

TBEX NORTH AMERICA 2019

Billings, Montana

Sep 11th-13th, 2019



#VisitBillings

CONNECTING TRAVEL MEDIA'S BIGGEST INFLUENCERS AND THE TRAVEL INDUSTRY'S TOP BRANDS SINCE 2008

TBEX NORTH AMERICA 2019 WILL ATTRACT 600+ TRAVEL MEDIA INFLUENCERS AND BLOGGERS. FOR COMPLETE DETAILS ON SPONSORSHIP BENEFITS/OPPORTUNITIES, PLEASE CONTACT PATTI HOSKING: patti@tbexcon.com


TBEX Events reached over **465 MILLION** Travel Consumers in 2017

INFLUENCER MARKETING & ROI

- 11x** ▶ higher ROI through influencer marketing than traditional channels including desktop, television, and print ads.
- 67%** ▶ of marketers believe influencer marketing campaigns are effective for reaching a more targeted audience.
- 61%** ▶ of consumers use social media as their most important source of information when shopping.
- \$6.50** ▶ on average is earned by brands for every dollar that is spent on influencer marketing.

Data Source: "The Brand Value of Influencer Marketing in 2018" SocialMediaToday.com (April 18, 2018)

- With 39% of marketers planning to increase their influencer marketing budget in 2018, and 19% planning to spend over \$100,000 per program, the growing importance of this industry is apparent. - *Social Media Today*
- 94% of marketers who use influencer marketing find it an effective practice, and influencer marketing can generate up to 11x the ROI of traditional advertising. - *Irfan Ahmad, Tech Entrepreneur*
- Modern companies are finding that influencer marketing is one of the fastest and most effective ways to build brand awareness, especially on social media. - *Forbes*

TBEX NORTH AMERICA ON 

Combined Twitter results from 6 events (2013-2018)

TBEX Events Exposure	---	1.2 Billion
Contributors	-----	35,956
Official Hashtag Tweets	---	264,627
Attendees (690 avg. per event)	--	4,141