PRELIMINARY EDITION

State of B2B Event Tech 2027

Five years after the virtual boom, B2B event tech is being rebuilt around the room: less money, fewer owners and a market that has bet on in-person events again.

PRODUCTS TRACKED	DEALS ON RECORD	B2B EVENTS CHECKED
681	234	844

Data checked October 19, 2026

WHY THIS REPORT

Buyers of event software are asked to choose from hundreds of tools with little public evidence. We went and collected it.

This report is built from public evidence on 681 products from 650 companies, the registration pages of 844 B2B events, 234 acquisitions and mergers, and the pricing, security, status and changelog pages vendors publish. We don't run surveys or buy data. Where a finding comes from someone else's research, it's labeled “Outside research” and the source is listed at the back.

CONTENTS

PART 1 WHAT CHANGED SINCE THE PANDEMIC

1 The pandemic bet on virtual events has been unwound

2 In-person events are where trust gets built, and virtual stays for reach

PART 2 WHO'S LEFT, AND WHO'S IN CHARGE

3 Hundreds of products, a shrinking number of owners

4 The biggest shows run on a few platforms, and search follows the same pattern

PART 3 WHAT BUYERS STILL CAN'T SEE

5 Most prices are hidden, and they get harder to find as you move upmarket

6 Public proof is the exception: security, uptime and integrations are rarely documented

7 Core features are table stakes; the gaps are in consent, data and AI transparency

APPENDIX METHODOLOGY AND SOURCES

EXECUTIVE SUMMARY

The story in one minute

PART 1 · WHAT CHANGED SINCE THE PANDEMIC

$788M in 2021

The money that poured into virtual events in 2021 has dried up, and new products are built for the room, not the screen.

Chapter 1

78%

Organizers rank in-person events as their most impactful channel, because that's where trust gets built.

Chapter 2

PART 2 · WHO'S LEFT, AND WHO'S IN CHARGE

91 deals since 2024

Acquisitions keep shrinking the number of owners, so the tool you buy this year may change hands next year.

Chapter 3

844 events checked

A handful of platforms run registration for most large B2B events, and one brand dominates search.

Chapter 4

PART 3 · WHAT BUYERS STILL CAN'T SEE

45% publish prices

Most vendors still hide their prices behind a demo, and enterprise tools hide them most.

Chapter 5

20% document SOC 2

Few vendors publish the security, uptime and integration proof that IT teams ask for.

Chapter 6

60% claim AI

Core features are table stakes now; the real differences are in consent, data and AI.

Chapter 7

PART 1

What changed since the pandemic

CHAPTER 1	The pandemic bet on virtual events has been unwound
CHAPTER 2	In-person events are where trust gets built, and virtual stays for reach

PART 1 · CHAPTER 1

The pandemic bet on virtual events has been unwound

Funding peaked in 2021, virtual platforms are being absorbed, and almost every new product is built for in-person events.

In 2020 nearly every B2B event moved online, and investors followed. Virtual event platforms raised record rounds, and disclosed funding for the vendors we track peaked in 2021.

Then the halls reopened. Virtual-first platforms stopped raising, many were sold, and the products launched since 2024 are overwhelmingly built for in-person events. US trade shows have nearly caught up with 2019, but not quite.

What this means for event marketers

→ If a virtual or webinar platform is central to your program, check who owns it now and what its roadmap says.

→ New tools are concentrated in onsite experience, lead capture and event data, so that's where you'll find the most choice in 2027.

$788M in 2021

Disclosed funding for the event tech vendors we profile peaked in 2021 at $788M; virtual-first vendors haven't raised a disclosed round since 2023.

Virtual-first companies raised 7 rounds from 2020 to 2022. Since then, money has gone to tools for in-person events, lead capture and data. Totals cover disclosed amounts only.

EXHIBIT 1

disclosed funding, $M, vendors we profile



Our data. Source: Company announcements and press, compiled by EventMarketingSoftware.com

> "The recovery is real, and it isn't finished."

26 vs 1

Of the 38 products in our landscape launched since 2024, 26 are built for in-person events and 1 for virtual ones.

