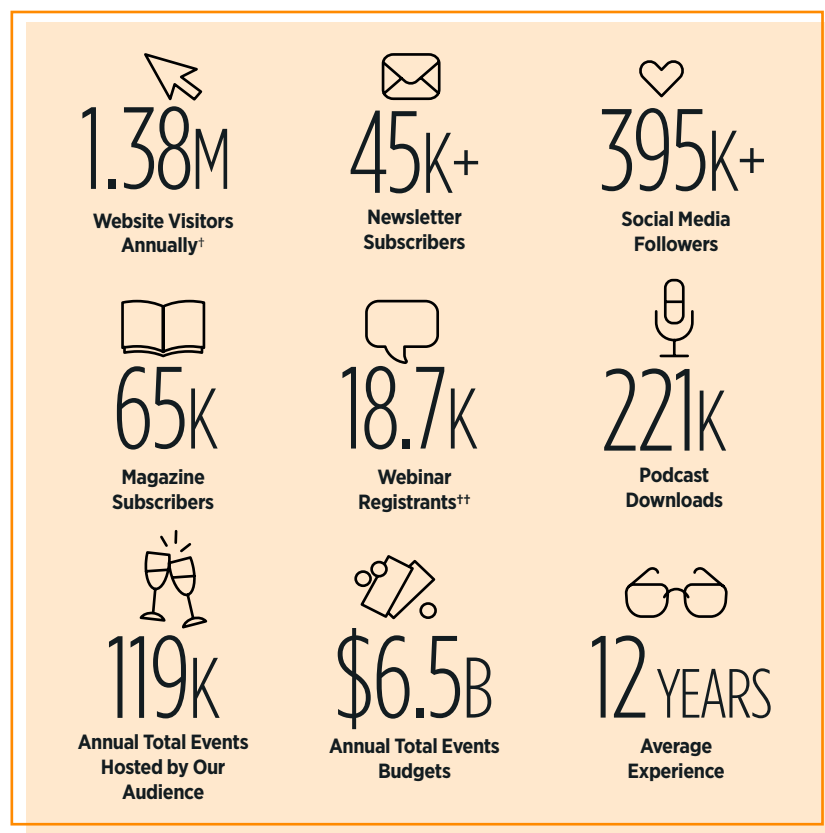
With digital, print, and face-to-face opportunities, BizBash is the one place to showcase your brand, product, and offerings to #eventprofs in need of your event solutions.

INQUIRE ABOUT ADVERTISING

sales@bizbash.com

INQUIRE ABOUT EDITORIAL

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%












































































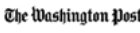

BY THE numbers*

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 | [†]Web Traffic Across BizBash Properties 11.10.19 - 11.10.20 | ^{††}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 →](#)

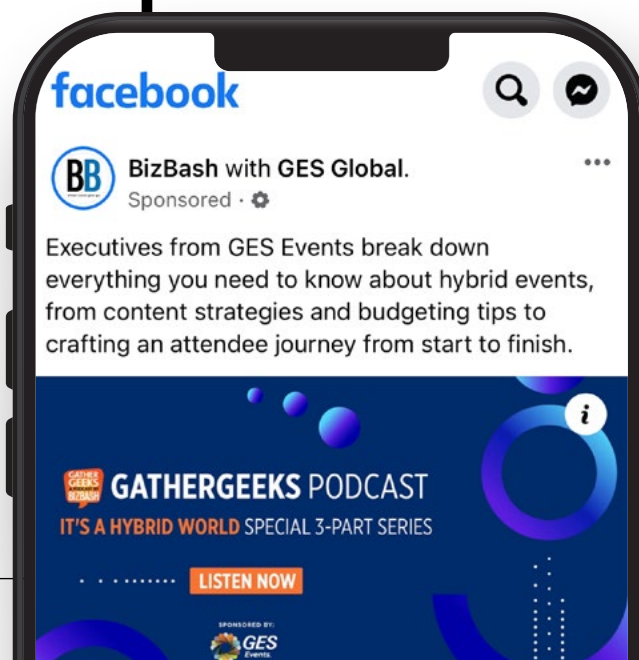
WEBINARS **Sold Out Until January 2022**

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 →



“ I was excited to work the the BizBash team to generate new leads for our corporate team. They were easy to work with and helped us create an amazing virtual tasting program that was elevated, impactful and delivered the Sugarfina sweetness our brand is known for. The response to the event was overwhelming and our team had to rush to create additional candy kits for the surge of attendees. The result was phenomenal lead generation and new relationships with premium brands. A great experience from start to finish.”

