



BIZBASH

STAY ON TARGET.

Event Targeting from BizBash is your key to reach prequalified Connect attendees at the right moment.

Targeting the right people at the right place at the right time is the most complex and important aspect of any digital marketing campaign. With BizBash's Event Targeting program we help you accomplish all of these. We put your message and brand in front of our conference attendees digitally both during and after the event.

HOW IT WORKS?

- BizBash will capture (w/pixel) everyone who enters the convention center during the event.
- The pixelated will receive ads during the event as long as they are within 5 miles of the center (this will encompass hotels and restaurants in the area)
- After the show BizBash will cross device target the pixelated as they leave and head home.

BENEFITS:

- Brand awareness during and after the event
- Highly targeted campaign to conference attendees
- Device agnostic approach (allows messaging to appear on multiple devices)



Connect Marketplace

August 22-24, 2023 • Minneapolis

*Corporate | Association
Sports | Specialty | RTO*

To discuss an event targeting partnership with us,
email sales@bizbash.com.