The rest serve any format. New products are going after trade show leads, onsite experience, meetings and event data rather than streaming.

EXHIBIT 2

products launched since 2024



Our data. Source: Company websites and public profiles

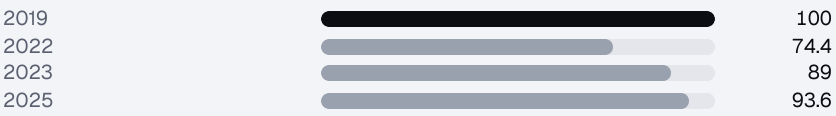
6.4% below 2019

US B2B trade shows still aren't fully back: CEIR's 2025 index is 93.6, 6.4% below 2019.

Attendance grew 4.7% in 2025, but inflation-adjusted revenue is still more than 10% below pre-pandemic levels. The recovery is real, and it isn't finished.

EXHIBIT 3

CEIR Total Index for US B2B exhibitions (2019 = 100)



Outside research. Source: CEIR (2024); IAEE / CEIR (2026)

MORE FROM THE DATA

$7.75B to sold

Hopin was valued at $7.75 billion in 2021. By 2024 it had sold its events business and then the rest of the company.

Outside research. Source: Goodwin Procter (2021); Crunchbase News (2023); ON24 Inc. (2025)

16 virtual platforms acquired

Since 2023, 16 virtual event and webinar platforms have been bought, as the pandemic-era category consolidates into larger companies.

Our data. Source: Company announcements and press

28% to 100%

Global exhibition revenue fell to 28% of its 2019 level in 2020 and was back to about the 2019 level by 2023.

Outside research. Source: UFI (2021); UFI (2022); UFI (2024)



PART 1 · CHAPTER 2

In-person events are where trust gets built, and virtual stays for reach

Spend and attendance are rising, buyers distrust sellers and AI content, and most tools now serve both formats.

Why did in-person come back so strongly? Part of the answer is trust. Buyers now research with AI and arrive skeptical of what sellers tell them, and marketers say AI-generated content has made trust harder to earn online.

A room full of customers, peers and a vendor's own experts is hard to fake, so event budgets are rising again. Virtual hasn't disappeared, though. It has become the reach layer, and most tools now support both formats.

What this means for event marketers

→ Budgets are moving toward in-person events, but webinars are still growing. Plan both: in-person for relationships, online for reach.

→ Much of the attitude data here comes from vendor-commissioned surveys. Treat it as directional and check it against your own pipeline data.

78%

78% of event organizers call in-person events their most impactful marketing channel.

From 1,558 responses in November 2024, down slightly from 80% in the 2023 survey. The source is an event software vendor.

Outside research. Source: Bizzabo (2025)

> "Events are one of the few places buyers get time with a vendor's experts on their own terms."

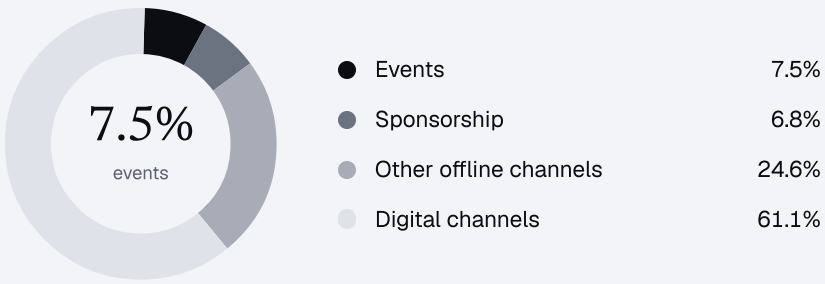
19.3% of offline spend

Events are the biggest offline line in marketing budgets: 19.3% of offline spend, or about 7.5% of all channel spend.

Gartner's 2025 survey of 402 marketing leaders, mostly at large B2B and B2C companies, puts 61.1% of channel budgets into digital and 38.9% offline. Event marketing is the largest offline channel, ahead of sponsorship (17.4%) and linear TV (16.2%). The share of total spend is our calculation from Gartner's figures. Company size matters: Forrester finds companies under $500 million in revenue put more of their budget into events than larger ones.

