

BIZBASH

2024 MEDIA KIT

WHERE EVENT PROS GO

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, experiential agencies, and vendors with key decision makers from Fortune 1,000 corporations, associations, nonprofits, global exhibitions, and independent event organizations.

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

With digital, print, and face-to-face opportunities, BizBash is the one place to showcase your brand, product, and offerings to #eventpros needing your event solutions.

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BIZBASH IS THE INDUSTRY'S LEADING RESOURCE

The leading source of ideas, insight, and inspiration since 2000.

Extensive portfolio of products and services: awards, newsletters, events, written resources, podcasts, and more.

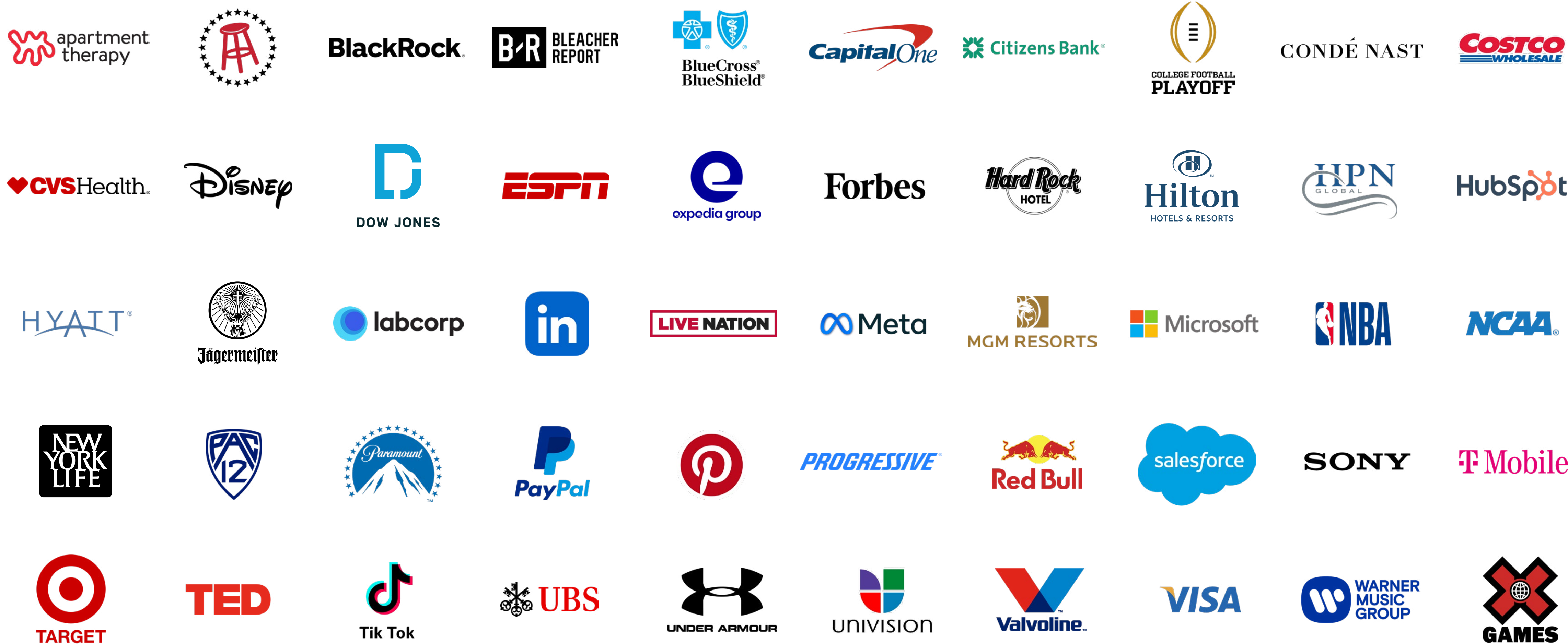
Reaching a **targeted audience** of event professionals, brand marketers, and key decision-makers at some of the world's most influential brands.

