



**TSNN**  
by informa...

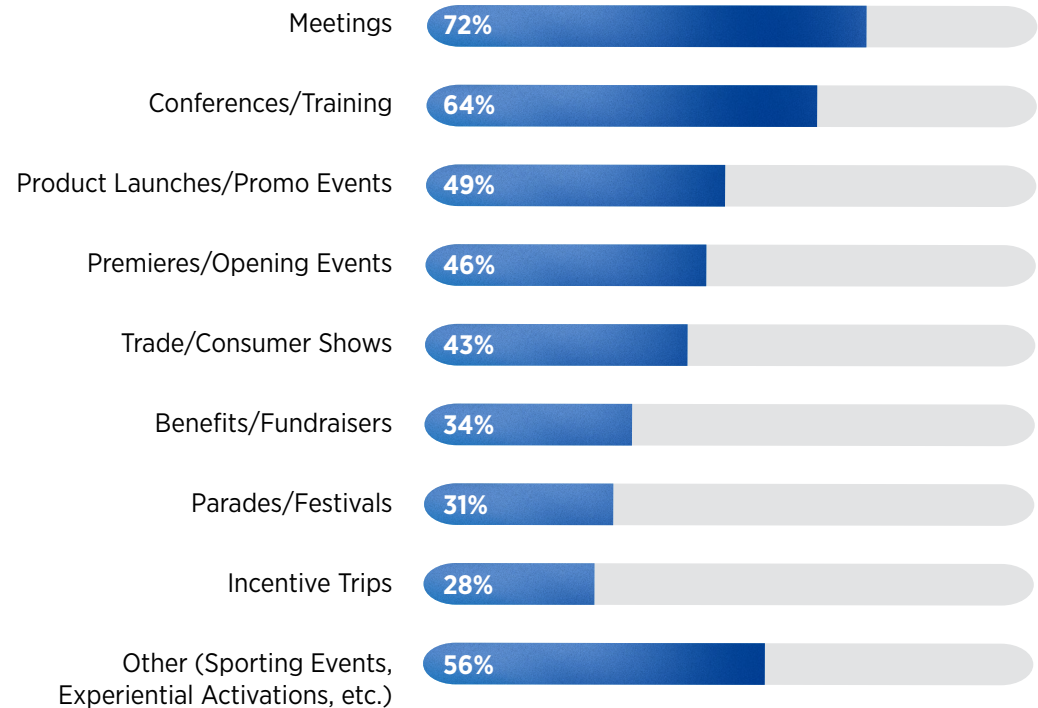
# 2026 Media Kit

# Unparalleled Access

BizBash and TSNN have joined forces to create a media network that redefines how brands connect with the meetings, events, and trade show industry.

**Together, these iconic platforms cover every corner of the event world, delivering unmatched reach, influence, and opportunity.**

If you're looking to make your mark on the event industry, this is your platform — a dynamic hub that ignites bold conversations, drives innovation, and champions the future of event experiences. We're not just keeping up with industry trends; we're leading them.



## 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

## DIGITAL

Users (2024)

1.7M+

1.3M

BizBash

430,000

TSNN

Newsletter Subscribers

60,000+

49,000+

BizBash

1,500+

BizBash Sports

9,500+

TSNN



Contact your  
sales representative  
to learn more about  
our BizBash offerings.

## SOCIAL

Facebook

65,500+

2,600

Connect

61,000

BizBash

1,900

TSNN

LinkedIn

60,000+

12,653

Connect

42,000

BizBash

5,424

TSNN

Instagram

76,959

3,859

Connect

73,100

BizBash

Event Pros Gather LinkedIn Group

80,704

## ACTIVE SUBSCRIBERS (APPROX.)

215,000

85,000

Connect

190,000

BizBash

40,000

TSNN

“For more than 20 years, TSNN has been a valued partner of the Boston Convention Marketing Center, supporting our efforts to promote Boston as a world-class convention destination. Their team of experienced professionals has worked closely with us over the years to understand our needs and develop an ongoing partnership program that aligns with our marketing and sales goals. TSNN’s knowledge and reach within the trade show industry is unmatched.”

