

Magic Quadrant for Event Marketing and Management Platforms

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Hosted events boost buyer engagement, upselling, cross-selling, and retention, impacting revenue. Marketers need comprehensive, AI-enhanced event technology to build, promote, and report on events, gaining portfolio visibility. Use this research to select vendors to deliver high-value experiences.

Market Definition/Description

Gartner defines event marketing and management platforms as tools that enable B2B marketers to execute in-person events for external audiences. These platforms provide native capabilities to engage and communicate with prospective attendees, registrants and sponsors; manage logistics; deliver content; and enable attendees to engage with other participants. Out-of-the-box integrations with sales force automation and marketing automation platforms are provided to track engagement. Features and capabilities are provided in a self-service model, with some platforms offering managed service support to run the technology when preferred. The event technology market does not include webinars or internal meeting-specific solutions.

Event marketing and management platforms help B2B event and marketing teams create events, tradeshow, conferences, roundtables and field marketing events for engaging prospective buyers, customers and partners via in-person formats. To support this effort, event technology platforms offer capabilities to manage the end-to-end development and delivery of event experiences across multiple use cases.

Use cases are specific to external audiences and multiple-session or in-person event formats, rather than meetings with internal audiences and/or webinars.

Common use cases include:

Hosted Conferences With Exhibitors — This use case includes first-party-hosted large-scale events delivered in person with hundreds or thousands of attendees, with multiple tracks and concurrent sessions. The event is typically an organization's annual flagship conference. For this use case, the platform includes website, mobile-application and agenda capabilities to support the event, registration and payment processing for attendees, and on-site badge printing and check-in support. The platform includes sponsor management to support tiered sponsorships, exhibit hall management and lead capture.

Hosted Conferences/Roadshows — This use case includes in-person first-party hosted events, typically with hundreds of attendees, and may include multiple tracks and concurrent sessions. For this use case, the platform includes website and mobile-application access to the agenda, along with content development and distribution to support the event and attendee registration.

Hosted Field Marketing Events — This use case includes first-party-hosted, smaller events to support sales prospecting and/or customer retention and growth initiatives. They typically include fewer than 100 attendees and are held in person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. For this use case, the platform includes website, mobile application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.

Mandatory Features

The mandatory features for this market include capabilities that must support execution of in-person-only events:

- **Attendee management** — To facilitate registration and check-in processes and to support pre- and postevent communication.
- **Attendee experience management** — To communicate with attendees during an event, including through chat, Q&A moderation and gamification, and to deliver relevant content in a single dynamic experience across multiple concurrent sessions to support engagement with attendees before, during and after an event.

- Agenda management — To support call-for-papers activity, speaker management, session selection and content repository capabilities.
- Mobile experience management — To provide attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes via a smartphone or tablet device.
- Reporting and analytics — To track registration, measure event and session performance, and compare year-over-year insights, including integrations to the marketing technology (martech) stack.
- Admin access management — To provide administrative access rights and build additional user/admin profiles to control user access to data and/or features/capabilities, and ensure compliance with corporate guidelines.
- Sponsor management — Includes in-person exhibit hall, sponsor and exhibitor booth management and sponsor attendee engagement, including lead capture and tracking.

Common Features

The common features for this market include:

- AI automation — To inform and guide development of marketing promotional material, event content and workflow management. In addition, AI capabilities support predictive analytics, data insights and reporting.
- Role-based attendee experiences — To assign registrant and attendee roles and enable access to content and/or features/functions within the attendee-facing experience.
- Budget management — To manage venue, food and beverage, travel and promotional costs at the event level and across multiple events to support ROI justification.
- Martech and sales force automation (SFA) integrations — APIs or prebuilt integrations enable marketers to push data into the martech stack to provide visibility and transparency into event activity and results.
- Venue management — To manage location sourcing, room bookings and meal preferences for attendees.

Magic Quadrant

Figure 1. Magic Quadrant for Event Marketing and Management Platforms [↓](#)



Gartner.

Vendor Strengths and Cautions

Accelevents

Accelevents is a Niche Player in this Magic Quadrant. Its platform is primarily suited for B2B marketers and show organizers who run a complex event program requiring a diverse set of functionality. Its clients are typically small to midsize companies that support in-person events.

Accelevents' roadmap includes attendee engagement AI enhancements, such as postevent follow-up automation and AI-generated info desk updates for attendees. Accelevents is also planning to enhance sponsor management capabilities, including exhibitor-specific customizable qualification questions and ticket assignments for sponsors to allocate booth passes.