“BizBash has revolutionized my networking experience in the experiential marketing world. Gone are the days of “hoping” to stumble upon that crucial contact—I now rely on BizBash to seamlessly connect me with clients and colleagues.”

—Troy Hughes, Experiential Marketing Expert, Lime Media

“Incredible access to a network of stakeholders who can change the course of any business.”

—Ryan Jacobs, Founder, SpotMyPhotos



THE BIZBASH NETWORK

BIZBASH
2024 MEDIA KIT

DIGITAL

1.6M

Impressions Delivered

959,485

Total Visitors in 2023

207,088

Database

40,000+

Newsletter
Subscribers

390,528

Average Monthly
Page Views

337,178

Total Podcast
Downloads

SOCIAL

399,862

Total Social Footprint

68,907

Instagram

62,168

Facebook

47,401

X (Twitter)

38,025

Pinterest

34,790

LinkedIn

78,186

Event Pros Gather
LinkedIn

EVENTS

8,500+

Total Virtual Event
Registrants in 2023

6,148

Total In-Person Event
Attendees in 2023



AUDIENCE STATISTICS



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%**

AUDIENCE TITLES INCLUDE:

CEO/President/Owner • COO • CMO • CFO • Chief Experience Officer • Chief Events Officer
Vice President of Sales • Vice President of Marketing • Vice President of Accounts • Director of Operations
Event Planner • Event Marketer • Meeting and/or Event Manager • Director of Sales and Marketing
National/Regional Sales Manager • Creative Director

AUDIENCE BREAKDOWN

Onsite Display Ads

Ads on BizBash.com placed alongside editorial content updated daily.

[SEE IT IN ACTION](#) ➡

Offsite Display Ads

Ads across the web that drive audience directly to your website.

[SEE IT IN ACTION](#) ➡

Wallpapers

Wallpaper seen on every page of the BizBash website for one week, linked directly to your website with one click.

[SEE IT IN ACTION](#) ➡

Interstitials

Custom branded full-screen ad takeover on BizBash.com for one week, linking directly to your site.

[SEE IT IN ACTION](#) ➡

Content Marketing

Your article, written by your team, on BizBash.com. Bonus: Add a photo or video to spice up your content.

[SEE IT IN ACTION](#) ➡

Sponsored Social Media Posts

Curated posts on BizBash social media feeds to an audience of 400k+. Posts available on Facebook, Instagram, X (Twitter), and LinkedIn.

[SEE IT IN ACTION](#) ➡

BizBash Buzz Newsletter

Advertise alongside BizBash editorial content, delivered to event pros' inboxes.

[SEE IT IN ACTION](#) ➡

GatherGeeks Podcast

Two different 30-second audio commercials during an episode of BizBash's podcast.

[SEE IT IN ACTION](#) ➡

Connected TV

Advertise to internet connected TV's, tablets, and phones via YouTubeTV, Prime, Hulu, MLB.tv, ESPN, Roku, Fire TV, and more.

Online Radio

Advertise during music, podcasts, audio books, and other audio content on Pandora, Spotify, iHeart Media, Audacy, and more.



DIGITAL AWARENESS

Dedicated Emails

Email the BizBash audience with your brand’s message, an event invitation, or exclusive marketing initiative.

[SEE IT IN ACTION ➡](#)

Video Pre-Roll

Showcase your 15 or 30 second video to our audience of event pros and only pay for completed views.

[SEE IT IN ACTION ➡](#)

Content Activation

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

[SEE IT IN ACTION ➡](#)

Social Media Retargeting

Ads on Facebook, Instagram, and across the web drive guaranteed clicks to your website.

[SEE IT IN ACTION ➡](#)

Event Targeting

Put your message and brand in front of our conference attendees digitally both during and after the event.

