VENUE SERIES™

Host Venue Prospectus

Become the venue every qualified corporate planner in your market experiences this season.

01 · THE HOST ADVANTAGE

This is not a venue rental. It is market exposure.

Hotels and venues routinely invest in FAM trips, client receptions, sales missions and trade shows to reach corporate buyers. Hosting Venue Series is a different kind of customer acquisition — one where the buyers walk through your property.

Venue Series is an invitation-only experience where qualified corporate meeting planners meet one-on-one with venues through a series of curated 8-minute appointments. One venue in each market hosts the event — and becomes the property every planner in the room experiences firsthand.

Planners don't simply walk through your front door. They:

- park and arrive as your guests
- taste your food and beverage
- see your meeting rooms in action
- experience your lobby and service
- meet your sales and events team
- walk your event spaces on a tour

That is dramatically more valuable than a brochure — or a sales call.



02 · MEET THE BUYERS

A carefully curated room of qualified planners.

Attendance is by invitation only. Every guest list is curated to include corporate and association event planners, site selection firms and premium third-party agencies — buyers actively sourcing venues for board retreats, client events, conferences, trade shows and conventions.

15–20	10+	~35
QUALIFIED PLANNERS	PARTICIPATING VENUES	GUESTS IN TOTAL

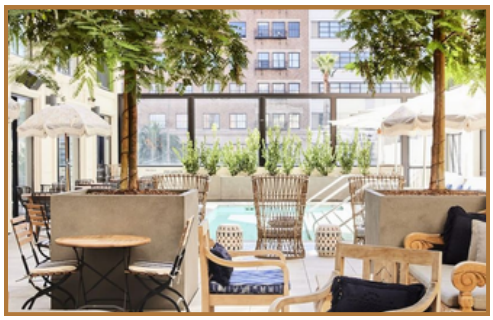
ORGANIZATIONS REPRESENTED AT RECENT EDITIONS

Amazon · Microsoft · Deloitte · Fidelity Investments · TD · BMO · HubSpot · Bank of America

Drawn from recent Venue Series events in New York City, Chicago, San Francisco, Los Angeles, Seattle, Toronto, Montreal, Boston, Washington, DC, and more than 50 engagements across North America.

A small room is the point. Rather than badge-scanning crowds, hosts spend meaningful, scheduled time with every buyer in attendance — and every buyer spends the afternoon inside your property.

Recent Hosts











The Aster

LOS ANGELES
APRIL 30, 2026

Exhibiting Vendors

The Aster
The LINE LA
Kimpton Everly Hotel
Quest Audio-Visual
LiveNation Special Events
Jose Andres Group
Topgolf El Segundo
... and more!

Registered Planners

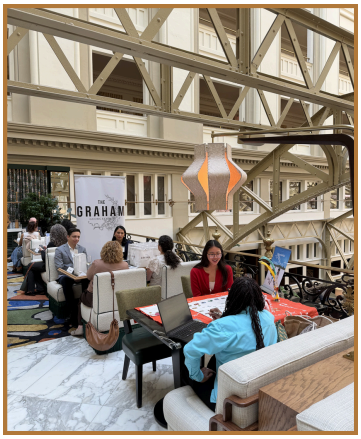
JP Morgan Private Banking
Universal Music Group
Sony Music Publishing
Amazon MGM Studios
Levine Leichtman Capital Partners
DISQO
Water and Power Community Credit Union
... and more!

Recent Hosts













The Bazaar

WASHINGTON, DC
MARCH 26, 2026

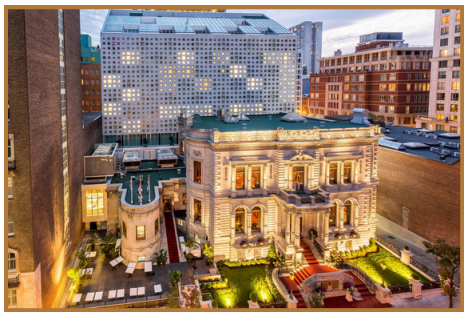
Exhibiting Vendors

Jose Andres Group
Kellogg Conference Hotel Capitol Hill
The Graham Georgetown
Hotel AKA Alexandria
Bahamas Ministry of Tourism
The Royal Sonesta Washington, DC
Pinstripes DC
... and more!