EXHIBIT 4

share of marketing channel spend, %, calculated from Gartner CMO Spend Survey 2025



Outside research. Source: Gartner CMO Spend Survey (2025); Forrester (2026)

45% trust sellers

94% of B2B buyers use AI while they buy, but only 45% trust sellers.

86% say a seller's expertise is what builds trust, and 75% would rather buy without talking to a sales rep. Events are one of the few places buyers get time with a vendor's experts on their own terms.

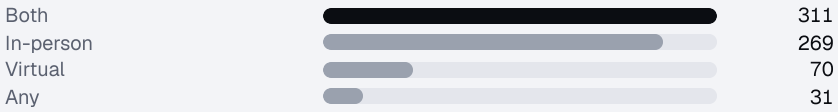
Outside research. Source: LinkedIn with Ipsos (2025); LinkedIn with Ipsos (2025)

3.8x more in-person tools

269 products in our landscape are built for in-person events only and 70 for virtual only; 311 support both.

Many platforms added virtual features during the pandemic and kept them. Formats come from vendor sites; where a site doesn't say, we infer from the product type (a badge scanner is in-person).

EXHIBIT 5
products



Our data. Source: Vendor websites; formats inferred from product type where not stated

MORE FROM THE DATA

+8% to 11%

Brands expect to spend 8% to 11% more on events in 2026, and 59% of B2B event attendees plan to go to more events.

Outside research. Source: Event Marketer with Sparks (2025); Event Marketer with Sparks (2025)

85%

85% of marketers say AI-generated content has made it harder to build trust with their audience.

Outside research. Source: Cvent (2026); Cvent (2026); Cvent press release citing Forrester Consulting (2026)

37%

Virtual isn't gone: 37% of meeting professionals are holding more virtual meetings because of geopolitical instability.

Outside research. Source: American Express Global Business Travel (2026); Bizzabo (2025)

66% vs 42%

Virtual-only tools are the most transparent on price (66% publish one) and in-person-only tools the least (42%).

Our data. Source: Vendor pricing pages, checked October 2026

PART 2

Who's left, and who's in charge

CHAPTER 3 Hundreds of products, a shrinking number of owners

CHAPTER 4 The biggest shows run on a few platforms, and search follows the same pattern

PART 2 · CHAPTER 3

Hundreds of products, a shrinking number of owners

Hundreds of active products, more than a hundred former ones, and a steady run of acquisitions that keep changing who owns what.

The market that came out of the pandemic is crowded. We track hundreds of active products, and close to half come from US companies.

It's also consolidating. Acquisitions land every quarter, a few parent companies now own a large share of the products, and well over a hundred products have been shut down or folded into others.

What this means for event marketers

→ Ask any shortlisted vendor about ownership, contract terms on a change of control, and how you'd export your data.

→ Products leave the market regularly, so check that a tool is still sold on its own before you renew.

681 products

We track 681 active B2B event marketing products from 650 companies across 32 categories.

The biggest categories are Virtual, webinar & streaming (69), All-in-one event platforms (62), Event apps (47).

EXHIBIT 6
products



Our data. Source: EventMarketingSoftware.com 2027 landscape

> “Most were absorbed after an acquisition; their pages explain what replaced them.”

91 deals since 2024

We count 234 acquisitions, mergers and take-privates in event tech, 91 of them since the start of 2024.

The most active acquirers are Cvent (16), Blackstone (12), Community Brands (6), Brandlive (5).

EXHIBIT 7
deals



Our data. Source: Company announcements and press, compiled by EventMarketingSoftware.com

20 products

Cvent now owns 20 products in our landscape, the most of any company.

Other companies with several products: Momentive Software (14), Brandlive (5), Momentus Technologies (5), Bending Spoons (4).

EXHIBIT 8
products



Our data. Source: Ownership research

MORE FROM THE DATA

45% US

45% of products are made by companies headquartered in the United States; the United Kingdom, Germany, Canada, France follow.

