

Connect
where business gets done

2024

Sales & Media Kit



**LIVE
EVENTS**



**ONLINE
MEDIA**



**PRINT
MEDIA**

Contact your sales representative to partner with Connect.

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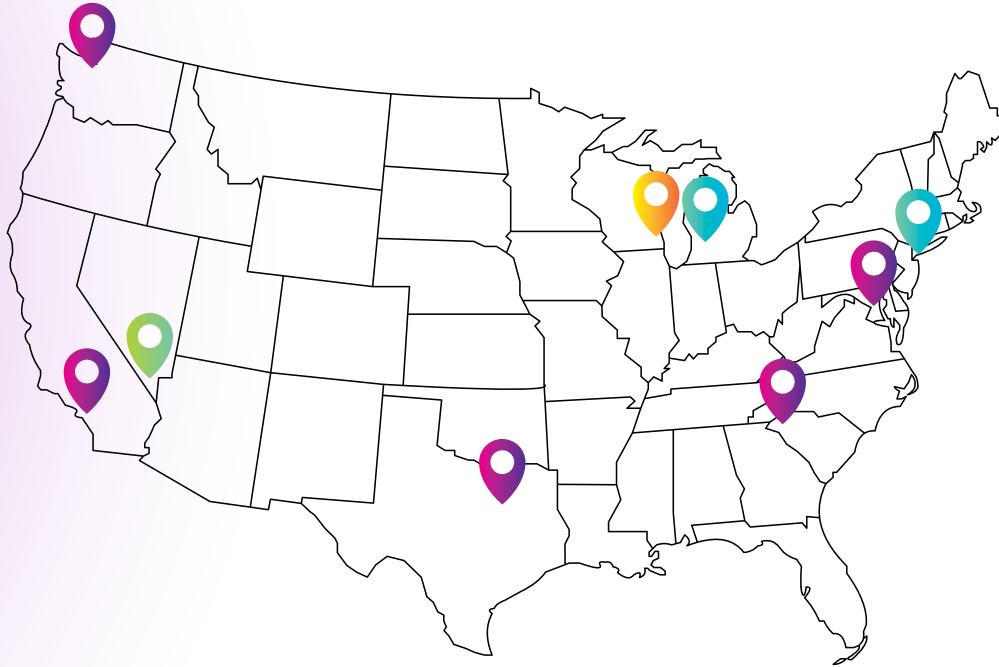
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LIVE
EVENTS

Do MORE in '24.

Save the date for these upcoming Connect events!



Q4

Connect Pacific Northwest

October 21-23, 2024
Seattle, WA

Tracks: West, Tech

Connect West

November 6-8, 2024
Los Angeles, CA

Tracks: West, Tech

Connect Southeast | Faith

November 11-13, 2024
Greenville, SC

Tracks: Southeast, Faith

Connect Winter Marketplace

November 20-22, 2024
Washington, D.C.

Tracks: D.C., Medical, eTourism, BizBash Sports Summit

Connect Texas

November 20-22, 2024
Frisco, TX

Track: Texas

Q1

Connect Midwest

January 22-24, 2024
Grand Rapids, MI

Track: Midwest

Connect NYC

February 20-22, 2024
New York City, NY

Tracks: NYC, Financial

Q2

Connect Spring Marketplace

April 2-4, 2024 | Las Vegas, NV

Tracks: Association, Citywide, Corporate, Diversity, Sports, BizBash Leadership, eTourism, RTO Spring

Q3

Connect Marketplace

August 27-29, 2024
Milwaukee, WI

Tracks: Corporate, Association, Sports, Specialty, RTO Summit



Digital **LEADERS** Offerings

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

Multimedia Package

Social Media

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

Newsletter

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

Custom Email

Client-produced (500 word limit) with one image, promoted with e-blast sent to our digital newsletter recipients.

** Target by vertical, selecting from Corporate, Association or Sports.*

Products at a Glance

- Multimedia Package**
 - Social Media
 - Newsletter
 - E-Blast
- Entire Connect Database E-Blast**
- Custom Market E-Blast**
- Event Targeting**
- Preshow / Post Show Event Attendee Email**
- Social Media Post**



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 Preroll

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 radiostreaming programs targeted toward our 1st party database.

Products at a Glance

- Banner Retargeting
- Video Pre-Roll
- Paid Social Media
- Content Activation
- Connected TV
- Online Radio Targeting



Proven technology
now targeting
Connect & BizBash
audiences



**ONLINE
MEDIA**

BIZBASH ⊕ Connect

Destination / Hotel *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 of the entire BizBash.com website 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 pros.

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)**
- BizBash E-Blast**
- Interstitials**
- Wallpaper**
- BizBash Buzz Newsletter / Destination Spotlight**
- Content Marketing**
- Destination Webinar Series**

Visitors
Annually

1.38M

Newsletter
Subscribers

45K+

Social Media
Followers

395K+

Average
Monthly Visitors

100K+



PRINT
MEDIA

BIZBASH ⊕ Connect

2024 PRINT Magazines

BizBash, the **event industry's #1 resource** for innovative ideas, strategies and inspiration, is now the **leading media outlet for Connect**. In 2024, planners and suppliers will have the opportunity to showcase their business in **two print and digital magazines** under the BizBash name.



Spring 2024 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 2024 | 48K Distribution

Fall 2024 Magazine

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

» August 2024 | 53K Distribution

Connect Sports Facilities Guide

This annual publication is a 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.

» April 2024 | 48K Distribution

Texas Meeting Planners Guide

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

» Fall 2024 | Contact Rep for Pricing

Products at a Glance

- Full Page Ad
- Spread Ad
- Premium Position