Registered Planners

AARP
Wiley Rein LLP
American College of Trust & Estate Counsel
Peterson Institute
National Education Association
Smithbucklin
Education Writers Association
... and more!

Recent Hosts









Le Mount Stephen Hotel

MONTRÉAL, QC
APRIL 8, 2026

Exhibiting Vendors

Oliver Bonacini
Club Med
Caraïbes Incentive
W Montréal
Gray Collection
Niagara Falls Convention Centre
Cineplex
... and more!

Registered Planners

Borden Ladner Gervais LLP
Aéro Montréal
Fasken
Laurentian Bank
CGI
Stingray Group Inc
McKinsey & Company
... and more!

Recent Hosts








STK STEAKHOUSE

SAN FRANCISCO, CA
APRIL 29, 2026

Exhibiting Vendors

The ONE Group
California Academy of Sciences Museum
DoubleTree by Hilton Hotel Berkeley
Business Events Victoria
Napa Valley Marriott Hotel & Spa
The Exploratorium
Oakland Museum of California
... and more!

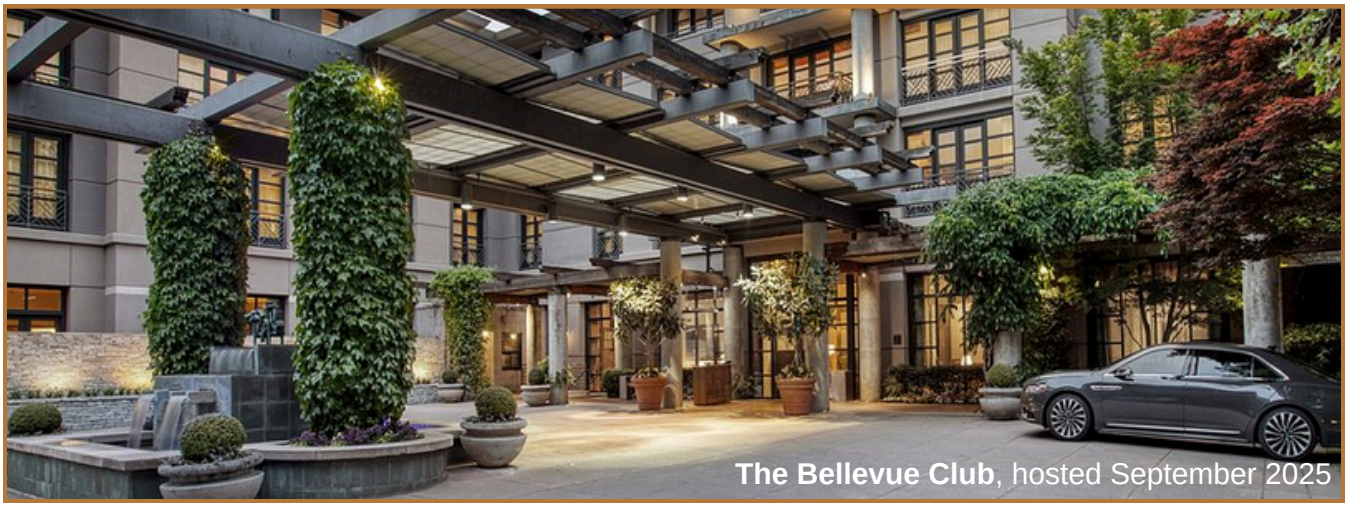
Registered Planners

NASDAQ
American Red Cross
Deloitte
Bain Capital Ventures
ClimateWorks Foundation
Acrew Capital
IEQ Capital
... and more!

One focused afternoon. Every meeting counts.

Planners and venues engage in curated 8-minute meetings conducted in a "speed dating" format — attendees rotate to the next venue station every 8 minutes, so every exhibitor meets every buyer. The afternoon closes with a light reception and prize draws hosted in your space.

