

GREAT PLACES TO WORK IN EXPERIENTIAL

Event Marketer's March jobs guide featuring the best agencies and event organizations in the business—and why top talent should work there

Whether you're rebuilding your team from the ground up, recruiting specialized positions or fine-tuning your talent pool for a busy 2023, you need the industry's best workers to want to work for you.

This March, Event Marketer is releasing the experiential industry's only guide to Great Places to Work in Experiential—a multi-page feature profiling the best agencies, suppliers and event organizations to work for in a post-pandemic economy. Each profile will include details on:

- **Company Culture:** What makes you a great place to work? What's your competitive edge?
- **Flexible Policies:** How have you evolved to meet the changing needs of employees in 2023?
- **Great Work:** What makes your events exciting and gratifying to work on?
- **Leadership:** Who is leading the charge in your organization and what's their mantra?
- **Testimonials:** What do current employees have to say?
- **Cool Bennies:** Got a generous parental leave policy? Four-day workweek? Generous vacation?

MORE THAN
66,000 EVENT
PROFESSIONALS
READ EVENT
MARKETER

There's never been a more critical time to have the right team in place. Be a part of our special March guide and get your people and your culture in front of more than 10,000 readers in print, 66,000 online and 67,000 more across Event Marketer's social media platforms.

SHOW OFF YOUR COMPANY'S UNIQUE CAPABILITIES
WHEN THE JOB MARKET IS FLUID AND TOP TALENT
IS LOOKING FOR THEIR NEXT MOVE



FULL-PAGE PROFILE

Showcase your culture, your people, your work and why experiential pros should want to work for you.

- Profile includes: Your logo, contact information, URL, and details on: company culture, benefits, the work you do, your leadership, what employees say, and more. (Note: content may be edited for length and clarity.)
- PDF of the profile will be hyperlinked from the online feature at eventmarketer.com to drive interested prospects to you.
- Your URL and contact email will be hyperlinked online to enable quick and easy access to your team.
- **BONUS:** The Great Places to Work in Experiential guide will be distributed to Event Marketer's full database (66,000 marketers) as a downloadable PDF, promoted on LinkedIn and across social media (60,000+ followers).

Cost: \$4,995

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DigitalEXP BY PINNACLE CONTACT: Tom Maher Senior Director, Strategy & Growth (617) 803-6680 emvirtual@pinnacle-exp.com pinnacle-exp.com DigitalEXP CORE CAPABILITIES: DigitalEXP by Pinnacle — a robust, virtual platform built to actually engage your audience. Offering best-in-class technology and services, DigitalEXP is one of the most versatile, engaging and effective virtual solutions available for brands. On the platform we create purpose-driven, 3D experiences that empower your audience to control their own journey. KEY FEATURES: DigitalEXP has all the features and integrations you'll need to tell your story and engage your audience. Build connections through real-time chat and video plus attendee matchmaking and networking opportunities. Leverage both live and on-demand content. Enable content downloads, meeting scheduling, in-experience point of sale and notifications. ATTENDEE ENGAGEMENT TOOLS: Attendees are immersed in the event and empowered to engage, their way. Giving attendees the freedom to explore transforms attendance into real conversation. Our audience engagement tools are tailored for each brand experience and include options to reach brand representatives, connect with attendees, and share on their own networks, all in the moment. ANALYTICS CAPABILITIES: From traffic heat maps to user demographics and behavior data, you'll know who your guests are and how they're experiencing your event. Real-time analytics track activity of each guest at every touchpoint allowing for on-the-fly optimization. We analyze and average insights to drive continuous improvement. PRICING: Quotes available upon request. CLIENT LIST: Some DigitalEXP clients include: Canon Medical Systems, UNICEF, Magna International, Snowflake, Eyewire, The Marketing Arm, Vocera, Zocor, Hunter Industries, Ravera Therapeutics, Zions, Mondray, UBER CLIENT CASE STUDY SNAPSHOT: Using DigitalEXP we created the Canon Medical Systems Medical Art 2000 gallery from over 47 countries produced during 2020. Nine product galleries feature content of every turn-of-the-space, effectively 68,000 sq. ft., hosted 150 content hot spots and 200+ multimedia assets. The results? Fantastic visitor participation through hundreds of live demos, thousands of chat sessions and tens of thousands of impressions. The experience is still live and used as a marketing, recruiting and sales tool open to visit at any time. ONE CLIENT TESTIMONIAL: "Pinnacle delivered a next-level virtual event experience that transcended any other virtual event effort I have seen before." — Francis Mao, Snowflake	
2	100% satisfaction guarantee

FULL-PAGE PROFILE + CASE STUDY OF EXCELLENCE

Shine a full-page spotlight on the great work you do through one of your most successful case studies—in front of prospective employees.