Strengths

- **Reporting and analytics:** Accelevents provides event organizers with real-time registration and engagement tracking for both the overall event and individual sessions. This allows clients to capture a comprehensive view of attendee behavior, session duration, networking, participation, gamification results, and lounge reporting to capture less formal engagement activity.
- **Customer experience:** Accelevents provides hands-on configuration support and ongoing advisory services to customers during implementation and throughout the term of their agreement. It conducts live training and tailored working sessions to ensure successful onboarding.
- **Product strategy:** Accelevents offers AI-enabled matchmaking and meeting scheduling within its hosted buyer software, reducing the manual work required to orchestrate attendee-to-attendee and sponsor-to-attendee connections. Administrators can view meeting calendars, monitor meeting acceptance rates, and share information with interested parties.

Cautions

- **Agenda management automation:** The platform's AI content writing assistance is limited to abstract and title suggestions within agenda management. Because call for presentation sessions require manual approvals and session scheduling requires drag-and-drop calendar creation, clients may experience a more time-intensive event agenda building process.
- **Market responsiveness:** Because Accelevents relies on one-to-one conversations to gather the majority of its customer and industry feedback, its ability to scale market insights is limited. Clients may experience delays in the platform's responsiveness to emerging market needs as a result.
- **Innovation:** While Accelevents' roadmap includes features such as AI-powered agenda recommendations, translations, and content studio functionality, these capabilities are

already available in other platforms evaluated in this research. Consequently, clients working with Accelevents should review the timing of roadmap items to ensure product enhancements, including AI innovations, align with their needs.

Bizzabo

Bizzabo is a Visionary in this Magic Quadrant. Its platform primarily supports organizations with over 500 employees and teams that manage multievent portfolios — generally more than five events annually — with 2,000 or more total registrants per year. Its clients are typically in the technology, professional services, media, financial services, and event-driven B2B organization sectors.

Bizzabo's roadmap includes three integrated AI-driven capabilities: Sponsor ROI Engine for connecting sponsor activity to pipeline impact; enhancements to its AI attendee copilot, Bizzy; and Event Organizer Agent to support event leaders with event best practices.

Strengths

- **AI product capabilities:** Bizzabo's Sponsor ROI Engine supports AI-driven matchmaking, real-time engagement signals, and native CRM platform attribution to help organizers connect sponsor activity directly to pipeline impact. Its attendee copilot provides a conversational interface that assists attendees in discovering sessions, speakers, people, and meetings.
- **Marketing execution:** Bizzabo effectively leverages event data as a primary buyer intent signal to drive its event-led growth strategy and showcase practical product benefits to the market. Furthermore, it actively promotes its customer success program through diverse channels to foster strong client validation.
- **Business model:** Bizzabo offers an annual subscription pricing model, which does not include a per-registration fee, with flexible add-ons, including managed services, Klik SmartBadge, Bizzabo Studios, and on-site support. Bizzabo is also scaling its capabilities by expanding its channel, geographic, and technology partnerships, providing clients with broader ecosystem support.

Cautions

- **Reporting and analytics:** While basic filters are available to tailor reporting views, custom reports that analyze large datasets across multiple sources require Bizzabo professional

services. Buyers that need to implement highly customized reports should clearly define their requirements and evaluate product fit.

- **Sales execution:** As Bizzabo continues to shift its focus to the enterprise market, segmentation specialization becomes critical for delivering personalized sales engagement. However, Bizzabo lacks depth of specialization in its sales structure, which is likely contributing to its slower paced growth.
- **Market understanding:** Compared with other vendors evaluated in this research, Bizzabo's market understanding is not as advanced. It provides a limited vision for how AI will support event marketers in driving scale for complex event portfolios using unified event data, which may concern buyers seeking forward-looking innovation.

Cvent

Cvent is a Leader in this Magic Quadrant. Its platform is primarily suited for meeting and event leaders and marketers who manage large event programs with diverse sets of business requirements. Cvent's target verticals include the technology, financial services, life sciences, manufacturing, associations, nonprofits, agencies, higher education, and government sectors. Its clients primarily have larger event programs, which serve as a vital marketing channel.

Cvent's roadmap includes AI enhancements with Goldcast AI to increase ROI from event video content, using its Agentic Editor and Content Curator to create clips across its entire video library and edit complex video types.

Strengths

- **Attendee experience management:** Cvent offers diverse engagement tools, including gamification, community networking tabs, and the ability to assign scores to specific actions. Cvent also leverages AI to provide personalized session feedback summaries, helping organizers easily export and analyze attendee feedback.
- **Marketing execution:** Cvent drives high market visibility through comprehensive thought leadership and detailed, persona-based messaging. Additionally, Cvent Celebrity, its customer advocacy program, provides event organizers with actionable playbooks to successfully execute event-led growth strategies.
- **Innovation:** Cvent's AI-powered intelligence layer, CventIQ, supports event planner productivity through AI writing assistants for social media and AI video content platforms.

Organizers can significantly reduce manual content creation and streamline the event planning life cycle.