Our data. Source: Company websites and public profiles

129 former products

129 products that served B2B events have been shut down or folded into other products, about 1 for every 5 still on the market.

Our data. Source: EventMarketingSoftware.com lifecycle research

154 stories

We confirmed 154 event tech news stories in 2026 so far: 69 launches, 22 partnerships, 21 acquisitions.

Our data. Source: EventMarketingSoftware.com news desk



PART 2 · CHAPTER 4

The biggest shows run on a few platforms, and search follows the same pattern

A handful of providers run registration for most identified B2B events, and a few brands take most brand searches.

Concentration shows up at the biggest events too. When we checked the registration pages of large B2B events, a few providers ran most of them.

Search follows the same pattern, with one brand taking the largest share of brand searches by far. Familiarity isn't the same as fit, but it shapes almost every shortlist.

What this means for event marketers

→ If you exhibit at large trade shows, the organizer's registration platform shapes how you get leads. Ask the show which lead retrieval options it supports before you buy your own.

→ Brand search share reflects awareness, not fit. Compare products on your requirements rather than familiarity.

844 events checked

Maritz and Cvent run registration for 44% of the B2B events where we could identify the platform.

Maritz 51, Cvent 38, VisitCloud 16, RainFocus 14 of 201 identified. Trade shows lean on Maritz and specialists; tech user conferences on RainFocus and Cvent.

EXHIBIT 9

events

Top 8 of 10; all rows in the online edition.



Our data. Source: Event websites, checked October 2026

> "Trade shows lean on Maritz and specialists; tech user conferences on RainFocus and Cvent."

47% share of search

Cvent takes 47% of all US brand searches for event management platforms, more than the next ten brands combined.

Share of search tracks closely with market share over time; we'll update it quarterly.

EXHIBIT 10

US searches per month

Top 8 of 12; all rows in the online edition.



Our data. Source: Ahrefs, US monthly search volume, October 2026

3,500 searches/month

"Event management software" (3,500 US searches a month) is still searched far more than "event marketing software" (500), and AI event tools barely register yet (90).

Our data. Source: Ahrefs, US monthly search volume, October 2026

PART 3

What buyers still can't see

CHAPTER 5	Most prices are hidden, and they get harder to find as you move upmarket
CHAPTER 6	Public proof is the exception: security, uptime and integrations are rarely documented
CHAPTER 7	Core features are table stakes; the gaps are in consent, data and AI transparency

PART 3 · CHAPTER 5

Most prices are hidden, and they get harder to find as you move upmarket

Fewer than half of vendors publish a price, and the share falls further among vendors built for enterprise buyers.

For buyers, the first obstacle is price. Most vendors don't publish one and ask you to book a demo instead.

The further upmarket you go, the harder it gets. Tools for startups are the most open about price and tools for enterprise buyers the least. Where prices are published, entry plans are often modest, but the way you're charged varies: per event, per attendee, per ticket or per year.

What this means for event marketers

→ Expect a demo before you see a price from most vendors, and more often the larger your company.

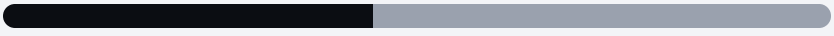
→ Use the median entry plan as a reference point, and check what caps it: attendees, events or admin seats.

45% publish prices

Only 45% of the 722 vendors we checked publish a price on their own website; the rest ask you to book a demo.

23% offer a free plan and 18% a free trial.

EXHIBIT 11



Publish a price: 322 (45%) Quote only or no price shown: 400 (55%)

Our data. Source: Vendor pricing pages, checked October 2026

> “Per-event pricing suits teams running a few events a year; subscriptions favor busy calendars.”

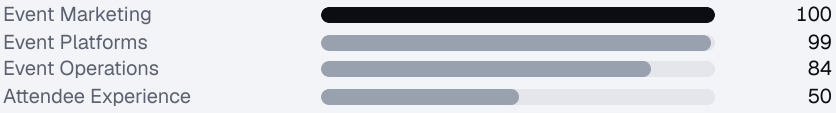
$99/month median

The median entry plan costs $99 a month among vendors that publish a USD subscription price.