STANDARD PROGRAM	SUBJECT TO CHANGE
1:00 pm	Set up
2:00 pm	Attendee arrival & welcome beverage
2:10 pm	8-minute meetings commence
3:45 pm	Light reception & prize draws
4:30 pm	Event concludes · site tours available



The Bellevue Club, hosted September 2025

05 · WHAT HOSTS RECEIVE

Official Host status, and everything that comes with it.

Complimentary participation

Full exhibitor participation at no charge — a prime, oversized exhibit location with first right of selection on the floor plan and unique opportunities such as food and beverage activations.

Site tours

Take planners on guided tours of your property immediately before or after the program — promoted in event communications, while buyers are already on site and engaged.

Invitation campaign

Featured as Official Host across the full invitation campaign — email and registration page — reaching more than 1,000 qualified planners in your market, whether or not they attend.

Social & on-site recognition

Social media promotion before and after the event, host acknowledgement during opening remarks, and Official Host signage throughout your event spaces.

Your team, in the room

Your sales and catering leaders spend the afternoon meeting every buyer — no travel, no booth fees, no cold outreach. The event happens inside the very product you are selling.

A true in-kind partnership.

There is no rental fee in either direction. The host venue provides the setting; Venue Series produces the event and fills the room with qualified buyers.

THE HOST VENUE PROVIDES

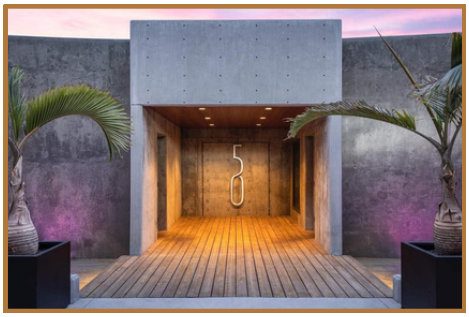
- Complimentary event space with standard furniture and built-in A/V where available
- Arrival beverage — Prosecco or mimosa, plus coffee, tea and water service
- Light reception — canapés, platters or charcuterie, passed or stationed
- An on-site representative through setup, event and teardown
- Wi-Fi for vendors, and parking where possible

VENUE SERIES PROVIDES

- The buyers — a curated, invitation-only planner audience
- Full event production, registration and meeting scheduling
- Invitation campaign to 1,000+ qualified planners in your market
- Signage, prize draws and on-site event management
- Marketing and social promotion before and after the event

> Should total attendance exceed 50 people, Venue Series contributes funds toward the additional food and beverage required — the host's commitment is capped by agreement.







50th Parallel Estate Winery, hosted April 2025

What the space needs to offer.

Space	A minimum of 1,500 sq ft, up to 7,500 sq ft — ballroom, private dining room, gallery or unique event space
Stations	A minimum of 10 vendor stations, plus food and beverage stations and a registration area
Per station	A 4' or 6' table with four chairs, or high tops, with ample space between stations; numbered tables; access to power preferred but not required
Connectivity	Wi-Fi for vendors
Wayfinding	Signage directing attendees to the event room is preferred
Setup access	2.5 hours before the event starts; teardown within 30 minutes after it concludes
Optional	If you offer accommodations, a courtesy block for out-of-town vendors (usually 10 or fewer rooms) is appreciated



The Vermillion Club
hosted October 2025

What hosting costs — and what it returns.

The host's investment is in-kind: space you already own, catering at your internal cost, and a few hours of your team's time. In return, the host receives everything a paying exhibitor receives — and considerably more.

01 **Exhibitor participation, included.** Venues pay to exhibit at Venue Series. As host, your participation — with a prime, oversized location — comes at no charge.

02 **Every buyer, inside your property.** Exhibitors get 8 minutes per planner at a table. The host gets the planner's entire visit — arrival, service, cuisine, spaces, tour.

03 **A market-wide campaign carrying your name.** The invitation campaign reaches over 1,000 qualified planners in your market. Every one of them sees your property positioned as the Official Host.

04 **Compare the alternative.** Reaching the same audience through FAM trips, sales missions or trade shows means travel, booth fees and hosting costs — without the buyers ever setting foot on your property.

One weekday afternoon of in-kind hospitality, exchanged for a season's worth of qualified market exposure.