Cautions

- **Sponsor management:** Sponsor-to-attendee meeting requests and push notifications must be manually routed through an event administrator. This lack of self-service functionality limits direct engagement with sponsors while significantly increasing the administrative burden on event organizers.
- **Product packaging:** Cvent's complex product packaging and lack of bundled add-ons make overall software costs difficult for customers to predict. Cvent products — such as Cvent Registration, Attendee Hub, OnArrival Premium, and Cvent Essentials — carry independent per-registration fees. Event marketers with complex event portfolios should clearly review their business requirements against Cvent's proposed capabilities to ensure future add-ons won't be required.
- **Product strategy:** Despite Cvent's recent acquisition of Goldcast and its definitive agreement to acquire ON24, concerns regarding how these integrations will materialize and whether they will create silos for target customers remain. Prospective customers may face short-term uncertainty regarding how seamlessly these tools integrate into existing event programs and whether they will incur additional upcharges.

EventMobi

EventMobi is a Niche Player in this Magic Quadrant. Its platform is primarily suited for small enterprises, nonprofits, and associations that have event programs run by event and field marketing managers. It also supports event agencies that organize events on behalf of corporate and nonprofit segments.

EventMobi's roadmap includes extending MobiAI from registration-only support to the EventMobi Event App, enabling it to answer attendee questions during events. Its roadmap also includes expanding the speaker portal functionality to include call-for-speakers capabilities.

Strengths

- **Badge printing and check-in:** EventMobi offers a wireless, battery-operated badge printing device called BadgeOn, which can be rented or purchased from EventMobi and integrates with its software. BadgeOn gives event marketers the flexibility to deploy

registration stations anywhere, eliminating the need for a formal check-in desk and streamlining the attendee experience.

- **Flexible sales pricing:** EventMobi provides a subscription-based pricing model that allows clients to host an unlimited number of events for a defined volume of registrants. Event organizers have the flexibility to increase registration amounts per year and customize services needed for each event — such as badge printing and a mobile application — to support the needs of their event portfolios.
- **Event operations:** EventMobi offers Integration Hub, which connects its platform with clients' existing marketing workflows. This provides event marketing teams with the integration flexibility required to automate their marketing operations and effectively scale their event programs.

Cautions

- **Sponsor management:** While EventMobi offers basic lead capture and manual exhibitor creation, it lacks critical self-service capabilities, such as independent booth selection or payment management. Additionally, sponsors must be in the mobile application to communicate with attendees by using chat, direct messaging, and discussion boards.
- **Marketing execution:** EventMobi's broad marketing programs lack personalization within marketing messaging, resulting in limited awareness among event marketing teams. This lack of personalization can cause buyer fit confusion and requires more effort to educate decision makers and influencers about the company and its offering.
- **Product strategy:** EventMobi lacks the functionality required to support hosted conferences with exhibitors, such as robust administrative capabilities for controlling user access and call-for-papers functionality for managing agenda idea submission and approvals. Prospective customers must evaluate their event requirements to ensure alignment between needs and EventMobi's roadmap.

RainFocus

RainFocus is a Leader in this Magic Quadrant. Its platform is primarily suited for large enterprises with at least one hosted conference with exhibitors or flagship event per year, and that have a large event program run by event marketing teams. It primarily focuses on the technology sector, with additional support for retail and financial services industries.

RainFocus' roadmap includes the launch of Growth Agent, an AI-powered agent that identifies high-value targets and can personalize outreach while delivering buying signals to internal teams. Additionally, RainFocus is also launching the Configuration Agent to aid event marketers with the creation of event elements within the platform.

Strengths

- **Admin management:** RainFocus offers robust administrative access capabilities, such as multilayered governance, granular functionality, and data controls. Administrators can set role-based permissions to access data and/or functionality for all elements within the platforms.
- **Customer experience:** RainFocus offers flexible implementation options — including one-time implementation, Agile Implementation Services, and Managed Services — that are tailored to the client's specific event use case and required level of customization. Furthermore, it utilizes the "Show/Do/Review" learning model to ensure successful implementation and adoption.
- **Innovation:** RainFocus recently launched Nexus, an AI infrastructure framework that allows users to bring their own AI models into RainFocus. Additionally, AI innovations inside the platform include the AI concierge agent, which provides self-serve guidance to event attendees.

Cautions

- **Product complexity:** Due to the level of sophistication of the product, utilizing RainFocus for roadshows and field marketing events requires the creation of templates. Buyers will likely need to understand the details of setting up templates for repeatable events; furthermore, the creation of templates typically requires managed services today.
- **Pricing:** The platform's required services make it difficult for end users to independently build their own events. Because these support services are bundled into the per-registration platform fees, the resulting higher registration costs complicate buyers' ability to compare RainFocus against other shortlisted vendors.
- **Market understanding:** Because RainFocus primarily targets highly sophisticated tech companies with complex event portfolios— which represent a small segment of the total addressable market — it lacks true self-service capabilities. This creates a disconnect with buyers looking for more simplicity to support hosted conferences/roadshows and hosted field marketing events.