Entry plans are usually capped by attendees, events or admin seats; enterprise tiers are quote-only almost everywhere.

EXHIBIT 12

USD per month (median entry plan)



Our data. Source: Vendor pricing pages, USD subscription plans only

59% vs 38%

59% of vendors serving startups publish prices, against 38% of those serving enterprises.

Median entry price: $83/month for startup-fit vendors, $100 for mid-market and $149 for enterprise. Enterprise deals are mostly quote-only.

EXHIBIT 13

% of vendors publishing a price



Our data. Source: Vendor pricing pages, checked October 2026

MORE FROM THE DATA

26% per-event pricing

26% of vendors that publish prices charge per event, per attendee or per ticket rather than (or as well as) a subscription.

Our data. Source: Vendor pricing pages

627 mid-market options

Startups can choose from 453 products that fit their size, mid-market teams 627 and enterprises 437.

Our data. Source: EventMarketingSoftware.com 2027 landscape

PART 3 · CHAPTER 6

Public proof is the exception: security, uptime and integrations are rarely documented

Few core platforms document SOC 2, about a quarter publish a status page, and few have a native CRM marketplace listing.

The second obstacle is proof. Event platforms hold attendee data and run live, revenue-critical moments, yet few document the security, uptime and integration evidence that IT and operations teams ask for.

Enterprise-focused vendors document more than the rest, but even among them most don't publish a SOC 2 report or SSO details. Missing documents don't mean missing controls. They do mean slower reviews.

What this means for event marketers

→ If IT will review your purchase, ask for SOC 2, SSO, a DPA and a subprocessor list early. Most vendors don't publish them.

→ Ask for a status page or incident history before you run a live event on a platform.

20% document SOC 2

Just 20% of core event platforms document SOC 2 Type II on their own website (17% across all 642 vendors).

SAML single sign-on is documented by 26% and an accessibility report (VPAT) by 9.0%. Missing documentation doesn't always mean missing controls, but it slows IT review.

EXHIBIT 14

% of core platforms documenting it

Top 8 of 10; all rows in the online edition.



Our data. Source: Vendor security, trust and legal pages

> "Missing documentation doesn't always mean missing controls, but it slows IT review."

24% enterprise SOC 2

24% of enterprise-fit vendors document SOC 2 Type II and 26% SAML SSO, compared with 13% and 17% of startup-fit vendors.

Enterprise buyers should expect a security review to rule out much of the field; startups rarely need these documents but should still ask for a DPA.

EXHIBIT 15

% documenting it



Our data. Source: Vendor security, trust and legal pages

172 status pages

Only 26% of event tech companies publish a status page; of those with incident history, 35% logged at least one incident in the last 90 days.

35 reported at least one major incident in that window. Platforms that run live events with no public status page leave buyers guessing.

Our data. Source: Public status pages (Atlassian Statuspage and others), checked October 2026

