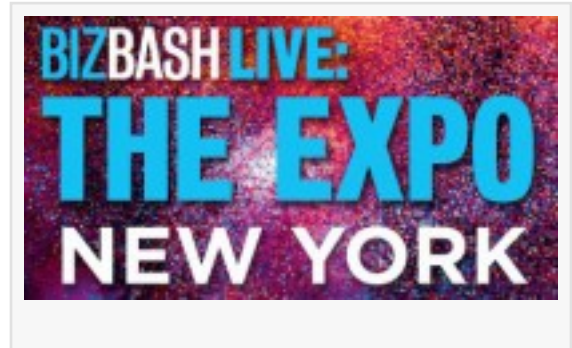


More Than 3,500 Event Professionals Expected to Attend BizBash Live: The Expo New York

Dan Griffis of Target, Lauren Kane of Charity:Water, Will Travis of Sid Lee, and others to speak at the anticipated Event Innovation Forum on October 28

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-- Where can you hear from an experiential marketing visionary for Target, the fund-raising expert for Charity:Water, an innovator behind events for Versace, and the creative force behind the Super Bowl, plus see all the latest ideas and trends in events? Only at [BizBash Live: The Expo New York](#) on October 28 at the Jacob K. Javits Convention Center.



More than 3,500 event and meeting professionals are expected at this one-day conference and trade show, which will showcase the latest ideas and technologies revolutionizing the event industry, including augmented reality, "live prizing," and more. Also at [BizBash Live](#), the Event Innovation Forum will feature presentations from innovators and thought leaders, and the Workshop Series will focus on topics such as event marketing, how technology is changing events, and event design.

At the anticipated Event Innovation Forum, Dan Griffis from Target will share how the brand uses events to tell its story and how experiential marketing is used to engage a broad audience; Lauren Kane from Charity:Water will share strategies into how the brand surpasses fund-raising goals; Frank Supovitz will tell the story of how he dealt with "the lights going out" at the Super Bowl and share tips on crisis management; and Nicky Balestrieri from BMF Media will share insight into how thinking like an editor can improve event design.

The trade show floor at [BizBash Live](#) will introduce "live prizing" with the use of beacon technology—a first for BizBash. Attendees will experience holograms and augmented reality activations in addition to hundreds of new ideas, trends, and technologies from nearly 200 vendors on the expo floor.

The full list of speakers and topics can be found at www.bizbash.com/expony. For media coverage, please contact Grazia Mohren at gmohren@bizbash.com.

ABOUT BIZBASH

BizBash is North America's #1 event marketplace for content ideas, news, and industry resources. Each month more than 180,000 unique users look to BizBash for venue discovery, event style, and tools for their next event. Visit us at www.bizbash.com; follow us @BizBash on Twitter or www.facebook.com/bizbash.

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