SpotMe

SpotMe is a Niche Player in this Magic Quadrant. Its SpotMe Anywhere product can be used by event planners in industries that have an event program that focuses on supporting field marketing events. Its Onomi platform is primarily suited for life sciences companies managing multiple field marketing events. SpotMe's clients are typically midsize life sciences and professional services companies, producing a mix of regional roadshows and field marketing events for their internal and external audiences.

SpotMe's roadmap includes an AI audience-building agent that generates target audiences from past engagement signals and postevent reports, with key metrics, engagement highlights, and actionable recommendations for the next best action.

Strengths

- **Attendee experience:** SpotMe offers robust engagement features, such as AI matchmaking to improve networking, in-session polls, and quick response code and business card exchange lead capture. Furthermore, an AI chatbot in the mobile application provides attendees with immediate answers regarding registration, venue, and agenda details.
- **Customer experience:** SpotMe delivers tailored training resources and role-based certifications through SpotMe Academy to ensure clients can effectively adopt the platform for their specific use cases. Furthermore, it conducts quarterly customer advisory boards and hosts global user group meetings, empowering clients to influence future product development and network with peers.
- **Partner program:** SpotMe maintains an established partner network with Microsoft, Adobe, and Snowflake. These partnerships provide clients with seamless data integrations and expanded capabilities tailored to support diverse industries.

Cautions

- **Agenda management:** SpotMe lacks comprehensive agenda management features for event planners, such as call for papers and AI-enabled session summary writing. Although agenda items, such as sessions, can be imported to create the full agenda, organizers must manage submissions and approvals outside the platform, resulting in fragmented workflows and increased administrative effort.

- **Hosted conferences with exhibitors:** SpotMe's platform requires significant services to deliver complex on-site logistics and support for flagship events with exhibitors, which can complicate its straightforward pricing model. Buyers should have clearly defined business requirements when engaging in negotiations.
- **Marketing strategy:** SpotMe dedicates the Onomi platform exclusively to life sciences, while offering SpotMe Anywhere for all other industries. This dual-brand naming convention and narrow industry focus limits overall brand awareness and creates confusion for prospective buyers outside the life sciences sector.

Stova

Stova is a Niche Player in this Magic Quadrant. Its platform supports event programs managed by marketing, events, and sales. The platform also supports a wide range of industries including financial services, technology, and associations. Stova's clients are typically among the world's largest 3,500 companies, offering a mix of in-person and virtual meeting solutions.

Stova has introduced improvements to its mobile application and sustainable badging solution, aiming to reduce the waste commonly generated by events.

Stova declined requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Mobile application:** Stova's recent mobile application update provides attendees with greater control over visibility fields for networking and expanded gamification features, such as polling and session rating tools. Event administrators can now customize reporting dashboards in the application for quick access and easy viewing to effectively track event performance.
- **Product offering:** Stova's platform encompasses all core capabilities evaluated in this research, demonstrating a strong understanding of diverse event needs. Consequently, the product is well-equipped to support buyers managing complex, broad event portfolios across a variety of use cases.
- **Partner strategy:** Stova has extensive service and industry partner relationships, enabling it to reach buyers and deliver a specialized customer experience via service partners. Many of Stova's partnerships extend its reach into the meetings space.

Cautions

- **Agenda management:** While Stova provides scoring rubrics for external speaker presentations, its broader agenda management functionality lacks AI-driven features to streamline content creation and scheduling. As a result, organizers must rely on manual processes for agenda building, which increases administrative effort compared with other solutions evaluated in this research.
- **Product strategy:** Low market visibility, inconsistent marketing, and only two new event-focused initiatives indicate a shift away from in-person event support. This leaves buyers unsure of Stova's sustained focus on in-person events.
- **Innovation:** Stova's platform currently lacks generative and agentic AI capabilities, including AI-driven tools for agenda building, customer support, and reporting. Buyers should evaluate their requirements for AI automation of workflows and determine Stova's ability to meet their needs.

Swoogo

Swoogo is a Visionary in this Magic Quadrant. Its platform is primarily suited for companies looking for technology support to manage their roadshows and field marketing event strategies. Its clients are typically large enterprises in the technology, media, and education industries, producing a mix of event strategies for their external audiences.

Swoogo's roadmap includes AI-powered session recommendations and Swoogo Copilot for chat-based administrative workflows. Additionally, the AI Copilot is designed to provide attendees with real-time assistance and personalize session recommendations through the Go Attend mobile application.

Strengths

- **Administrative controls:** Swoogo's role-based admin access controls are robust, allowing extensive customization of field visibility and template access. This enables administrators to support complex event programs with users of varying technical abilities and ensures effective data governance.
- **Transparent pricing:** Swoogo's per-user license pricing helps ensure costs are predictable. Customers have the flexibility to control costs and customize their pricing by selecting add-on modules, a mobile application, call for speakers, and lead retrieval functionality.