— David Cruz,
Director of Corporate Sales

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 →](#)



2021 RATE CARD *USD*

DIGITAL AWARENESS

➔ [CLICK ON EACH PRODUCT NAME TO SEE IT IN ACTION](#)

PRODUCT	DESCRIPTION	PRICING
Onsite Display Ads	Display your banner ads across BizBash.com, visited by event professionals across North America; packages start at 100K+ guaranteed impressions	Pricing starts at \$3,000
Offsite Display Ads	Display your banner ads on outside websites visited by our audience; packages start at 100K+ guaranteed impressions	Pricing starts at \$2,500
Interstitials	Run a custom branded full-screen ad takeover, seen by the BizBash audience for 2 days, linking directly to your site	Pricing starts at \$5,500
Wallpaper	Takeover the background of the entire BizBash.com website to promote your brand exclusively for 2 days	Pricing starts at \$5,500
BizBash Buzz Newsletter	Be seen alongside editorial content delivered to the inboxes of thousands of event pros 3 times a week; Northeast, Southeast, Central, West, Canada, Network regions available	Pricing starts at \$2,500
Sponsored Social Media Posts	Have your brand message seen on the BizBash social feeds by a combined total of over 145,000 across multiple platforms	Pricing starts at \$3,950
GatherGeeks Podcast	Get your brand in front of an average of 3,500 engaged podcast listeners per month with a 30 second shout out or an exclusive co-hosted episode takeover	\$2,500 - \$10,000
Content Marketing	Establish your brand as an industry thought leader with an article, written by your team, that lives on BizBash.com; includes one (1) photo or video	Starting at \$6,500

DIGITAL ENGAGEMENT

PRODUCT	DESCRIPTION	PRICING
Dedicated Emails	Reach our audience with your brand's message, an invitation, or exclusive initiatives directly in their inbox; National, Network, or Regional blasts available	Pricing starts at \$7,045
Social Media Retargeting	Target BizBash's extensive audience of event pros with your social media ads to drive 500 - 2K+ guaranteed clicks to your website	Pricing starts at \$6,500
Video Pre-Roll	Showcase your 15 or 30 second video to our audience of event pros and only pay for completed views , starting at 25K views	Pricing starts at \$5,000
Content Activation	This custom article, written by BizBash, will deliver 500 - 5K+ guaranteed clicks leading to your website	Pricing starts at \$7,500
Webinars	Share your knowledge and expertise—and be seen as an industry thought leader—with a 1 hour co-hosted webinar via Zoom, delivering 400-800 leads on average	\$25,000 [SOLD OUT UNTIL JANUARY 2022]


2021 RATE CARD *USD*

BESPOKE OPPORTUNITIES

➔ CLICK ON EACH PRODUCT NAME TO SEE IT IN ACTION

PRODUCT	DESCRIPTION	PRICING
Virtual Event Tech Showcase	Share your knowledge and expertise—and be seen as an industry thought leader—with a virtual experience on your platform , with an average of 500-1,000 leads in your event tech	Pricing starts at \$40,000
FAM Recruitment	From planner recruitment to event confirmation, we'll connect you with curated, qualified leads ready to experience your venue, destination, or other event offerings	Inquire about pricing
Editorial Press Trip	Allow BizBash to experience your venue or destination first-hand and deliver a custom recap article after their visit	Inquire about pricing
Surveys	Gain valuable industry insights, with this custom content program delivering 300-500 leads on average	Pricing starts at \$25,000
White Papers	Position your brand as a thought leader, with this custom content program delivering 400-800 leads on average	Pricing starts at \$30,000
Exclusive BizBash Sponsorships	Align your brand with one of eight Editorial features honoring industry game-changers through this exclusive content-driven lead generation and thought leadership program	Inquire about pricing [Limited opps available]

PRINT SOLUTIONS

PRODUCT	DESCRIPTION	PRICING
 BizBash Best U.S. 2021	This go-to guide is packed with the hottest event venues, destinations, partners, and ideas from across the U.S.; half page ads to multi-page spreads and premium positions available	Full page formatted ads start at \$4850 Inquire about premium placements and custom visibility opportunities
BizBash Best Canada 2021	This must-see guide for Canadian events features can't-miss ideas, venues, destinations, and partners; half page ads to multi-page spreads and premium positions available	Full page formatted ads start at \$4850 Inquire about premium placements and custom visibility opportunities
Fall Issue 2021	This anticipated issue covers holiday party ideas, event partners, and recaps from across North America; half page ads to multi-page spreads and premium positions available	Full page ads start at \$5,340

LIVE EXPERIENCES

PRODUCT	DESCRIPTION	PRICING
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!) Aug. 30-Sept. 1 at the Tampa Convention Center to grow your brand, and network with corporate and association hosted buyers looking for event solutions—like YOU!	Pricing starts at \$7,500