

**Connect**  
where business gets done

**2023**

# Sales & Media Kit



**Live  
Events**



**Online  
Media**



**Print  
Media**

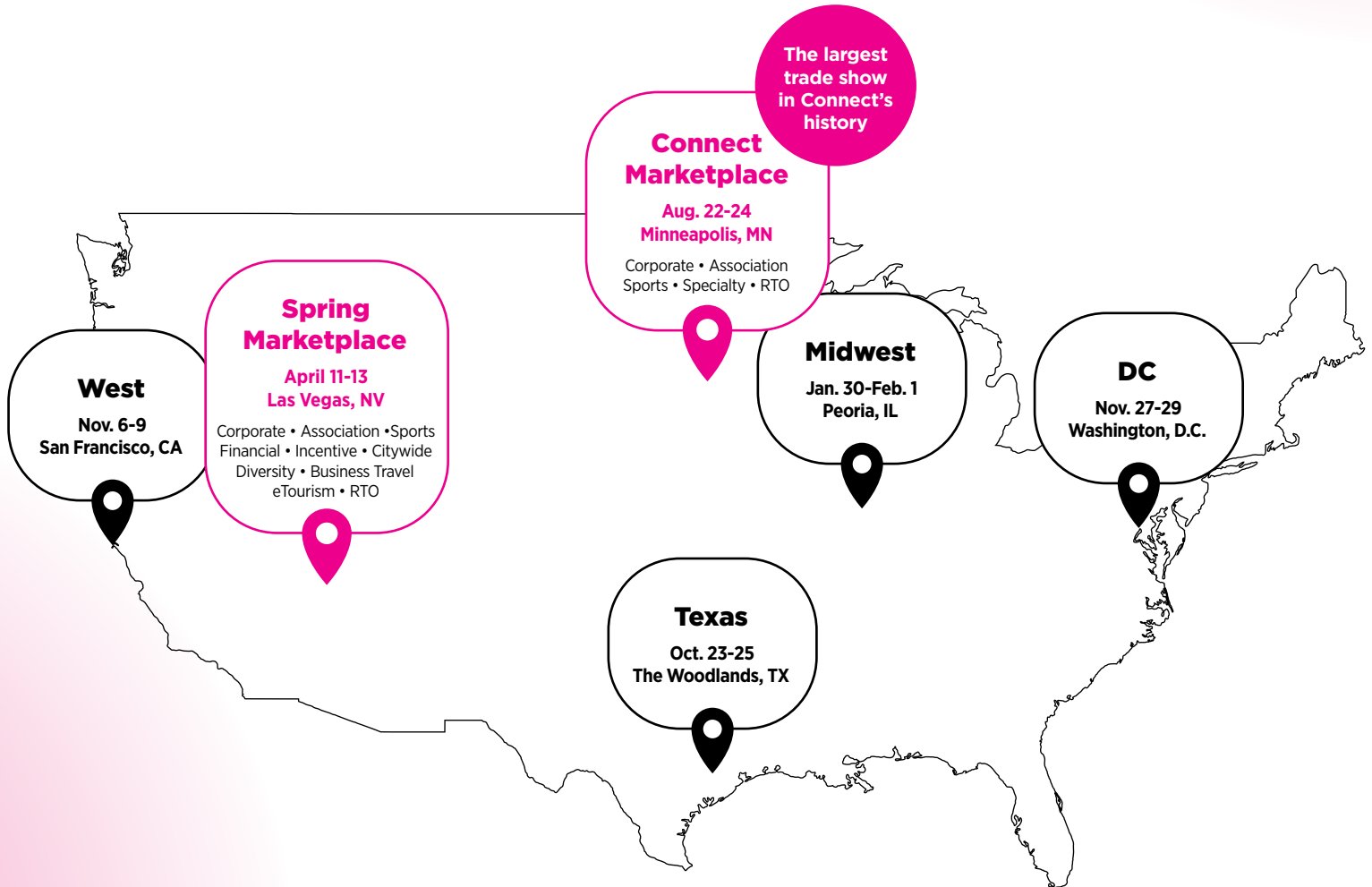
**Contact your sales representative to partner with Connect.**

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# 2023 Events



Connect is the premier operator of B2B events and trade shows for meetings and event professionals. Our signature reverse-style one-on-one appointments have proven time and again to be the most productive generator of business leads in the industry. Our team of experts finds the right matches between planners and suppliers and then lets the magic of face-to-face meetings take hold.