GatherGeeks Sponsored Podcast

Advertise your brand through an exclusive co-hosted episode takeover.

[SEE IT IN ACTION ➡](#)

Pre-/Post-Event Attendee Emails

Your advertisement included in informational emails for our event attendees before and after the event.





FUTURE HYBRID EVENTS

A WHITE PAPER PRODUCED BY BIZBASH AND JUGO

HARNESSING THE POWER OF EVENT TECHNOLOGY

A WHITE PAPER PRODUCED BY BIZBASH AND EVENTCOMBO

HOW IS YOUR EVENT ROI IMPACTED BY TECHNOLOGY

A WHITE PAPER PRODUCED BY BIZBASH AND EXPOLOGIC

DEMAND GENERATION



DOWNLOAD YOUR COPY

A WHITEPAPER PRODUCED BY BIZBASH AND STOVA

DOWNLOAD YOUR COPY

FREE TEMPLATE

ULTIMATE EVENT PLANNING CHECKLIST

EVERYTHING YOU NEED TO PLAN A SUCCESSFUL EVENT FROM START TO FINISH.

Download the checklist

webex Events | BIZBASH

AnyRoad

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](#) ➔

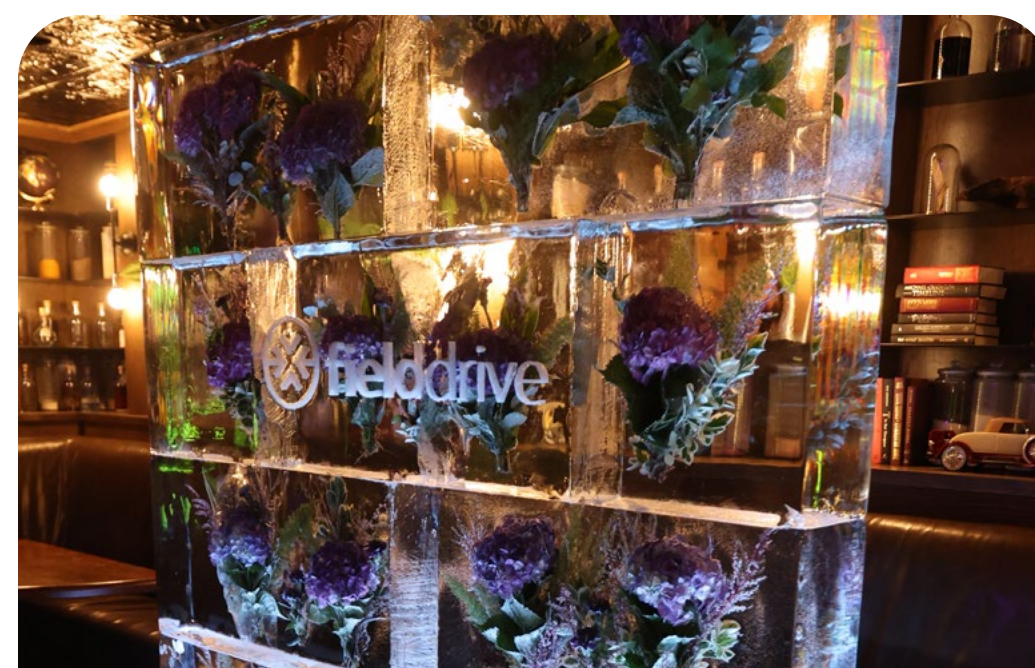
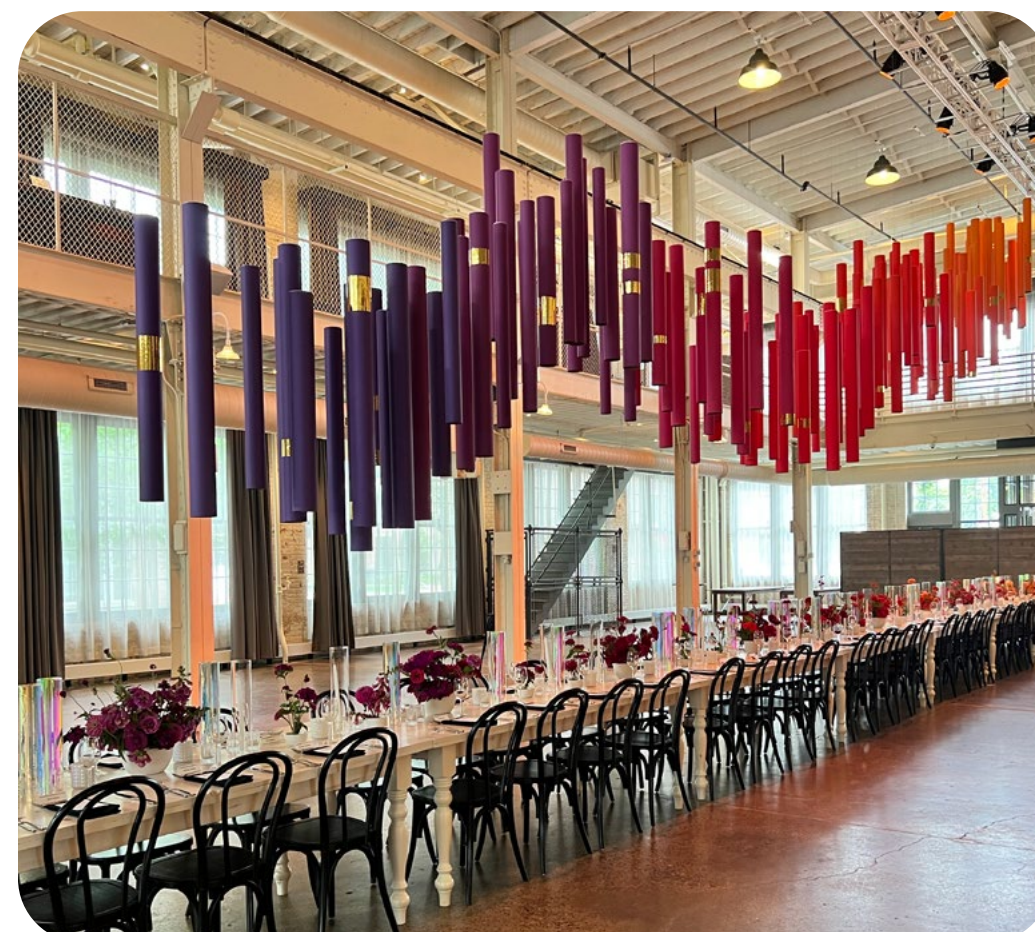
Webinars

