

Event Marketer serves the unique informational needs of brand experience builders across consumer and b-to-b events and trade show exhibit programs with results-based recaps, in-depth articles and lively conversations with industry luminaries.

## January

**Field Reports:** CES, NRF Show, Sundance Film Festival

- \* Experiential Marketing Summit 2026 Program Announced

**Ongoing:** Call for Entries: Ex Awards 2026

**13:** Call for Entries: The 2026 B-to-B Dream Team

## February

**Field Reports:** Super Bowl, NBA All-Star Weekend, Kitchen & Bath Industry Show, Toy Fair, Philadelphia Flower Show

**10:** Call for Entries: The Green Light Awards (All-New!)

## March

**Field Reports:** SXSW, Natural Products Expo West, CONEXPO-CON/AGG, March Madness, HIMSS, Arnold Palmer Invitational, Houston Livestock Show and Rodeo

**13:** First Deadline: Ex Awards 2026

**20:** Late Deadline: Ex Awards 2026

**31:** 2026 B-to-B Dream Team Announced

- \* Special Focus: Sports Sponsorship

## April

**Field Reports:** Coachella, Stagecoach, NFL Draft, New York International Auto Show

**7:** Winners announced: The Green Light Awards

**14:** Finalists announced: Ex Awards 2026

**20:** Call for Submissions: It List 2026

**20:** Call For Submissions: Fab 50 2026

## May

**18-20:** Live from the 2026 Experiential Marketing Summit in Las Vegas

**18:** 2026 Ex Awards Announced

- \* Special Focus: The Best Live Event Campaigns of the Year

## June

**Field Reports:** FIFA World Cup, Cannes Lions Festival of Creativity

- \* It List: The Top 100 Agencies Announced
- \* Fab 50: The Top Builders Announced
- \* Spring Issue of Event Marketer Magazine

## July

**Field Reports:** San Diego Comic-Con, WNBA All-Star, America's 250th Celebration

- \* Special Focus: B-to-B Road Shows and Event Measurement

**7:** Call for Entries: 2026 Experience Design Awards

## August

**Field Reports:** US Open Tennis Championships, Lollapalooza

## September

**Field Reports:** New York Fashion Week

- \* EventTrack 2027: Forecast & Benchmark Study

- \* Special Focus: College Experiential and Mobile Tours

## October

**Field Reports:** NACS, Formula 1 Austin Grand Prix

- \* 2027 Event RFP Superbook
- \* Fall Issue of Event Marketer Magazine

**16:** First Deadline: 2026 Experience Design Awards

**30:** Late Deadline: 2026 Experience Design Awards

## November

**Field Reports:** New York City Marathon, Formula 1 Las Vegas Grand Prix

- \* Women in Events Special Report 2026
- \* 2027 Agency Business Outlook Report

## December

- \* Experiential in Color: Recognizing Diverse Rising Stars

- \* Special Focus: Top 2026 Event Trends and 2027 Industry Forecast

**1:** 2026 Experience Design Awards Announced

## Monthly

- \* **Watch:** The Brief, Live!

Editorial commentary on the most interesting marketing news and experiential campaigns of the month.

- \* **Watch:** 10 Minutes With...

Fast-paced interviews with brand-side event marketers in the field on timely consumer experiences, b-to-b events and trade show exhibit programs.

[youtube.com/eventmarketer](https://youtube.com/eventmarketer)

## Quarterly

- \* **Listen:** Event Peeps Podcast

A special audio episode of the Event Marketer podcast featuring industry voices, stories, and in-depth analysis on career, people, and trends.

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\*All dates & topics subject to change.