- **Market understanding:** Swoogo aligns its product strategy with customer demands for AI automation, personalized journeys, and unified event portfolios. Swoogo's AI-powered smart registration prefills forms and recommends sessions based on attendee profiles, past behavior, and stated preferences, enabling clients to streamline their registration processes to better meet the needs of their buyers.

Cautions

- **Attendee engagement:** Swoogo's platform requires clients to use third-party integrations for Q&A and polls. Additionally, live sessions lack mobile application engagement features, and the networking tool does not provide proactive matchmaking recommendations for attendees.
- **Market responsiveness:** Several of Swoogo's roadmap items for 2025 were pushed into 2026. Clients may experience delays in the delivery of anticipated features, such as AI assistants for attendees, which have been pushed from the 2025 to the 2026 roadmap.
- **Hosted conferences with exhibitors:** This use case is not a focal point of Swoogo's sales strategy, and buyers may experience a lack of targeted support for these specific event needs. Furthermore, Swoogo's pricing for the enterprise user license, mobile app, and lead retrieval exceeds that of other vendors in this research, thus buyers evaluating Swoogo primarily for hosted conferences with exhibitors may find the platform to be cost prohibitive.

vFairs

vFairs is a Leader in this Magic Quadrant. Its platform is primarily suited for organizations with complex event programs within associations, nonprofits, higher education, B2B technology companies, event agencies, and enterprises. vFairs' support focuses on running conferences, tradeshows, job fairs, and field marketing programs. Its clients — typically midmarket to enterprise organizations with greater than \$10 million in revenue — have dedicated event teams, run recurring event programs, and support more than 250 attendees per event.

vFairs' roadmap includes RFID badge integration with AI analytics, a new AI agenda builder, mobile live transcription, an enhanced AI event site builder, and an AI lead qualification engine.

Strengths

- **Attendee experience management:** vFairs enhances networking through AI-driven matchmaking based on attendee profiles and goals, supplemented by strong gamification features. Additionally, its mobile-first AI support assistant provides customers with real-time analytics and on-site problem resolution, improving overall event execution.
- **Market responsiveness:** vFairs utilizes a comprehensive range of customer listening methods and in-platform usage data to drive its product roadmap and deliver industry-specific capabilities. This highly responsive approach to client needs is reflected in positive customer recognition and advocacy on Gartner Peer Insights.
- **Innovation and product strategy:** vFairs focuses its innovation and product strategy on embedding AI directly into high-usage customer workflows. Recent additions, such as the AI Event Agenda Builder for agenda creation and real-time lead qualification, help organizers automate complex tasks and efficiently categorize leads based on engagement signals.

Cautions

- **Role-based experiences:** vFairs' attendee profile development interface is complex, requiring users to complete several steps to build out a customized profile for attendees. Buyers will need to identify clear attendee segments and types prior to embarking on creating profiles, and plan for manual effort in this section of the product.
- **Sales execution:** vFairs targets a broad audience — with a smaller sales team structured by geography and vertical — compared with other vendors in this research, which impacts its ability to prioritize depth with varying customer groups. Additionally, vFairs has a selective indirect sales and partner strategy, which limits its partner expansion opportunities.
- **Customer acquisition and retention:** While existing customers express a positive sentiment based on Gartner Peer Insights and other research reviews, vFairs is not acquiring new customers at the same pace as other vendors evaluated in this research. Because its multiyear contract rate is lower than its peers, buyers should speak with customer references to understand the long-term value of the platform.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

The following vendors were added:

- Accelevents

Dropped

No vendors were dropped from last year's Magic Quadrant.

Inclusion and Exclusion Criteria

The inclusion criteria represent the specific attributes that Gartner analysts believe are necessary for inclusion in this research.

To qualify for inclusion, providers need to demonstrate the following:

- Proven ability to deliver event marketing and management technology functionality, as defined below in the **Inclusion Criteria: Functionality** section.
- A purpose-built, stand-alone platform in general availability (GA), as defined below, that does not have any prerequisite licensing dependencies to deliver the functionality listed below, such as a mobile application or badge printing service. Companies that provide event tech capabilities as add-on modules or features, but do not package these capabilities as a stand-alone offering, are not eligible for inclusion in this research.
- General availability:
 - Products or services should be generally available.
 - GA is defined as something a vendor's clients have in a production environment, rather than something they are testing or evaluating.