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 (ABM) Campaigns

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.



Partnership Activations

Partner with BizBash for a tailor-made experiential activation at your event or another industry event. This bespoke opportunity invites you to showcase your offerings through a fully customized, interactive experience. Our team of marketing and event specialists will guide you through the planning process, guaranteeing your brand's resonance with your target audience.

[SEE IT IN ACTION](#) →

Immersive Dinner Experiences

This one-of-a-kind culinary experience will place you directly in front of your target consumer and give you insight into the industry like never before. This unique experience will invite a curated selection of thought leaders together at one table for an evening of connection and collaboration. You'll walk away with from the conversation with new ideas for how to captivate your ideal client, as well as a fresh list of industry-leading contacts.

[SEE IT IN ACTION](#) →

Open House

Through this unparalleled opportunity, you'll gain invaluable exposure and networking opportunities with key decision-makers in the events and marketing industry. Showcase your venue's unique features, state-of-the-art facilities, and exceptional services that cater to the diverse needs of event organizers. With our curated audience of influential professionals, you can forge lucrative partnerships, secure long-term contracts, and establish your venue as a go-to destination for exceptional events.

Focus Groups

BizBash brings together experienced event planners for virtual gatherings, fostering open dialogue through carefully moderated Q&A sessions. This unique platform delves into diverse industry segments, product categories, emerging trends, and individual or brand purchasing behaviors. Join us as we connect, share insights, and gain unbiased feedback to enhance your event planning expertise.

BIZBASH BESPOKE

2023

MEET THE

ADVISORY BOARD

Neil Roberts | Tennis Channel

Nikki Romolo | New York Mets

Allison Doughty | College Football Playoff

Kristina Parente | MSG Entertainment

C.J. Rugh | Minnesota Vikings

Elizabeth Malafa | Under Armour

Lou DiSabatino | NBA

Maureen Elliot | ESPN

Anthony Holman | NCAA

Heather Vaughan | PAC-12 Conference

Priscilla Almeida | Las Vegas Raiders

Lisa Litvack | Barstool Sports

Sally Aisner | Bleacher Report

Kim Aimi | Visa

BizBash Sports is built upon two decades of editorial coverage highlighting creative integrations between elite sporting events and top brands. It provides industry leaders with insights, live opportunities, and resources related to sports events and experiential marketing.

BizBash Sports Newsletter

The BizBash Sports newsletter brings the latest ideas, inspiration, and industry resources directly to event pros' inboxes. Take over the newsletter and be seen alongside BizBash's all-star sports editorial content.

[SEE IT IN ACTION](#) ➔

Advisory Board

The BizBash Sports Advisory Board offers leaders in sporting event production a platform for business development and networking opportunities that bring value to their organizations as well as the entire major sporting events industry.

[MEET THE ADVISORY BOARD](#) ➔

Innovation Forum

The BizBash Sports Innovation Forum is a groundbreaking gathering of planners and suppliers involved in events for professional sports leagues and teams, collegiate sports, brands, media, and creative agencies whose roles involve fan experience, tech, and experiential activations.

[BEHIND-THE-SCENES LOOK](#) ➔

“Hands-down the best industry conference I have attended.”

— Megan Miller, Event Manager, Fenway Sports Management



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 media platforms and distributed at multiple industry events.

March

The 2024 Spring Issue, featuring hundreds of new & renovated meeting & event venues throughout the U.S. & Canada, plus in-depth city-specific spotlights & guides to planning engaging meetings.

Editorial Features:

- Event Experience Awards
- 40 Under 40

August

The 2024 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.

Editorial Features:

- Industry Innovators

PRINT SOLUTIONS

EDITOR’S NOTE:

All events, special digital coverage, BizBash experiences, and print magazine content are subject to change. Topics of coverage include live, virtual, and hybrid event production and management, brand activations and sponsorships, experiential marketing, event strategies, catering, event design, event technology, and venues, to name a few. To pitch BizBash’s editors regarding any of the events or special digital coverage listed—or your own local events—email editorial@bizbash.com.

EVERY MONTH:

The latest event strategies, trends, experiential marketing activations from brands and agencies, and local event coverage—plus in-depth Q&As with [TECH EXPERTS](#) and [MEETINGS MAVENS](#), profiles of [STANDOUT INDUSTRY PROFS](#) and steal-worthy event inspiration and top takeaways from the hottest sporting events for our [BIZBASH SPORTS](#) vertical.

MONTHLY COLUMNS:

Cool Ideas of the Month: Bringing our readers even more inspiration for their own gatherings and rounding up some of the creative ideas we haven’t had the chance to cover yet. [EXAMPLE](#) ➡

Event Tech Check: A deep dive into the newest tech solutions for events of all types, plus the latest must-know industry news. [EXAMPLE](#) ➡

What’s New in Event Venues: Rounding up the latest news from hotels, convention centers, meeting spaces, restaurants, and other event venues across the United States and Canada. [EXAMPLE](#) ➡

What’s New in Meetings and Trade Shows: Rounding up the latest news related to meetings, trade shows, and CVBs/DMOs. [EXAMPLE](#) ➡