- Features insights into your unique services, stand-out solutions and clients—all showcased in the context of a successful, real-world event. A highly contextual way to let the industry know who you are and what you're made of.
- PDF of the profile will be hyperlinked from the online feature at eventmarketer.com to drive interested prospects to you.
- **BONUS:** The Great Places to Work in Experiential guide will be distributed to Event Marketer's full database (66,000 marketers) as a downloadable PDF, promoted on LinkedIn and across social media (60,000+ followers).

Cost: ~~\$4,995~~ \$6,995

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INFINITY MARKETING TEAM CONTACT INFO: ELLIOTT ELKNER ELLIOTT@INFINITYMARKETING.COM 802.581.5005 INFINITYMARKETING.COM CAMPBELL: NAACP 110TH NATIONAL CONVENTION CLIENT: NAACP AGENCY: INFINITY MARKETING TEAM NAACP Celebrates the Success of their 110th National Convention Online NAACP's First Ever Virtual Livestreamed Convention, powered by IMT From September 13th – 16th, the National Association for the Advancement of Colored People (NAACP) 110th National Convention Online NAACP's First Ever Virtual Livestreamed Convention, powered by IMT, was the official production partner for this year's virtual summit. Background: The NAACP 110th National Convention Online NAACP's First Ever Virtual Livestreamed Convention, powered by IMT, was the official production partner for this year's virtual summit. The virtual livestreamed format provided an exciting and effective solution that would allow the convention to safely continue its vital dialogue. The convention kicked off on Sunday, September 13th with an unforgettable opening address from NAACP President G. G. Scott, Dennis Johnson and featured keynote speaker and author of the book <i>Stamped</i> by Ibram X. Kendi. Following this and throughout the next few weeks, over 10 of the world's top social activists, industry leaders, and public servants came together virtually to champion solutions to some of the most pressing issues facing our society today: COVID-19, racial inequality, police brutality, racism, and the 2020 election. The President of the United States, Donald Trump, was also featured in the convention, as was the author of the book <i>Stamped</i> by Ibram X. Kendi. The convention was a success, with over 100,000 attendees and a record-breaking number of speakers who participated in this year's convention. Results: The convention was a success, with over 100,000 attendees and a record-breaking number of speakers who participated in this year's convention. Infinity Marketing Team assisted the NAACP in producing an amazing 110th NAACP National Convention. The team's expertise and experience that IMT brought, allowed us to successfully host our very unique and intimate meetings for all of our members and guests. Throughout our convention, IMT was flexible and reliable. These qualities were invaluable. — Gina Lawrence, Director for Events Planning	
2	100% satisfaction guarantee

CONTACT: Alex Chung | National Sales Director | achung@accessintel.com | 203.899.8463

FULL-PAGE PROFILE + EXECUTIVE Q&A: THE EXPERIENTIAL SKILLSET OF THE FUTURE

Shine a spotlight on one of your executives and showcase their thinking on the future of live event roles and skillsets at a time when prospective employees are primed and looking for new careers. Show off your company's unique capabilities and thinking at a time when the job market is fluid and top talent is looking for their next move.

- Full-page Q&A runs opposite your profile in the Great Places to Work in Experiential special section.
- PDF of the profile will be hyperlinked from the online feature at eventmarketer.com to drive interested prospects to you.
- Features insights into your unique services, stand-out work and clients. A highly contextual way to let the industry know who you are and why your company is a great place to work.
- **BONUS:** The Great Places to Work in Experiential guide will be distributed to Event Marketer's full database (66,000 marketers) as a downloadable PDF, promoted on LinkedIn and across social media (60,000+ followers).

Cost: ~~\$8,995~~ \$6,995



EXECUTIVE ROUNDTABLE: EARNING AND KEEPING TOP TALENT

Put your executive in the spotlight among other top industry leaders in a high-profile roundtable discussion on the future of experiential roles, careers and skillsets, and what event organizations will need to do to earn—and keep—the best people. Position your company and its leadership as forward-thinking. Show off your company's unique perspective at a time when prospective employees are looking for new opportunities.

- Only six seats are available for this exclusive roundtable conversation. Moderated virtually by an EM editor—we'll send you the question pool and your executive can choose which questions to answer.
- The six-page roundtable special feature runs in Event Marketer's March issue mailed to 10,000 event marketers.
- Roundtable will run adjacent to the Great Places to Work in Experiential feature for appropriate context and visibility.
- **BONUS:** The Great Places to Work in Experiential guide will be distributed to Event Marketer's full database (66,000 marketers) as a downloadable PDF, promoted on LinkedIn and across social media (60,000+ followers).



Cost: ~~\$12,500~~ \$7,995

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