- GA doesn't make any assertions about quality, rather that the product or service is generally available for sale/use and is fully supported. Betas with limited distribution (e.g., invite only, limited user numbers) or finite duration (e.g., expiry date for use) are not generally available.
- Meet one of the following (reported as USD constant currency): (Note: SaaS subscription revenue includes software contract value (CV) for a calendar year, but excludes any managed or professional services. For multiyear contracts, only include CV for the first 12 months).
 - **At least USD \$40 million** in 2025 fiscal-year SaaS subscription revenue (est.) for the vendor's event marketing and management technology, excluding advertising revenue, managed services and support, sponsorship revenue, data sharing revenue or revenue from internal audience/meeting use cases when compared to calendar year 2024, *or*
 - **At least USD \$10 million (est.)** in fiscal-year SaaS subscription revenue (est.) for the vendor's event marketing and management technology, excluding advertising revenue, managed services and support, sponsorship revenue, data sharing revenue or revenue from internal audience/meeting use cases, *and* **45 net-new event** marketing and management platform customers (logos) when compared with calendar year 2024.
- At least **150** customers, not including pilot programs or free trials, using the vendor's platform for the event marketing and management technology use cases in the market definition.
- Support all of the use cases defined in the Market Definition:
 - **Hosted conferences with exhibitors** — This use case includes first-party-hosted large-scale events delivered in person with hundreds or thousands of attendees, with multiple tracks and concurrent sessions. The event is typically an organization's annual flagship conference. For this use case, the platform includes website, mobile-application and agenda capabilities to support the event, registration and payment processing for attendees, and on-site badge printing and check-in support. The platform includes sponsor management to support tiered sponsorships, exhibit hall management and lead capture.

- **Hosted conferences/roadshows** — This use case includes in-person first-party hosted events, typically with hundreds of attendees, and may include multiple tracks and concurrent sessions. For this use case, the platform includes website and mobile-application access to the agenda, along with content development and distribution to support the event and attendee registration.
- **Hosted field marketing events** — This use case includes first-party hosted, smaller events to support sales prospecting and/or customer retention and growth initiatives. They typically include fewer than 100 attendees and are held in person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. For this use case, the platform includes website, mobile application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.
- The GA platform must support the seven mandatory capabilities listed below (and also defined in the Market Definition) in the context of an event marketing and management technology use case, and those capabilities must be generally available.

Inclusion Criteria: Functionality

- **Attendee management** — To facilitate registration and check-in processes and to support pre- and postevent communication.
- **Attendee experience management** — To communicate with attendees during an event, including through chat, Q&A moderation and gamification, and to deliver relevant content in a single dynamic experience across multiple concurrent sessions to support engagement with attendees before, during and after an event.
- **Agenda management** — To support call-for-papers activity, speaker management, session selection and content repository capabilities.
- **Mobile experience management** — To provide attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes via a smartphone or tablet device.
- **Reporting and analytics** — To track registration, measure event and session performance, and compare year-over-year insights, including integrations to the marketing technology (martech) stack.

- **Admin access management** — To provide administrative access rights and build additional user/admin profiles to control user access to data and/or features/capabilities, and ensure compliance with corporate guidelines.
- **Sponsor management** — Includes in-person exhibit hall, sponsor and exhibitor booth management and sponsor attendee engagement, including lead capture and tracking.

Exclusion Criteria

- The event technology market does not include virtual events, webinars, video/streaming services, or internal meeting-specific solutions.
- Use cases such as meetings with internal stakeholders and/or webinars are excluded.

Evaluation Criteria

Ability to Execute

Gartner evaluates vendors on their ability to offer and support an event marketing and management platform that enables customers to achieve the goals of their existing and future event marketing programs. This evaluation covers features available in a vendor's portfolio of products that support event marketing and management and differentiation in the market. A vendor's ability to respond and change direction based on market demand and achieve competitive success are also evaluated.

Vendors are also evaluated on how well their efforts to market and communicate their vision for their product resonate with the market. This is reflected in their go-to-market approach to driving awareness and engagement, and effectively communicating and showcasing customer success.

Evaluation also considers the support and enablement models used to help customers implement and achieve business value, as evidenced by ease of integration and deployment of the platform.

As shown in the table below, the evaluation criteria for product or service, market responsiveness/record, and overall viability have high weightings. These represent the primary drivers for vendor selection among the Ability to Execute criteria. Buyers are most interested in product functionality, a vendor's tendency to align its vision with market needs

and execute on its roadmap, and the organization’s ability to continue offering and investing in the product.

The criteria for sales execution/pricing, marketing execution, and customer experience receive medium weightings. These criteria assess vendors’ ability to reach buyers and deliver a customer experience that will return a fast ROI at an affordable price. The operations criterion receives a low weighting.

Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	High
Marketing Execution	Medium
Customer Experience	Medium
Operations	Low

Source: Gartner (March 2026)

Completeness of Vision

Gartner evaluates vendors’ Completeness of Vision by applying criteria that assesses their ability to understand current market trends, their vision for how emerging technologies can help further the goals of event marketing and management responses to customer needs, and competitive differences as Gartner views them.

Vendors are evaluated on their ability to articulate, to Gartner and to the market, a “statement of direction” for the next two years that matches Gartner’s vision for the evolution of the event marketing and management platform market. Vendors should demonstrate an understanding of the major technology shifts that will be required for customers to improve ROI on their events programs, be able to communicate a believable, tangible roadmap to exploit these, and deliver appropriate solutions to the market.