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Digital Coverage	Most anticipated venue openings across U.S. and Canada for 2024 events and meetings • Catering, decor and entertainment ideas for Super Bowl watch parties	Catering, decor and entertainment ideas for Valentine’s Day-themed events from experiential activations and events	Catering, decor, & entertainment ideas for St. Patrick’s Day-themed events from experiential activations & events			Event design ideas from spring 2023 benefits, galas, & fundraisers • Highlights from Pride events and brand activations
BizBash Features	Industry Innovators 2024: Catering • The 11th Annual BizBash Event Experience Awards Finalists	Industry Innovators 2024: Vendors & Suppliers • Event Experience Award (EEA) Winners	Industry Innovators 2024: Planners, Designers, & Producers • New/Recently Renovated Venues for Spring 2024 Meetings & Events	BizBash’s 40 Under 40 • Industry Innovators 2024: Event Tech	Industry Innovators 2024: Experiential Agencies	Industry Innovators 2024: Brands
Events on Our Radar	CES IDS Toronto College Football Playoff Go West	GRAMMY Awards New York Fashion Week (NYFW) Super Bowl NBA All-Star Weekend	South by Southwest (SXSW) DIFFA Dining by Design	Academy Awards NCAA Final Four TED Conference Coachella NFT.NYC	NFL Draft Met Gala Google I/O Robin Hood Benefit White House Correspondents’ Association Dinner MPI WEC 2024	IPW US Open Governors Ball Music Festival Bonnaroo Music & Arts Festival VidCon 2024 Accor Global Meeting Exchange (GME)
Q 1				Q2		

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What’s New in Event Venues: Rounding up the latest news from hotels, convention centers, meeting spaces, restaurants, and other event venues across the United States and Canada. [EXAMPLE](#) ➔

What’s New in Meetings and Trade Shows: Rounding up the latest news related to meetings, trade shows, and CVBs/DMOs. [EXAMPLE](#) ➔

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Digital Coverage	Catering, decor and entertainment ideas for Fourth of July-themed events from experiential activations and events		Event design ideas from summer 2023 benefits, galas, & fundraisers • Back-to-school activations & events from brands	Halloween-themed events and experiential brand activations: catering, decor and entertainment ideas for Halloween-themed events	Catering, entertainment and design ideas for holiday parties from corporate brands and agencies	Event design ideas from fall 2024 benefits, galas and fundraisers • 2025 trend predictions
BizBash Features	Fresh Faces 2024 • New/Recently Renovated Venues for Summer 2024 Meetings & Events	15 Over 50		Corporate Holiday Party Ideas for 2024	Conferences That Captivate: The 10 Most Cutting-Edge Meetings in 2024 • New/Recently Renovated Venues for Fall 2024 Meetings & Events	BizBash Sports: Power Players
Events on Our Radar	ESSENCE Festival of Culture San Diego Comic-Con ESPY Awards Cannes Lions Miami Swim Week	MTV’s Video Music Awards	New York Fashion Week (NYFW) US Open Primetime Emmy Awards Toronto International Film Festival (TIFF)	IMEX America C2 Montreal Austin City Limits Dreamforce, New York City Wine & Food Festival	Zoomtopia MJBizCon	
Q3			Q4			

DIGITAL AWARENESS

Online Radio

Advertise during music, podcasts, audio books, and other audio content on Pandora, Spotify, iHeart Media, Audacy, and more.

Audio Plays	Price
50,000	\$6,000
100,000	\$10,000

Connected TV

Advertise to internet connected TV’s, tablets, and phones via YouTubeTV, Prime, Hulu, MLB.tv, ESPN, Roku, Fire TV, and more.

Video Plays	Price
60,000	\$9,600
100,000	\$15,000

Onsite Display Ads

Ads on BizBash.com placed alongside editorial content updated daily.