— Caryn Izhar Vice President

Marketing & Creative Services  
Boston Convention Marketing Center

# Where Show Pros Go

Trade Show News Network (TSNN) is the trade show industry’s #1 resource, where influential B2B and B2C exhibition professionals find partners and resources for their virtual, hybrid, and in-person experiences.

We connect convention centers, destinations, hotels, contractors, registration and housing companies, event tech companies, and other vendors with key decision makers from independent show organizations, associations, nonprofits, global exhibitions, festival organizers, and media companies.

With digital, podcast, YouTube and face-to-face opportunities, TSNN is the one place to showcase your brand, product, and offerings to show organizers needing your event solutions.

Founded in 1996, TSNN is the longest-running media brand dedicated to covering the business of trade and consumer shows. In 2025, the TSNN Awards celebrated 15 years of excellence in exhibitions.

## Email Offerings

### Association Show Newsletter

Advertise alongside cutting-edge editorial content, delivered straight to event pros' inboxes. Twice a month, more than 8,000 subscribers receive Association Show News. This e-newsletter focuses not only on shows in that sector but also trade show and meeting industry associations. Choose from a leaderboard or client-provided advertorial content, based on availability. Delivered to our association database for \$4,000.

### The Industry This Week

Released every Tuesday, this weekly e-newsletter covers the latest news in the global trade show industry. Show launches, mergers and acquisitions, the health of the overall industry and thought-leader blogs are regular features. Each week, more than 12,000 subscribers—including many C-level industry decision-makers—receive TITW. There are more eyes looking at TITW than any other trade show publication.

### Trade Show News Network Eblast

Email our audience with your brand's message, an event invitation, or an exclusive marketing initiative. Delivered to 13K event pros for \$5,000.

## On-Site Digital Advertising

### Onsite Display Ads

Ads placed alongside editorial content updated daily. Starting at \$5,000 per week.

### Bookends

Bookends seen throughout the website for 1 week linked directly to your website. Starting at \$5,000 per week.

### Big Sky

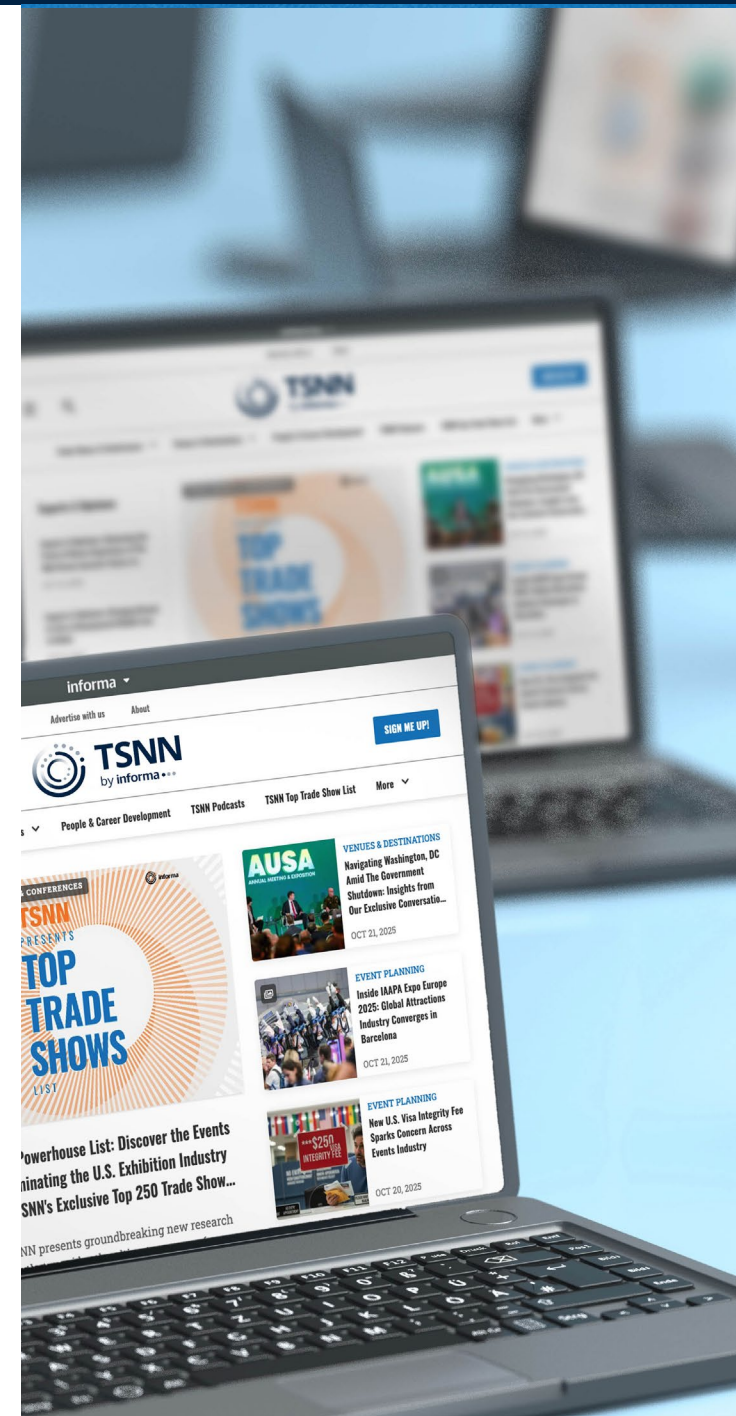
A large, eye-catching ad experience utilizing static text, imagery, and video that provides high brand exposure. Starting at \$5,000 per week.

