

Engaging customers through digital marketing events

DEAL FLASH | TMT | JUNE 2019

DEAL SNAPSHOT

TechMedia, the leading producer of digital marketing conferences in the US, has been acquired by Naylor Association Solutions (Naylor), a portfolio company of RLJ Equity Partners.

Founded in 2001 by Eric Gregg and Scott Hedrick as a voice for the digital economy, TechMedia produces 20 conferences annually through its Digital Summit series. Over 20,000 digital marketers attend these events which focus on digital marketing and marketing technology, and include top-flight networking with brand marketers, digital strategists and entrepreneurs. TechMedia also produces ancillary products for digital marketers as well as single-day workshops, webinars and a variety of online content.

Naylor is the major provider of engagement and revenue generation services through its outsourced software, communications, events and management services, which it provides to the trade and professional association market in the US and Canada.

“Adding the TechMedia conference business to the Naylor portfolio not only expands and diversifies our event portfolio, but it provides the association market with better access to world-class digital marketing content. It’s a great business that has been growing 30 to 40 percent each year and brings with it a creative and strong team. We’re excited to work with co-founders Eric and Scott on multiple levels and opportunities,” said Alex DeBarr, President and CEO of Naylor Association Solutions.

“We’re really excited to join the Naylor family. We think there’s a great cultural fit that will provide significant opportunities to further leverage and monetize our substantial arsenal of Digital Summit content through Naylor’s communications, websites, newsletters and other related brand extensions.”

ERIC GREGG
CO-FOUNDER
TECHMEDIA, USA

OAKLINS FOUND THE BEST PARTNER TO EXPAND THE BUSINESS

One of our TMT teams in New York served as the exclusive M&A advisor to TechMedia in this transaction, working in collaboration with the management team. The specialist team built a structured process around potential acquirors and found the best partner to ensure the company’s rapid growth.

digital
summit



MARKET TRENDS & DEAL DRIVERS

TechMedia is the de facto community for digital marketers and the main brand of digital marketing conferences in the US.

Thousands of professionals rely on the educational content provided at the Digital Summit to stay ahead of digital marketing strategy and technology. 95% of marketers agree that live events provide attendees with a valuable opportunity to form in-person connections in an increasingly digital world.

TechMedia has demonstrated significant expansion as an events-first, b2b media platform in a rapidly growing industry. Live events, including expos, conferences and tradeshows, continue to represent the largest revenue segment in b2b media, accounting for 53% of revenue.

TechMedia benefits from participating in the most profitable segment of the media industry: face-to-face interactions between buyers and sellers.

M&A VALUATION ASPECTS

The valuation was driven by TechMedia's regional strategy and defined niche, and the intersection of marketing technology and digital marketing, which gave the company an unrivaled position in the events market. TechMedia's unique offering pairs the content quality and experience of a national- or single-focus conference with the convenience and price point of a regional event.

TechMedia received a great deal of interest from buyers, who found its financial profile highly attractive due to its predictability of cash flows, rapid growth and high profit margins.

The ultimate buyer, Naylor Association Solutions, and its private equity investor, RLJ Equity Partners, has experience investing in high-growth events businesses with talented and creative management teams.

OUR INDUSTRY SPECIALISTS



✉ **REED PHILLIPS III**

CEO and Managing Partner

New York, USA
T: +1 212-651-2606

Reed has advised hundreds of media clients on M&A transactions for magazines, newspapers, events, marketing research, advertising services, digital media, book publishing, and healthcare media and communications. He has completed transactions with ABRY Partners, Condé Nast, the New York Times, Thomson Reuters and WPP.



✉ **JAMES D. ZIELINSKI**

Senior Advisor

New York, USA
T: +1 212-686-9700

Jim specializes in events and b2b media. He has co-advised on a number of the firm's M&A transactions. Since 2005, Jim has been a consultant to events and b2b media companies where he has had various financial advisory assignments. Clients he has worked with include Content Marketing World (aka Z Squared Media), Farm Journal Media and Healthcare Information and Management Systems Society (HIMSS).



✉ **CRISTINA C. MORAIS**

Associate Director

New York, USA
T: +1 212-686-9700

Cristina is responsible for supporting active transactions through market research, pitch design and valuation analysis. She also works on a variety of business development and marketing-related initiatives. Recent clients she has worked with include Mondo Publishing and Owler.

“We have had the opportunity to watch Eric and Scott build TechMedia over the past few years and are delighted they will now have an even bigger platform to operate from. They'll be great partners for Alex DeBarr and his team at Naylor.”

REED PHILLIPS III
CEO AND MANAGING PARTNER, OAKLINS, NY, USA

OAKLINS HAS CLOSED 933 DEALS IN TMT

Oaklins is the world's most experienced mid-market M&A advisor, with 800 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.

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