09 · FREQUENTLY ASKED QUESTIONS

What hosts ask us.

How much food and beverage is expected?

An arrival glass of Prosecco or mimosa, coffee/tea/water service, and light canapés or platters for the reception — for no more than 50 people. If attendance is expected to exceed 50, Venue Series contributes funds for the additional food and beverage.

How much staff time does hosting require?

One on-site representative through setup, event hours and teardown — roughly a 1:00 pm to 5:00 pm window. Venue Series handles production, registration, scheduling and on-site management.

Who owns the run of show?

Venue Series. You receive the run of show and final attendee and vendor counts no later than 10 days before the event, with menus and service style confirmed on the same timeline.

Can we show planners more than the event room?

Yes — site tours immediately before or after the program are encouraged, and Venue Series promotes them in event communications.

Are we protected if plans change?

The Hosting Agreement sets out clear commitments both ways, including force majeure protections and cooperative rescheduling or relocation without penalty where hosting becomes impossible.

How are hosts selected?

Most host venues are confirmed early in the season — proposals are reviewed as they arrive, and the opportunity closes once a host is confirmed.

10 · NEXT STEPS

Become the Host Venue.

1 A 20-minute conversation. We explore your market goals, the spaces you most want planners to experience, and whether the fit is right.

2 A simple proposal. Confirm the space, date and hospitality package. Most hosts are selected early in the season.

3 A clear agreement. Our Hosting Agreement defines commitments, benefits and protections on both sides — no surprises.

4 A guided onboarding. A short information form and planning call put invitations, floor plans and tours in motion — we manage the rest.



Rosewood Hotel Georgia, hosted 2024 & 2025

Mike Macleod

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venueseries.com/host

Venue Series is a division of O2D Media Inc.

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VENUE SERIES

2027

January JAN

- ★ Jan 22 — **CALGARY, AB** — FULL-DAY EVENT
- ★ Jan 28 — **TORONTO, ON** — FULL-DAY EVENT

February FEB

- Feb 03 — Phoenix, AZ
- Feb 04 — Salt Lake City, UT
- ★ Feb 10 — **VANCOUVER, BC** — FULL-DAY EVENT
- Feb 16 — Dallas / Fort Worth, TX
- Feb 17 — Houston, TX
- Feb 18 — Austin, TX
- Feb 18 — Seattle, WA
- Feb 23 — Chicago, IL
- Feb 24 — Los Ángeles, CA
- Feb 25 — San Diego, CA

March MAR

- Mar 03 — Atlanta, GA
- Mar 04 — Denver, CO
- Mar 09 — Edmonton, AB
- Mar 10 — Kelowna, BC
- Mar 16 — Boston, MA
- Mar 17 — New York City, NY
- Mar 18 — Philadelphia, PA
- Mar 31 — Mississauga, ON

April APR

- Apr 01 — Toronto, ON
- ★ Apr 07 — **MONTREAL, QC** — FULL-DAY EVENT
- Apr 21 — Chicago, IL
- Apr 22 — Washington, DC
- Apr 27 — San Jose, CA
- Apr 28 — Oakland, CA
- Apr 29 — San Francisco, CA

May MAY

- May 05 — Calgary, AB
- May 06 — Vancouver, BC
- May 06 — New York City, NY
- ★ May 28 — **OTTAWA, ON** — FULL-DAY EVENT

September SEP

- ★ Sep 14 — **TORONTO, ON** — FULL-DAY EVENT
- Sep 15 — Montreal, QC
- Sep 16 — Seattle, WA
- Sep 21 — Boston, MA
- Sep 22 — New York City, NY
- Sep 22 — Vancouver, BC
- Sep 23 — Calgary, AB

November NOV

- Nov 02 — San Jose, CA
- Nov 02 — Houston, TX
- Nov 03 — San Francisco, CA
- Nov 03 — San Antonio, TX
- Nov 04 — Los Angeles, CA
- Nov 04 — Austin, TX
- Nov 05 — San Diego, CA
- Nov 05 — Dallas / Fort Worth, TX
- Nov 10 — Phoenix, AZ