The criteria for market understanding and offer (product) strategy receive high weightings. These criteria assess how vendors demonstrate their vision for supporting a company’s event portfolio and how aligned their product strategy is to the needs of the overall market. These criteria reveal the main differentiators of vendors in this market.

The criteria for marketing strategy, sales strategy, business model, and innovation receive medium weightings. These criteria strongly indicate vendors’ ability to attract, engage, and convert buyers in a highly competitive market, requiring an increased focus on personalization in the buying cycle.

Vertical/industry strategy and geographic strategy were not evaluated in this year’s research. Outside of niche verticals, end users are not prioritizing vertical-specific capabilities and aren’t seeking regional specific capabilities outside of language support. Multilanguage platform functionality is common among the vendors in this market.

Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Market Understanding	High
Marketing Strategy	Medium
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium

<i>Evaluation Criteria</i>	<i>Weighting</i>
Vertical/Industry Strategy	NotRated
Innovation	Medium

Source: Gartner (March 2026)

Quadrant Descriptions

Leaders

Leaders demonstrate broad support for all essential event marketing and management technology capabilities and consistently meet customer needs across the three core use cases (hosted conferences with exhibitors, hosted conferences/roadshows, and hosted field marketing events). Leaders have high market visibility, high market penetration, strong market momentum, and a clear, long-term strategic vision and roadmap for growing their event marketing and management platform business. Their customers report high levels of satisfaction and success with their implementations. Leaders also have a clearly developed understanding of current market conditions with plans to adapt to the market needs.

Challengers

Challengers offer solid core event marketing and management functionality but may lack the breadth and depth of Leaders, particularly when it comes to comprehensive support for all of the three core use cases. Vendors in this quadrant may distinguish themselves by the level of support and customer success programs they offer to help customers implement and execute events. In addition, Challengers may lack the marketing efforts, sales channels, or market awareness of the vendors in the Leaders quadrant.

Visionaries

Visionaries may set a strategic direction or demonstrate specific innovative capabilities in one or more functional areas that the market will eventually adopt. Although Visionaries show promise in enabling events, they may have gaps in broader functionality requirements, or may be lacking in some aspects of their service and support resources and/or business

and partner ecosystems, which impairs their Ability to Execute. These gaps may limit their market presence and growth potential.

Niche Players

Niche Players provide a foundational set of event marketing and management capabilities, typically to a narrow segment of the market. Vendors in this quadrant may lack the breadth and depth of event capabilities offered by Leaders. Niche Players may also lack execution potential (as shown, for example, by an underdeveloped marketing segmentation strategy). This lack of execution potential may result in more limited market visibility and market presence relative to vendors in other quadrants.

Context

This research reflects the growth of the market, and the growth of in-person events in general. This Magic Quadrant focuses exclusively on stand-alone event marketing and management platform solutions and does not include vendors that offer point solutions, such as attendee networking recommendations or payment processors. Observations about vendors and their capabilities are valid as of publication of this research.

To that end, as an event marketer responsible for marketing events to engage external audiences, you should:

- Study the evaluation criteria by which Gartner determined each vendor's Ability to Execute and Completeness of Vision.
- Evaluate the vendors' Strengths and Cautions.
- Assess vendors in any of the four quadrants, with a focus on those that align with your requirements, use cases, and goals.
- Use this Magic Quadrant research in conjunction with our companion **Critical Capabilities for Event Marketing and Management Platforms** research and client inquiry to select vendors.

As you build your business case, RFPs, or proofs of concept, factor in the time, cost, and complexity of integrating your event marketing and management platform solution with complementary solutions in your martech stack, specifically marketing automation

platforms, data analytics platforms, CRM, and sales force automation. Additionally, ensure that you have identified a specific set of use cases to guide your evaluation.

Use cases are critical to successful event marketing and management platform evaluations, as they can help event marketers:

- Identify which event marketing and management platform features are most important
- Assess integration requirements
- Define specific requirements for vendor demonstrations

Market Overview

In the past year, the event marketing and management market has stabilized. Gartner clients have consolidated event technology stacks and are now reluctant to switch providers without clear business impact and ROI. Clients have revealed concerns over event marketers' ability to measure results despite increasingly large budgets for both tradeshow and hosted events.

Event marketing and management platforms typically support hosted events, a critical channel in brand awareness strategies and performance marketing programs. Also, these events drive greater value for hosting companies, as they have more control over the end-to-end experience, and the value can be measured more effectively. With the pressure to reach more customers and buyers with event content, clients tell Gartner they are looking for new ways to market this content outside of the event.

Gartner has seen a continued focus on in-person capabilities while maintaining transparency and visibility across the event portfolio. In prior research years, Gartner saw this in-person focus taking away from virtual events. As we look beyond 2026, we expect to see event marketers bring their in-person and virtual events together as part of a wider portfolio. For now, event marketing and management technology buyers are focusing platforms on in-person capabilities, such as agenda and sponsor management. The pressure to add AI capabilities to the martech stack has yet to manifest itself as a driver to switch vendors. Event marketers are leaning on vendors to enable best practices for leveraging AI to support their event strategy. This year's research reflects the growing needs for providers to better reflect the evolving needs of end users in this market.