**In 2023, Connect will host two signature events featuring engaging and interactive traditional trade shows. We will continue to deliver engaging, relevant speakers and top-notch education. Experience the difference Connect makes.**

## Media Products at a Glance

Dedicated Show E-Blast

**\$5,000**

Geofencing

**\$6,000 (400 clicks)**

**\$12,000 (1,000 clicks)**



# Owned Media Opportunities

Digital content that revolves around helping meeting professionals do their jobs better.

Target by vertical selecting from Corporate, Faith, Association and Sports

Multimedia Package

### Social Media

Connect has an active audience on Facebook, Twitter, LinkedIn and Instagram. Ask about unique opportunities for extending your coverage on each.

### Newsletter

Choose from a leaderboard or client-provided advertorial content, based on availability.

### E-Blasts

Client-produced copy (500 word limit) with one image, contact information and links posted on our website's home page; promoted with e-blast sent to our digital newsletter recipients and via a share on our social media networks.

## Products at a Glance

### Multimedia Package

- Social Media
- Newsletter
- E-Blast

**\$7,500**

### Connect Marketplace Homepage Takeover

**\$4,000 (Peak)**

**\$2,000 (Non-Peak)**

### Regional Event Homepage Takeover (2 Weeks)

**\$2,000 (Peak)**

**\$1,000 (Non-Peak)**

### connectmeetings.com Homepage Takeover (2 Weeks)

**\$4,000**

### Entire Connect Database E-Blast

**\$7,500**

### Custom Market E-Blast

**\$5,000**

### Preshow / Post Show Event Attendee Email

**\$5,000**

Reach

Faith:  
5,000+

Sports:  
5,000+

Corporate:  
8,000+

Association:  
13,000+



# Paid Media Opportunities

Tap into Connect and BizBash’s proprietary databases and communities of meeting professionals to bring your brand a unique competitive advantage.

## Banner Retargeting

Display your banner ads on outside websites visited by our audience; packages start at 100K+ guaranteed impressions.

## Video Pre-Roll

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

## Paid Social Media

Target the BizBash and Connect audience of event pros with your social media ads to drive guaranteed clicks to your website.

## Content Activation

This is a native retargeting program where we target our audience offsite with your sponsored content.

## Connected TV

Advertise alongside premium content streaming through apps, either on a smart TV or an over-the-top device. Utilizes our retargeting audience.

## Online Radio Targeting

Guaranteed audio plays on radio streaming programs targeted towards our 1st party database