[LEARN MORE](#)

Impressions	Price
200,000	\$4,000
300,000	\$4,800
400,000	\$6,000
500,000	\$7,000
750,000	\$10,000
1,000,000	\$12,000

Offsite Display Ads

Ads across the web that drive audience directly to your website.

[LEARN MORE](#)

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

Interstitials

Custom branded full-screen ad takeover on BizBash.com for one week, linking directly to your site.

[LEARN MORE](#)

Price
Starts at \$8,500

Wallpaper

Wallpaper seen on every page of the BizBash website for one week, linked directly to your website with one click.

[LEARN MORE](#)

Price
Starts at \$9,125

BizBash Buzz Newsletter

Advertise alongside BizBash editorial content, delivered to event pros’ inboxes.

[LEARN MORE](#)

Price
Starts at \$4,875

Sponsored Social Media Posts

Curated posts on BizBash social media feeds to an audience of 400k+. Posts available on Facebook, Instagram, X (Twitter), and LinkedIn.

[LEARN MORE](#)

Platform	Price
All	\$3,500
Instagram	\$1,250
Facebook	\$1,250
X (Twitter)	\$1,250
LinkedIn	\$1,750

GatherGeeks Podcast

Two different 30-second audio commercials during an episode of BizBash’s podcast.

[LEARN MORE](#)

Price
Starts at \$5,275

Content Marketing

Your article, written by your team, on BizBash.com. Bonus: Add a photo or video to spice up your content.

[LEARN MORE](#)

Price
Starts at \$5,750

DIGITAL ENGAGEMENT

Dedicated Emails

Email the BizBash audience with your brand’s message, an event invitation, or exclusive marketing initiative.

[LEARN MORE](#)

Price
Starts at \$11,325

Social Media Retargeting

Target BizBash’s extensive audience of event pros with your social media ads to drive **guaranteed clicks** to your website.

[LEARN MORE](#)

Guaranteed Clicks	Price
1,000	\$10,000
1,500	\$14,250
2,000	\$18,000
3,000	\$24,000

Video Pre-Roll

Showcase your 15- or 30-second video to our audience of event pros and only pay for **completed views**.

[LEARN MORE](#)

Completed Views	Price
50,000	\$7,500
100,000	\$12,000
150,000	\$15,000

Content Activation

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

[LEARN MORE](#)

Guaranteed Clicks	Price
1,000	\$10,000
2,000	\$15,000
3,000	\$20,000
4,000	\$25,000

GatherGeeks Sponsored Podcast

Advertise your brand through an exclusive co-hosted episode takeover.

[LEARN MORE](#)

Price
Starts at \$7,750

DEMAND GENERATION

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.

LEARN MORE ➡

Price
Starts at \$25,000

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.

LEARN MORE ➡

Price
Starts at \$30,000

Webinars

Share your knowledge and expertise—and be seen as an industry thought leader—with a 1 hour co-hosted webinar via Zoom.

LEARN MORE ➡

Price
Starts at \$35,000

Account Based Marketing (ABM)
Bespoke Campaigns

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.

Price
Inquire About Pricing

EDITORIAL SPONSORSHIPS

Align your brand with one of 17 editorial features honoring industry game-changers through this exclusive content-driven thought leadership program.

Price
\$15,000

2024 Features:

January	<ul style="list-style-type: none">Industry Innovators: CateringEvent Experience Awards Finalists Announced
February	<ul style="list-style-type: none">Industry Innovators: Vendors & SuppliersEvent Experience Awards Winners Announced
March	<ul style="list-style-type: none">Industry Innovators: Planners, Designers & ProducersNew/Recently Renovated Venues for Spring 2024 Meetings & Events
April	<ul style="list-style-type: none">BizBash 40 Under 40Industry Innovators: Event Tech
May	<ul style="list-style-type: none">Industry Innovators: Experiential Agencies
June	<ul style="list-style-type: none">Industry Innovators: Brands
July	<ul style="list-style-type: none">BizBash Fresh Faces 2024New/Recently Renovated Venues for Summer 2024 Meetings & Events
August	<ul style="list-style-type: none">2024 BizBash 15 Over 50
October	<ul style="list-style-type: none">Corporate Holiday Party Ideas
November	<ul style="list-style-type: none">Conferences that Captivate: The 10 Most Cutting-Edge Meetings in 2024New/Recently Renovated Venues for Fall 2024 Meetings & Events
December	<ul style="list-style-type: none">BizBash Sports Power Players 2024

