

EVENT TECHNOLOGY



VENUE SELECTION



EVENT EXPERIENCE



EVENT MARKETING



# BIZBASH

where event pros go

## 2022 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.**

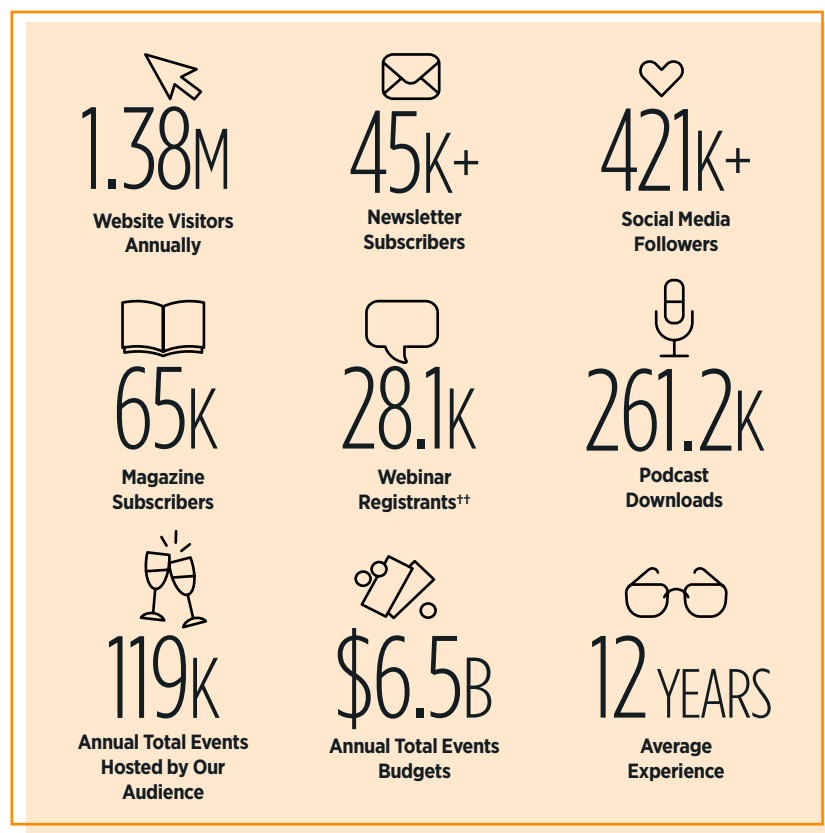
With digital, print, and face-to-face opportunities, BizBash is the one place to showcase your brand, product, and offerings to #eventprofs in need of your event solutions.

**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%












































































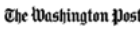

## BY THE numbers

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

<sup>††</sup>Webinar Registrants from Feb. 2020 to Dec. 2021

# THE BIZBASH *network*

Spanning countless industries and verticals—including association, corporate, nonprofit, experiential, and more—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, Twitter, TikTok and LinkedIn.

[SEE IT IN ACTION →](#)

## CONNECTED TV

Put your brand front-and-center with the BizBash audience while they're watching shows and movies on their internet connected TV's, tablets, and phones. Be seen via YouTubeTV, Prime, Hulu, MLB.tv, ESPN, Roku, Fire TV, and more!

## ONLINE RADIO

Exclusively target the BizBash audience while they're listening to their favorite music, podcasts, audio books, and other auditory content. Be heard on Pandora, Spotify, iHeart Media, Audacy, and more!

## 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 every page of the BizBash website for 2 full days, 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

The BizBash Buzz newsletter brings the latest ideas, inspiration and industry resources directly to event pros' inboxes. Take over the newsletter and be seen alongside BizBash editorial content.

[SEE IT IN ACTION →](#)

## GATHERGEEKS PODCAST

Get your brand in front of our engaged podcast listeners with two different 30-second audio commercials.

[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 →](#)

## GATHERGEEKS SPONSORED PODCAST

Get your brand in front of our engaged podcast listeners with an exclusive co-hosted episode takeover.

[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 →](#)