MORE FROM THE DATA

42 on AppExchange

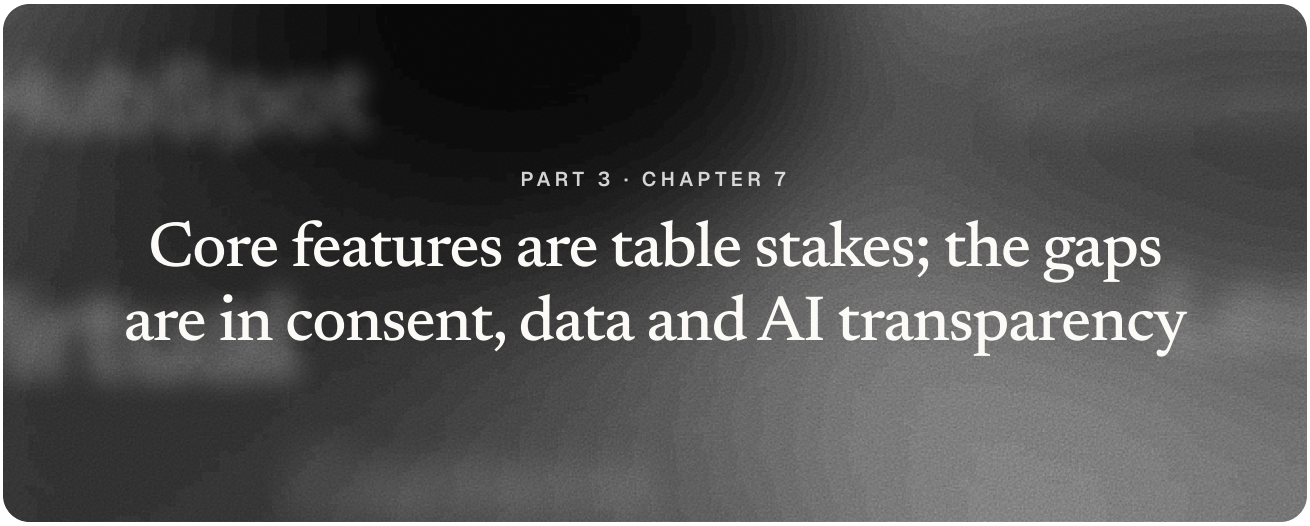
Only 42 event tech vendors have a verified Salesforce AppExchange listing and 75 a HubSpot App Marketplace listing, out of 650 companies.

Our data. Source: Salesforce AppExchange and HubSpot App Marketplace, checked October 2026

2 updates per 90 days

Of 133 vendors with a public changelog we could read, the median shipped 2 product updates in the last 90 days.

Our data. Source: Public changelogs and release notes



PART 3 · CHAPTER 7

Core features are table stakes; the gaps are in consent, data and AI transparency

Most tools document the basics, few document consent capture or multi-language support, most claim AI, and reviews are uniformly high.

Once you can see inside a product, the basics look the same everywhere. Registration, check-in, networking and chat are documented by almost every tool in their category, and review scores are uniformly high.

The differences are in the gaps: consent capture for leads, multi-language support, CRM depth and what the AI features actually do. Most vendors now claim AI, so ask what it does with your data.

What this means for event marketers

→ Basics such as registration, check-in and chat are documented almost everywhere. Spend demo time on the gaps: consent capture, multi-language support and CRM depth.

→ Ask every vendor that claims AI what data the feature uses and whether it can be turned off.

11%
consent capture

Lead capture & retrieval: team accounts is documented by 81% of products; consent capture, by only 11%.

Based on 27 products checked against their own websites; every "yes" links to a source.

EXHIBIT 16

% of products documenting it

Highest and lowest 4 of 16; all rows in the online edition.



Our data. Source: EventMarketingSoftware.com feature checklists

> "Few explain what data the AI uses or whether it can be switched off, which is worth asking in a demo."

60% claim AI

60% of event tech vendors now describe at least one AI capability on their website, from content summaries to matchmaking and lead enrichment.

Few explain what data the AI uses or whether it can be switched off, which is worth asking in a demo.

Our data. Source: Vendor websites

4.58 / 5

Event tech products average 4.58 out of 5 on Capterra; customer service scores highest (4.66) and features lowest (4.48).

Based on 130 products with Capterra reviews.

EXHIBIT 17

average score out of 5



Our data. Source: Capterra

25% HubSpot integration

All-in-one event platforms: registration and ticketing is documented by 93% of products; HubSpot integration, by only 25%.

Our data. Source: EventMarketingSoftware.com feature checklists

32% session and agenda registration

Registration & ticketing: check-in app and QR tickets is documented by 90% of products; session and agenda registration, by only 32%.

Our data. Source: EventMarketingSoftware.com feature checklists

32% multi-language support

Event apps: attendee networking and messaging is documented by 92% of products; multi-language support, by only 32%.

Our data. Source: EventMarketingSoftware.com feature checklists

25% virtual booths and sponsors

Virtual, webinar & streaming: attendee chat is documented by 96% of products; virtual booths and sponsors, by only 25%.

