

Connect

2022 Sales & Media Kit



LIVE EVENTS



ONLINE MEDIA



PRINT MEDIA

Contact your sales representative to partner with Connect.

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Products at a Glance:

LIVE EVENTS

About Connect 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 2022, Connect will host two signature events featuring engaging and interactive traditional trade shows. We will continue to deliver celebrity keynote speakers and top-notch education. Experience the difference Connect makes.

Additional highly targeted events in 2022 include:

Chicago
Jan. 19-20

NYC
Feb. 28-March 2

Faith/Southeast
Oct. 3-5 | Little Rock

West
Q3

Pacific Northwest
Q3

Texas
Nov. 14-16 | El Paso

DC
Q4

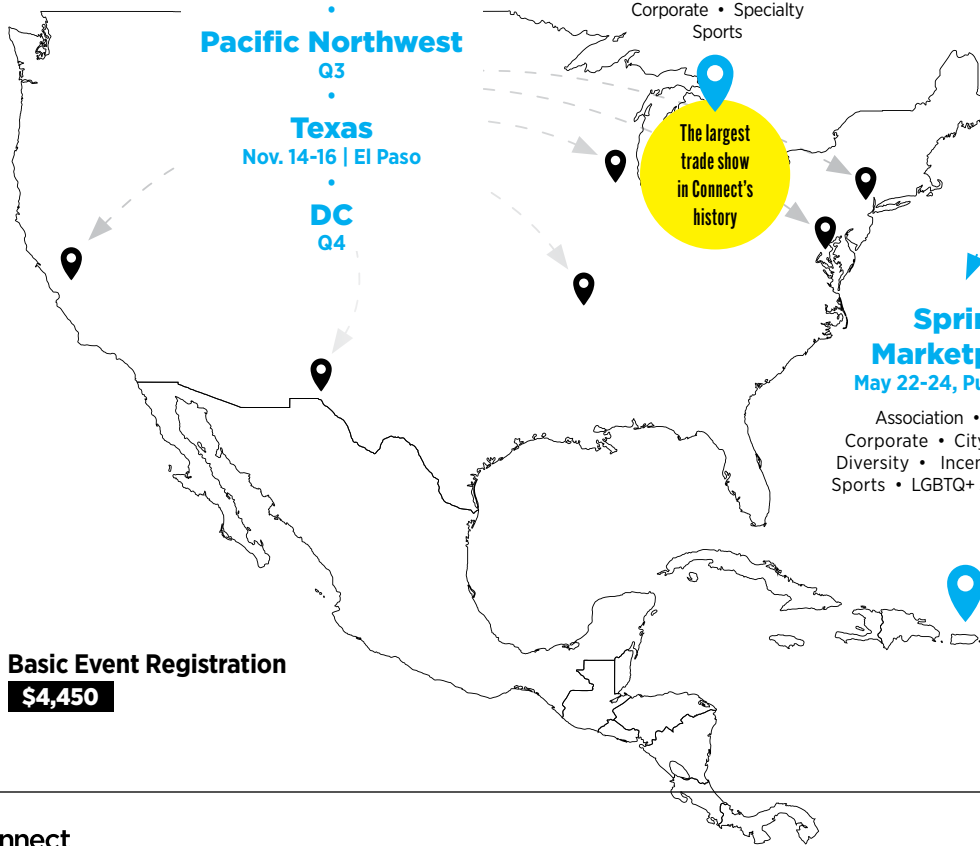
Connect Marketplace
Aug. 8-10, Detroit

Association • BizBash
Corporate • Specialty
Sports

The largest trade show in Connect's history

Spring Marketplace
May 22-24, Puerto Rico

Association • BizBash
Corporate • Citywide **NEW!**
Diversity • Incentive + Luxury
Sports • LGBTQ+ Sports Summit



- Chicago Marketplace
- NYC Marketplace
- Connect Marketplace Puerto Rico
 - Association
 - BizBash
 - Citywide
 - Corporate
 - Diversity
 - Sports: Plus LGBTQ+ Sports Programming
 - Incentive
 - Luxury
- Connect Marketplace Detroit
 - Association
 - BizBash
 - Corporate
 - Specialty
 - Sports: Plus Women in Sports Programming
- Little Rock Marketplace
 - Faith
 - Southeast
- West Marketplace
- Pacific Northwest Marketplace
- Texas Marketplace El Paso
- DC Marketplace
 - DC-based Association and Corporate
 - Business Travel

Basic Event Registration
\$4,450

Puerto Rico & Detroit

Two Ways to Participate



Products at a Glance:

LIVE EVENTS

1 Booth Packages

10x10 Booth \$8.5k		1 set of appointments 1 additional attendee
10x20 Booth \$15k		2 sets of appointments 1 additional attendee \$300 > Hotel partner discount
20x20 Booth \$25k		3 sets of appointments 1 additional attendee \$500 > Hotel partner discount
30x30 Booth \$30k		3 sets of appointments 2 additional CVB or hotel attendees \$700 > Hotel partner discount Preshow email blast
40x40 Booth \$40k		4 sets of appointments 2 additional CVB or hotel attendees \$1,000 > Hotel partner discount Preshow email blast Custom client database

- 10x10 Booth Package
- 10x20 Booth Package
- 20x20 Booth Package
- 30x30 Booth Package
- 40x40 Booth Package

- Speaker Showcase
- Headshot Lounge
- Puppy Lounge
- Wellness Lounge
- Music Lounge
- Education Lounge
- Custom Turnkey Activation

2 Turnkey Activations

Popular options include:

Speaker Showcase
\$50k-\$75k

Wellness Lounge
\$40k-\$50k

Headshot Lounge
\$40k-\$50k

Music Lounge
\$40k-\$50k

Puppy Lounge
\$40k-\$50k

Education Lounge
\$35k-\$45k

+More!