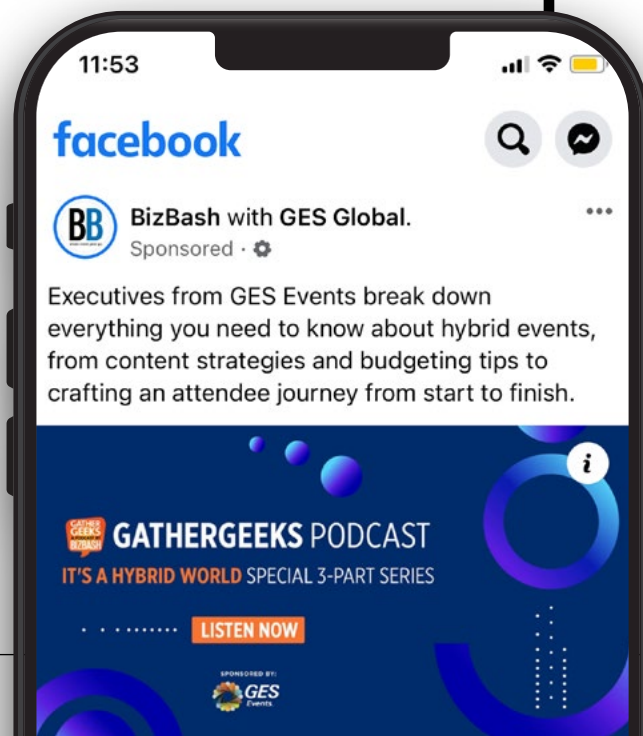
## CONTENT ACTIVATION

Establish your brand as a thought leader in the industry by having BizBash proactively distribute your content across the ever-changing landscape of paid, owned and earned channels to drive high-quality, engaged traffic directly to your website.

[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



# demand GENERATION

## VIRTUAL EVENT TECH SHOWCASE

Share your knowledge and expertise—and be seen as an industry thought leader—with a virtual experience on your platform.

SEE IT IN ACTION →

## SURVEYS

Gain insight into emerging industry trends and the most vexing needs of seasoned event professionals that only the BizBash audience can deliver through custom surveys, thoughtfully curated to provide answers to your pressing questions.

SEE IT IN ACTION →

## WHITE PAPERS

Establish your brand as a thought leader and drive leads (when paired with a Survey) by reaching the BizBash audience with insightful, data-driven white papers written by BizBash.

SEE IT IN ACTION →

## EVENT MASTERS VIDEO SERIES

BizBash's new docuseries features exclusive one-on-one interviews with notable event producers from the top brands and agencies, such as ESPN, Anheuser-Busch, Univision, and Visa. Align your brand with BizBash through this sponsorship and see your brand's video commercials come to life and drive timely leads for your sales team. Bonus: grow your personal connection with our Event Master and become a thought leader by cohosting a GatherGeeks podcast interview with BizBash and our featured Event Master

SEE IT IN ACTION →

## FOCUS GROUPS

BizBash to identify and recruit event planners to virtually gather and provide unbiased feedback through a moderated series of Q&A discussions surrounding an industry segment, product type, trends or individual/brand buying/behavioral outlook.

## WEBINARS **Sold Out Until 2023**

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

SEE IT IN ACTION →

## ACCOUNT BASED MARKETING BESPOKE CAMPAIGNS

Partner with BizBash to hyper-target **specific companies** to engage with your brand digitally and create meaningful connections in real life with **specific contacts** at your most sought after target accounts by way of private-invite activations, VIP experiences, and closed-door events.

## 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.

- Industry Innovators: Brands **SOLD**
- Fresh Faces **SOLD**
- Industry Innovators: Experiential Agencies
- Industry Innovators: Event Technology
- Industry Innovators: Event Planners, Designers & Producers **SOLD**
- Connect x BizBash 15 Over 50
- Corporate Holiday Party Ideas
- 10 Most Innovative Meetings
- Top 100 Events in the U.S. and Canada
- Event Experience Awards

“With BizBash, I never get a cookie cutter media kit offering. The team dives in deep to understand my business needs and crafts amazing programs that deliver the brand impact and demand that we need. Great ROI and an awesome team to work with. Who could ask for more?”

— Cathy Song Novelli, Global Marketing & Communications Executive, Hubilo

# 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.

## Spring Issue 2022

The 2022 Spring Issue, featuring more than 300 new and renovated event and meeting venues throughout the U.S. and Canada, plus in-depth city-specific spotlights and guides to planning engaging meetings.

### Special print features:

- Industry Innovators: Brands,
- BizBash x Connect 40 Under 40,
- 2021 BizBash Event Experience Awards

**Releases Q2 2022**

[SEE IT IN ACTION ➔](#)

## Fall Issue 2022

The 2022 Fall Issue + Marketplace Guide, featuring an up-close look at some of the year's top events, innovative ideas and strategies, the latest event technology and more.

### Special print features

- Industry Innovators 2022: Catering, Event Technology, Experiential Agencies and Event Designers, Planners and Producers.

**Releases Q3 2022**

[SEE IT IN ACTION ➔](#)



Check out the  
**2022**  
Editorial Calendar  
on p.9-12



“ 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 <sup>AT</sup> *Connect* PUERTO RICO & DETROIT



High-level event organizers and marketers will travel with all expenses paid to BizBash's 2022 events to meet with the industry's leading experiential and technology vendors. A powerful AI-based matching solution will determine the optimal on-site, one-on-one networking opportunities for hosted buyers to help each event producer reach new heights.

By participating in this program, which is limited to 300 event professionals for the year, planners will have an all-access pass to myriad tools, trends and partners that can elevate their experiences—all efficiently accessible in one place.

BizBash's enhanced hosted buyer program is a haven for brands looking for the right experiential agency to partner with, event planners in search of a leading event technology company to power their next experience or even event marketers looking to grow their network.

[LEARN MORE →](#)

