

Partner with the Event Marketer editorial team to create cutting edge content that will engage your audience. Choose from more than 20 Special Report topics curated by our editors and then feature your company's sharpest minds in the report. Special Reports can be deployed as interactive digital reports or as a downloadable PDF, delivered to an audience of over 100,000 readers. Customized data collection ensures your brand gets the information you need to connect with the right prospects and position your brand as a thought leader.

## EVENT MARKETER SPECIAL REPORT PACKAGES INCLUDE:

- » Inclusion on the Event Marketer website for 90 days
- » Four partner content promotions to 50,000 engaged readers
- » One solo e-promotion to up to 50,000 engaged readers
- » Four e-newsletter promotions
- » One week featured placement on the Event Marketer homepage
- » Sponsor recognition and branding throughout the Special Report
- » The option to include videos and other multimedia assets in the report

**Rate: 1x- \$15,000; 2x- \$13,500 and 3x- \$11,000**

## 2019 SPECIAL REPORT TOPICS

### ESPORTS: GETTING AHEAD OF THE GAME

- » It's the world's fastest-growing sports platform, with revenues projected at \$1.1 billion by 2019. This in-depth report will arm event marketers with the essential insights they need to understand the phenomenon, the landscape, the players, the fans, the leagues—and the marketing opportunities.

### NEXT-GEN B-TO-B EVENTS

- » As the b-to-b event landscape shifts, see why event marketers are incorporating a decidedly b-to-c approach into their trade shows and conferences—and how to make it work for your company. Plus: insights on the Millennial and Gen-Z attendee.

### SMART SPONSORSHIPS FANS CAN'T RESIST

- » If you're not engaging attendees through their passion points, you're missing the mark. Learn tips for transforming your sports and entertainment sponsorships into authentic fan experiences that resonate with passionate audiences. Plus, insights on modern-day athlete and artist partnerships.

### DROPPING THE MIC ON FESTIVAL ACTIVATIONS

- » The explosive music festival industry attracts nearly 32 million consumers of all stripes each year, making it a scorching-hot activation platform. From crafting a killer hospitality experience to building a wonderland of shareable moments, find out how to place your organization center stage.

### TRENDS IN EVENT TECHNOLOGY

- » There's no shortage of compelling ways to leverage event technology, from artificial intelligence to augmented reality to the latest audience engagement gadget and beyond. Discover how to use the latest—and most strategic—tools and trends to develop fun, efficient live experiences without blowing a fuse.

### SOCIAL MEDIA BEST PRACTICES

- » If your live experience wasn't captured on social media, did it happen at all? Learn why events and social go hand-in-hand, what makes a shareable moment, the latest in selfie cams and modern photo activations—plus, how to leverage the right platform for the right audience.

### TOP TAKEAWAYS FROM AUTOMOTIVE EVENTS

- » Auto shows are a hot bed of cutting-edge event strategies and technologies that often set the bar for the rest of the industry. Go inside the campaigns and concepts that drive customer preference and loyalty in this highly competitive environment, and learn what's driving the brand experiences behind today's top auto events.

### MAKING THE MOST OF MEDICAL MEETINGS

- » Medical meetings are highly controlled by Big Pharma regulations, making them a challenging space for brands to create content from, and amplify, the messages delivered on-site. Learn the ins and outs of engaging outside audiences in these meetings, how attendee influencers can bolster your social media plan, and, ultimately, how to develop engagement strategies that only feel like they break the rules.

### NIGHTLIFE EVENTS: GETTING IN THE SPIRIT

- » After the sun goes down, the spirits brands come out to play, engaging consumers and alcohol distributors alike in bars, clubs, lounges and beyond. Get a behind-the-scenes look at how creative alcohol brands leverage nightlife events to educate attendees, boost sales and tantalize the senses. (Hangover not included.)

### 360-DEGREE SAMPLING STRATEGIES

- » You may only be handing out a piece of your product, but your sampling strategy has to be the whole package. Discover new ways to get your products into consumers' hands, and ultimately, their shopping carts. Take away top tips for distributing samples at scale, and tracking your success.

### UNCONVENTIONAL VENUES

- » Ever feel like you've been there and done that at every convention center and ballroom in America? You're not alone. Read up on the newest wave of venues cropping up across the country and the benefits of going "off the grid" with your events. Plus, tips on budgeting and building for these unique spaces.

### SETTING UP SHOP WITH POP-UPS

- » Ephemeral by nature, pop-ups produce an air of exclusivity that consumers find hard to resist. Learn new strategies for leveraging brick and mortar storefronts to immerse attendees in your products and services, how to pick the right venue to set up shop, plus tips for creating a sense of context to make every second count.

## ON GUARD: KEEPING EVENTS SAFE AND SECURE

- » From terrorism to severe weather, it's a brave new world for event marketers. Discover best practices for implementing an emergency action plan that keeps your attendees, staff and assets safe and secure.

## MAKING A DIFFERENCE WITH CAUSE MARKETING

- » You can thank Millennials for the recent surge in cause-related events. Find out how brands are engaging the coveted demographic through unique, heartfelt live experiences that benefit both the company and the causes it supports.

## BOOSTING PRODUCTION VALUE

- » From OLED screens to projection mapping to responsive stage elements, learn about the latest techniques in A/V, what they cost and what's required to implement them, to transform your next general session into the hottest ticket in town.

## MOBILE MARKETING: PAVING THE ROAD TO SUCCESS

- » If you're on a mission to hit multiple markets and introduce your products or services to a broad range of demographics, it's time to hit the road. Learn how to craft a killer mobile unit, strategies for selecting your target markets and where to park your experience to achieve maximum visibility.

## THE NEW RULES OF DATA SECURITY

- » There's no such thing as unimportant data these days. Get up to speed on the latest U.S. and European data collection regulations and learn tips for improving your organization's data security policies. Plus: insights on choosing the right data and analytics partner.

## BRAND AMBASSADORS: RECRUITING THE FRONT LINES

- » They represent millions of dollars in marketing investments across the frontlines of live experiences in the U.S. Learn best practices for hiring, training and motivating your event staffers, along with tips on how to transform them into authentic brand advocates.

## AND WE'RE LIVE: HOW TO BROADCAST AT EVENTS

- » Smart marketers know that events generate a treasure trove of meaningful content worth capturing and delivering to audiences live and on-demand. Get the low-down on building a killer content program, who and what you need on the ground, and strategies for amplifying the content long after the curtain has closed.

## EVENT MEASUREMENT & ANALYTICS

- » Do you know your live experiences are resonating but need the numbers to prove it? We'll provide the intelligence you need to effectively demonstrate your ROI. Discover actionable tips on how to measure your events, what to measure and how to leverage the latest tools to track it all.

## WHY EXPERIENCE DESIGN MATTERS

- » How you set the scene for your experiences can make or break an event. From furnishings to color schemes to high-tech interactives to sensory elements, learn how to leverage experience design to underscore your messaging, increase dwell time and create those must-have Instagrammable moments.

## INFLUENCER MARKETING: WORKING WITH TASTEMAKERS

- » They're the authentic voice that links your brand with consumers—but influencer marketing is a complex landscape. Get up to speed on how to adhere to the Federal Trade Commission's latest regulations and learn best practices for aligning your organization with the right tastemakers. Plus: How to spot fake influencers before it's too late.

## ENGAGING THE MODERN SPORTS FAN

- » They juggle spectating and second-screens with ease and consider the stadium just one of many touchpoints. Go inside the modern sports fan's mind to get ideas for live-wiring your on-site experience to give them the game they love—and the connectivity they crave.