### Sponsored Social Media

Curated posts on social media feeds. Starting at \$3,000.

### In-Article Video

Immerse your customers/prospects in a captivating visual and audio experience. Break through the noise and instantly capture the attention of your viewers in a non-intrusive manner with seamless integration within articles. Starting at \$5,000.



# Off-Site Digital Solutions

## Connected TV

Advertise to internet-connected TVs, tablets, and phones via YouTube TV, Prime, Hulu, MLB.tv, ESPN, Roku, Fire TV, and more. Starting at \$20,000 per 125,000 impressions.

## Online Radio

Advertise during music, podcasts, audio books, and other audio content on Pandora, Spotify, iHeart Media, Audacy, and more. Starting at \$10,000 per 100,000 plays.

## Social Media Retargeting

Ads on Facebook, Instagram, and across the web drive guaranteed clicks to your website. Starting at \$10,000 per 1,000 guaranteed clicks.

## Banner Retargeting

Ads across the web that drive audience directly to your website. Starting at \$10,000 per 930,233 impressions.

## Video Pre-Roll

Showcase your 15 or 30 second video to our audience of event pros and only pay for completed views. Starting at \$10,000 for 100,000 completed views.

## Content Activation

Native retargeting campaign targeting our audience offsite with your sponsored content. Starting at \$10,000 for 1,000 clicks.





## Sponsored Content (Content Marketing)

Your article, written by your team, on one of our dynamic media platforms. Bonus: Add a photo or video to spice up your content. Starting at \$6,500.

## Editorial Sponsorship

Position your brand alongside expert content, driving awareness and credibility with targeted, influential audiences. Starting at \$15,000.

## Surveys

Gain insight into emerging industry trends and the most vexing needs of seasoned event professionals that only our audiences can deliver through custom surveys, thoughtfully curated to provide answers to your pressing questions. Starting at \$25,000.

## White Papers

Establish your brand as a thought leader and drive leads (when paired with a survey) by reaching our audiences with insightful, data-driven white papers produced by our media brands. Starting at \$25,000.

## E-Books

Establish your brand as a thought leader and drive leads (when paired with a survey) by reaching our audiences with informative e-books produced by our media brands. Starting at \$25,000.

## Webinars

Establish your brand as a thought leader and drive leads by reaching our audiences with informative webinars produced by our media brands. Starting at \$25,000.

## Fast Chat Video

This 5-10 minute editorially-driven video interview will elevate your expert thought leader by capturing key insights as they discuss current trends, solutions and challenges. Starting at \$10,000.

## Custom Video

Partner with our expert content team to create tailored videos that spotlight your participation in our live events. Starting at \$3,000.