Proven technology,  
now targeting  
Connect & BizBash  
audiences

### Products at a Glance

#### Banner Retargeting (Price / Impressions)

\$10,000 / 930,233

\$15,000 / 1,500,000

\$20,000 / 2,105,263

\$25,000 / 2,777,778

#### Video Pre-Roll (Price / Completed Views)

\$10,000 / 100,000

\$15,000 / 150,000

\$20,000 / 200,000

#### Paid Social Media (Price / Clicks)

\$10,000 / 1,000

\$14,250 / 1,500

\$18,000 / 2,000

\$24,000 / 3,000

#### Content Activation (Price / Clicks)

\$7,500 / 500

\$10,000 / 1,000

\$15,000 / 2,000

\$25,000 / 4,000

#### Connected TV (Price / Impressions)

\$20,000 / 125,000

\$30,000 / 215,000

\$40,000 / 333,333

#### Online Radio Targeting (Price / Audio Plays)

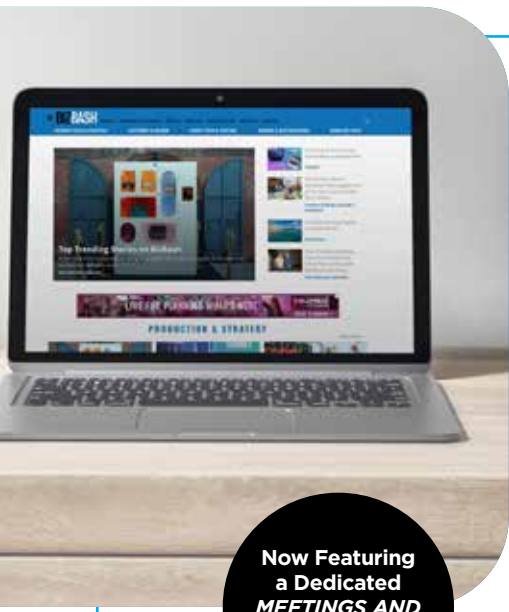
\$10,000 / 100,000

\$20,000 / 250,000

\$30,000 / 500,000

BIZBASH + Connect

# Advertising on *BizBash.com*



Now Featuring  
a Dedicated  
**MEETINGS AND  
TRADE SHOWS  
Tab**

### Onsite Display Ads

Display your banner ads across BizBash.com, visited by event professionals across North America.

### Interstitials

Run a custom branded full-screen ad takeover linking directly to your site, seen by the BizBash audience.

### Wallpaper

Take over the background on BizBash.com to promote your brand exclusively.

### Destination Spotlight in the BizBash Buzz Newsletter

Be seen alongside editorial content delivered to the inboxes of thousands of event professionals.

### 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.

## Products at a Glance

Onsite Display Ads  
(Starting at 100,000 Impressions)  
**Starting at \$3,000**

Interstitials  
(Price / 5 Days)  
**\$5,500**

Wallpaper  
(Price / 5 Days)  
**\$5,500**

BizBash Buzz Newsletter  
**\$4,000**

Destination Spotlight  
**\$4,000**

Content Marketing  
**\$6,500**

Destination Survey With Lead Gen  
**\$25,000**

Visitors  
Annually  
**1.38M**

Newsletter  
Subscribers  
**45K+**

Social Media  
Followers  
**395K+**

Average Monthly  
Visitors  
**100K+**



BIZBASH + Connect

# 2023 Print Magazines

BizBash, the event industry’s No. 1 resource for innovative ideas, strategies and inspiration, is now the leading media outlet for Connect. In 2023, planners and suppliers will have the opportunity to showcase their business in two print and digital magazines under the BizBash name.

### Spring 2023 Magazine

The BizBash Venue Guide + Connect Citywides & City Guides, featuring new and renovated event and meeting venues throughout the U.S. and Canada, plus in-depth city-specific spotlights, guides to planning engaging meetings, and matching editorial for CVBs.

- » April 2023 | 48k Distribution
- » Deadline: March 3, 2023

### Fall 2023 Magazine

The Marketplace Guide + Innovative Strategies, Ideas & Inspiration, featuring an exclusive guide to Connect Marketplace in Minneapolis.

- » August 2023 | 53k Distribution
- » Deadline: June 30, 2023

### Connect Sports Facilities Guide

This annual publication is vital source for decision makers and influencers who work in the \$10 billion annual sports travel industry. The print guide is distributed to our proprietary list of sports organizers and rights holders, which includes 95% of the market share of this industry segment.

- » Spring 2023 | 5.1k Distribution
- » Deadline: April 4, 2023

### Texas Meeting Planners Guide\*

An annual exploration of the Lone State State’s best venues targets meeting planners sourcing meetings and events in Texas.

- » Fall 2023
- » Deadline: September 22, 2023

\* Rates differ from standard print. Contact representative for pricing.

SPECIALTY ISSUES



### Products at a Glance

Full Page Ad  
\$7,000

Spread Ad  
\$9,500

Premium Position  
\$10,500