

Nearly 2,500 Event Professionals Gather for BizBash Live: The Expo New York

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BizBash editor in chief Anna Sekula interviewed Dan Griffis of Target at the Event Innovation Forum.

Photo: Cornelia Stiles/BizBash

On Tuesday, October 28, more than 2,000 event professionals gathered at BizBash Live: The Expo New York at the [Jacob K. Javits Convention Center](#) for a day of inspiration, education, and networking with the top names in events.

Overnight guests stayed at the [Wyndham New Yorker](#) hotel. Attendees received all event information on the official mobile app provided by [Topi](#) and the at-a-glance guide printed by [Dragonfly Custom Design](#). BizBash Live kicked off with a smooth check-in thanks to [Boomset](#) and a handsomely staffed registration team from [Shiftgig](#). With the guidance of the expo's executive designer, [Blueprint Studios](#), registration was beautifully decorated with a backdrop provided by [Formset](#) and floral arrangements provided by [YL Event Design](#). Attendees lounged on furniture from [GEO Events](#) and walked under a custom magazine archway created by [Surface Grooves](#) and [Dragonfly Custom Design](#). The registration staff and volunteers wore custom BizBash T-shirts provided by [Wizard Creations](#).

Once attendees were checked in at registration, the morning Workshop Series began with audiovisual equipment and services provided by [Corporate A/V](#), with the session filmed by [Godfather Films](#). Shortly after the conclusion of the workshops, the Event Innovation Forum began with an exciting lineup of thought leaders speaking on the latest event industry topics. [BML Blackbird](#) provided main stage production and audio and [Wizard Studios](#) provided management for the forum, with [Chris Fig Productions](#) providing video equipment. Again with the guidance of

executive designer Blueprint Studios, the main stage was decorated with furniture provided by GEO Events. [Atomic](#) provided a stunning backdrop, and [Dynamic Drape & Decor](#) provided draping.

[Poken](#), a V.I.P. sponsor of the Event Innovation Forum, provided attendees with an innovative way to network and collect paperless presentations. [Axis Promotions](#) provided a notebook gift for guests, while [TINT](#) served as the official social media sponsor. The Event Innovation Forum networking luncheon was accented with linens from [White Plains Linen](#), candy centerpieces by [Edible Candy Trees](#), and “GlitzPads” from [Flying Connected](#). The delicious food from Centerplate, the in-house caterer at the convention center, was plated on [Verterra](#) sustainable disposable dinnerware. Well-known jazz artist [Nicole Henry](#) entertained on the lunch stage against a backdrop by Formset.

The day continued with the announcement of the Event Style Award winners. Winners received a beautiful award provided by [Society Awards](#) and were able to take a photo with BizBash C.E.O. David Adler against a branded step-and-repeat provided by Dragonfly Custom Design.

The expo floor was bustling with activity, including more than 150 exhibitors showcasing the newest services and products for the event industry. Attendees on the trade show floor also participated in BizBash's new Live Prizing event through the show's mobile app provided by Topi and new beacon technology. Cash, luggage sets, hotel stays, and tickets to Broadway shows were among the prizes attendees won. [Global Experience Specialists \(GES\)](#) provided outstanding exhibitor services for a smooth load in and set up. [ExpoBadge](#) provided exhibitor lead retrieval, connecting attendees and exhibitors for further networking opportunities. [Bearcom](#) provided radios for on-site staff communications, while [Cambridge Security Services](#) provided show security.

Attendees relaxed in the main center Eventbrite Tech Lounge, furnished by [CORT Event Furnishings](#), the national furniture sponsor for BizBash. Located in our new Activation Alley was the Expo Floor Stage, featuring a jam-packed schedule with various presentations for attendees. [NMR Events](#) provided sound and a monitor.

BizBash Live concluded with a post-show party co-hosted by the [Event Planner's Association \(EPA\)](#). It was held at Manhattan Center's Grand Ballroom, only a few blocks from the Javits convention center. The day's activities were filmed by Chris Fig Productions and photographed by Backprint.

BizBash extends a special thank-you to the Jacob K. Javits Convention Center for its hospitality, as well as to all of the sponsors who make our events possible. Be sure to check bizbash.com/expony for event photos and updates.