The 2026 Gartner Tech Marketing Benchmarks Survey shows that, in the last 12 months, 49% of tech marketing leaders have actively used an event marketing and management platform, while 10% owned a platform they did not use. On the whole, event marketing and management platforms help event marketing teams develop high-value prospect and customer events to support increased interest in their product and service offerings. They provide a host of features, including:

- Automating attendee agenda and attendee experience management, reporting, and analytics
- Incorporating mobile experiences, role-based experiences, and on-site or virtual customer support for external audience events with multitrack, concurrent sessions
- Streamlining event development with automation and content generation through the deployment of AI-enabled capabilities
- Native support for budget, venue, and sponsor management and managed services

Trends Shaping the Market for Event Marketing and Management Platforms

The trends and characteristics that are shaping the market for event marketing and management platforms and their planned capabilities are as follows:

- **A shift from single or few events to event portfolios:** Events have grown as a go-to-market channel, as evidenced by the proliferation of event marketing and management platform use-case expansion beyond the annual “flagship event.” To support event go-to-market strategies across the enterprise, vendors are deepening and building capabilities to support governance and repeatable events. For example, enabling sales teams to invite an attendee for an event without requiring access to the event marketing and management platform. This is driving deeper integrations into the tools that sales teams use today, such as sales force automation platforms. In addition, it’s driving greater recognition of the importance and value of event content. Vendors are making it easier for event marketers to pull content out of their platforms and edit it for use in additional events or nonevent programs.
- **Vendor expansion into additional use cases:** As expected, this market has entered the Plateau of Productivity phase of the Gartner Hype Cycle, indicating that these platforms

will remain widely used and stable. Event marketers have solidified their event marketing and management platforms, leading to less movement in the market. This has led to a “land and expand” motion for many of the vendors in this research. Vendors are looking to expand beyond the flagship into the roadshow and field marketing use cases and are adding new pricing and packaging for repeatable events, enabling greater governance and controls. For example, RainFocus launched its Base Module toolkit to support field marketers and business unit (BU) marketers with their smaller events. In addition, while virtual events have declined in investment since the peak of 2020 to 2021, event marketers are recognizing the value of maintaining virtual events alongside in-person ones to reach broader audiences, especially in B2B tech sectors. In fact, Gartner research shows that tech marketers using virtual events in their marketing programs are two times more likely to experience double-digit growth, and vendors are strengthening their focus on virtual capabilities as part of their expansion strategy. As such, most vendors in this market have started to reinforce their virtual and hybrid capabilities, and Cvent has a definitive agreement to acquire ON24.

- **The requirement for greater portfolio visibility:** Event portfolios and “event-led growth” are now the standard, and this trend is driving increasing requirements for greater visibility, transparency, and governance. Buyers are demanding cross-event and year-over-year reporting, as well as seeking AI capabilities to help them optimize spend across regional- and BU-led events globally. Standardized metrics and reporting are critical across the event portfolio; however, as event marketers move to a portfolio model, understanding how to act on the insights is imperative. Event marketing and management platform vendors are expanding thought leadership and AI capabilities to help event marketers build internal knowledge and skills, improving their understanding of how to act on the insights. In addition, buyers expect prescriptive guidance on event performance to build a business case to retain, expand, or retire events.
- **Proof of sponsor ROI:** Hosted events are seldom direct revenue drivers; however, sponsor revenue typically reduces overall net cost of a hosted event. As event marketers face pressure to resell sponsor and exhibitor packages, sponsors are simultaneously scrutinizing their investments in third-party events and demanding ROI. Consequently, vendors in this market are investing heavily in sponsor support. This includes providing direct access to real-time lead and sponsor engagement data, improvements in sponsor networking and outreach capabilities (such as scheduling 1:1 and group meetings with attendees), and equipping the event marketer with reports and analytics that can be used to demonstrate ROI of sponsorships at the sponsor level.

- **Advancement of AI capabilities outpaces buyers' needs:** While GenAI and agentic AI bring innovation across markets, vendors in the event marketing and management platform market are trending well ahead of buyers. Buyers are seeking capabilities that improve session titles, abstracts, promotional content, translations, and captioning, which can be supported with GenAI. Vendors have built agentic capabilities for event concierges to offer logistical, agenda, or app support for attendees on-site through a chat/Q&A agent. In addition, vendors are developing agents to build events from end to end. As event marketers are measured on registration volume, attendee engagement, and contribution to pipeline, vendors will need to help event marketers align planned agentic AI capabilities with business outcomes beyond productivity and efficiency.
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⊕ Evidence

⊕ Evaluation Criteria Definitions

Unlock more AI value

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