

What is the difference between Sponsors and Exhibitors?

Sponsors and exhibitors have a lot of overlapping roles and responsibilities at an event, however, there are some nuanced differences between the two different roles. For that reason, Bizzabo divides these two personas, giving them different capabilities on the platform.


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Every event and event organizer make their own distinctions between the two roles, but for our product, we differentiate the two as follows:

Sponsors - Have a digital or physical branding at the event, and possibly attend the event themselves

Exhibitors - Have a presence with a booth at the event

 Note: Promoted offers, Contact Details, Social Links, and Extra Links will appear on the mobile app, but not on the website for both Sponsors and Exhibitors.

 Although there is no native division between tiers of exhibitors, with a simple workaround you can still differentiate your exhibitors on your website. Simply add multiple exhibitor elements on your website, and rename them to your various exhibitor levels. Then in the editor, remove the unnecessary exhibitors per tier, so you are left with only the exhibitors who match the section description.

While they may appear very similar, sponsors and exhibitors have different personas at events, and therefore have different capabilities on the Bizzabo platform to match these needs.