PRINT SOLUTIONS

Spring Issue 2024

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:

- Event Experience Awards
- BizBash 40 Under 40

LEARN MORE ➡

Price
Full page ads start at \$6,150
Inquire about premium positions

Fall Issue 2024

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
 - Catering
 - Vendors & Suppliers
 - Planners, Designers & Producers
 - Event Technology
 - Experiential Agencies
 - Brands
- New/Recently Renovated Venues for 2024 Meetings & Events
 - Spring
 - Summer

LEARN MORE ➡

Price
Full page ads start at \$6,150
Inquire about premium positions

EVENT EXPERIENCE AWARDS

Join us in celebrating the power of events to inspire, engage, and transform. Our awards celebrate creativity, strategic thinking, and flawless execution in event design, production, and management. They offer a unique opportunity to showcase exemplary work and offer industry recognition to deserving event planners, marketers, designers, and suppliers.

The Event Experience Awards feature multiple categories, from Best Trade Show to Best Fundraising Event, and are judged by a panel of experienced industry professionals.

[LEARN MORE](#) ➡

Price
Inquire About Pricing

EXPERIENCES

BizBash Sports Innovation Forum

BizBash Sports Innovation Forum is a groundbreaking gathering of planners and suppliers involved in events for professional sports leagues and teams, collegiate sports, brands, media, and creative agencies whose roles involve fan experience, tech, and experiential activations. Through unique networking opportunities, top-notch education sessions, intimate dinners, interactive workshops, and more, attendees are able to connect in a truly collaborative environment.

[LEARN MORE](#) ➡

Price
\$25,200
(Includes flight & hotel)

BizBash Sports Advisory Board

The advisory board exists to provide opportunities for the BizBash Sports audience to contribute to the success of each other through online networking, an annual live event, and peer advisory groups. It works to attract high quality speakers, major sporting event producers and the best suppliers. Participants create opportunities for our audience to impact their communities in a positive way and promote members’ visibility throughout the industry.

[LEARN MORE](#) ➡

Price
\$17,000
(Includes flight & hotel)

BESPOKE SPONSORSHIPS

Partnership Activations

Collaborate with BizBash for a personalized experiential activation at your event or industry gathering. This unique opportunity allows you to present your offerings via a tailored, interactive experience. Our expert team will assist in the planning, ensuring your brand connects effectively with the intended audience.

Price
Inquire About Pricing

Immersive Dinner Experiences

This exclusive culinary event positions you face-to-face with your target audience, providing unprecedented industry insights. Join a select group of thought leaders for an evening of connection and collaboration, gaining innovative ideas to engage your ideal clients and valuable contacts within the industry.

Price
Inquire About Pricing

Open House

Seize this unmatched opportunity for exposure and networking with influential decision-makers in the events and marketing industry. Highlight your venue’s distinctive features, top-notch facilities, and outstanding services tailored to diverse event needs. Engage with our curated audience of influential professionals to build profitable partnerships, secure long-term contracts, and establish your venue as a premier destination for exceptional events.

Price
Inquire About Pricing

Focus Groups

BizBash to identify and recruit event planners to 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.

Price
Starts at \$65,000

READY TO GET STARTED?

CLICK HERE

Inquire about advertising: sales@bizbash.com
Inquire about editorial: editorial@bizbash.com