* Pricing is shown per event activation



Who We Reach

Not your usual snooze-inducing, boring, serious meetings content

Our digital, social and print content revolves around helping meeting professionals do their jobs better. Visitors frequent Connect to get the latest industry news—from hotel developments to people appointments and more. We also mix in easy-to-digest pieces, such as clever new ideas for dessert buffets and the best shoes to wear to a conference. Tied in closely with our websites and magazines are to-the-point, visually appealing newsletters as well as engaging social media accounts.

Total Audience
679K

Print Circulation
53K

Total Digital + Social
1.27M

Total Email Database
75K

	Social	Digital*	Email Database†	Print
Association & Specialty	13,500	155,000	10,661	22,000
Corporate & Incentive	10,500	122,000	7,430	16,000
Sports	5,500	150,000	3,841	5,100
Faith	5,200	50,000	4,389	10,000
Meetings & Marketplace Sites	10,200	742,800	20,796	



* Total annual page views
† Q2 2020 planners only (April, May June)



Products at a Glance:

ONLINE MEDIA

Connect Digital Leaders Packages

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

Pick a Package or Email Option

Package A
\$7.5k

Package B
\$4.5k

Website Ad Options

- On-site banners
- Homepage Takeover

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. Upgrade to Destination E-blast to have your article posted on a Connect site.

Connect Marketplace
Homepage Takeover
\$4k (Peak)
\$2k (Non-Peak)

Regional Event
Homepage Takeover
\$2k (Peak)
\$1k (Non-Peak)

connectmeetings.com
Homepage Takeover
\$4k

Entire Connect
Database E-Blast
\$10k

Custom Market
E-Blast
\$5k

Preshow Event
Attendee Email
\$5k

- Package A
 - Website Advertising
 - Social Media Activation
 - E-Newsletter
 - E-Blast
- Package B
 - Website Advertising
 - Social Media Activation
 - E-Newsletter
- Connect Marketplace Homepage Takeover
- Regional Event Homepage Takeover
- connectmeetings.com Homepage Takeover
- Full Database E-Blast
- Custom Market E-Blast
- Preshow Email to Event Attendees



Products at a Glance:

ONLINE MEDIA

- Banner Retargeting
- Social Media Retargeting
- Video Pre-Roll
- Content Activation
- Connected TV



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.

- \$10k/930,233 impressions**
- \$15k/1,500,000 impressions**
- \$20k/2,105,263 impressions**
- \$25k/2,777,778 impressions**

Video Pre-Roll

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

- \$10k/100k completed views**
- \$15k/150k completed views**
- \$20k/200k completed views**

Social Media Retargeting

Target the BizBash and Connect audience of event pros with your social media ads to drive 500- 2K+ guaranteed clicks to your website.

Starting at \$6.5k/500 clicks

Content Activation

This custom article, written by BizBash and Connect editors, will deliver 500 - 5K+ guaranteed clicks leading to your website.

- \$7.5k/500 clicks**
- \$10k/1k clicks**
- \$15k/2k clicks**
- \$25k/4k clicks**

Connected TV

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

- \$20k/125,000 impressions**
- \$30k/215,000 impressions**
- \$40k/333,333 impressions**



Proven technology, now targeting **Connect & BizBash** audiences



ONLINE MEDIA

Destination/ Hotel Advertising on BizBash.com

Onsite Display Ads

Display your banner ads across BizBash.com, visited by event professionals across North America; packages start at 100K+ guaranteed impressions.

Starting at \$3k/100k

Interstitials

Run a custom branded full-screen ad takeover, seen by the BizBash audience for 1 week, linking directly to your site.

\$5.5k

Wallpaper

Takeover the background of the entire BizBash.com website to promote your brand exclusively for 1 week.

\$5.5k

BizBash Buzz Newsletter

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

\$4k

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.

Starting at \$6.5k

Destination Webinar Series

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

\$15k

- Onsite Display Ads
- Interstitials
- Wallpaper
- Content Marketing
- BizBash Buzz Newsletter
- Destination Webinar Series

Visitors
Annually
1.38M

Newsletter
Subscribers
45K+

Social Media
Followers
395K+

Average Monthly
Visitors
150K+



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



PRINT MEDIA



- Half Page Ad
- Full Page Ad
- Spread Ad
- Premium Position

2022 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 2022, planners and suppliers will have the opportunity to showcase their business in two print and digital magazines under the BizBash name.

SPECIALTY ISSUES

Spring 2022 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 and guides to planning engaging meetings.

» April 2022 | 48k Distribution

Fall 2022 Magazine

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

» August 2022 | 53k Distribution

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 2022 | 5.1k Distribution

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 2022

Half Page Ad

\$5k

Full Page Ad

\$7k

Spread Ad

\$9.5k

Premium Position

\$10.5k