Our data. Source: EventMarketingSoftware.com feature checklists

APPENDIX

Methodology

What we measured

681
active B2B event marketing products, each with a public profile

650
companies behind them

134
former products, shut down or folded into others

722
vendors checked for published pricing

709
vendors checked for security documentation

172
vendors checked for a public status page

133
public changelogs read

844
B2B event websites checked (201 with an identifiable registration platform)

234
acquisitions, mergers and take-privates on record

206
news stories confirmed by two or more sources

Denominators differ between findings because some measure companies and others products, and because we only count vendors whose pages we could read. Each finding states its own base.

How we checked

Public sources only: vendor websites, pricing, trust and legal pages, status pages and changelogs, the Salesforce and HubSpot marketplaces, Capterra, event websites, company announcements and US search volume from Ahrefs. We don't buy data or run surveys, and we write “not published” rather than guess.

Limitations

- Documentation isn't the same as capability: a vendor may have a control it doesn't publish.
- Event formats are inferred from the product type where a vendor's site doesn't say.
- Funding covers disclosed rounds only, for vendors we profile.
- Search volume is for the United States only.

Outside research used

$7.75B to sold. Goodwin Procter (2021); Crunchbase News (2023); ON24 Inc. (2025)
https://www.goodwinlaw.com/en/news-and-events/news/2021/08/08_09-hopin-completes-$450-million-series-d
https://news.crunchbase.com/communications-tech/virtual-events-startups-venture-falls-layoffs-hopin/
https://www.sec.gov/Archives/edgar/data/1110611/000111061125000004/ontf-20241231.htm

28% to 100%. UFI (2021); UFI (2022); UFI (2024)
https://www.ufi.org/media-releases/ufi-global-barometer-provides-2020-results-and-2021-perspectives-for-the-exhibition-industry/
https://www.ufi.org/media-releases/ufi-global-barometer-provides-updates-on-covid-19-impact-and-2022-perspectives-for-the-exhibition-industry/
https://www.ufi.org/media-releases/ufi-global-barometer-indicates-that-the-exhibition-industry-will-grow-to-record-levels-in-2024/

6.4% below 2019. CEIR (2024); IAEE / CEIR (2026)
https://www.iaee.com/2024/05/28/the-b2b-exhibition-industry-recovery-forges-on-proving-its-resiliency-again/
https://www.iaee.com/2026/05/08/the-numbers-are-in-on-whats-next-for-b2b-exhibitions/

+8% to 11%. Event Marketer with Sparks (2025); Event Marketer with Sparks (2025)
https://www.eventmarketer.com/wp-content/uploads/2025/11/eventtrack-2026-executive-summary.pdf

78%. Bizzabo (2025)
https://welcome.bizzabo.com/hubfs/Q125_BenchmarkingReport_2.18.pdf

19.3% of offline spend. Gartner CMO Spend Survey (2025); Forrester (2026)
https://chiefmarketer.com/era-of-less-continues-for-cmos
https://www.forrester.com/report/the-state-of-event-budget-allocation-in-b2b-marketing-programs-2026/RES192766

85%. Cvent (2026); Cvent (2026); Cvent press release citing Forrester Consulting (2026)
https://www.cvent.com/en/press-release/new-research-cvent-reveals-marketer-confidence-events-pipeline-growth-channel
https://www.cvent.com/en/press-release/cvent-unveils-new-brand-promise-built-presence-premiumtm-era

45% trust sellers. LinkedIn with Ipsos (2025); LinkedIn with Ipsos (2025)
https://business.linkedin.com/sales-solutions/resources/the-trust-advantage

37%. American Express Global Business Travel (2026); Bizzabo (2025)
https://www.amexglobalbusinesstravel.com/press-releases/2027-global-meetings-events-forecast/
https://welcome.bizzabo.com/hubfs/Q125_BenchmarkingReport_2.18.pdf

Several of these surveys were run or commissioned by event software vendors. Treat them as directional.

Dates and editions

Data checked October 19, 2026. The data freezes on December 15, 2026 and the final edition publishes in January 2027. Material corrections will be listed on the report page.

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Read it online, download the data and cite it.

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Free to quote with a link. A free directory and research site for B2B event marketing software.