THE EUROPEAN ABM FORUM

FROM B2B MARKETING | SPOTONVISION

Building Resilient Growth: How ABM Creates Clarity in Uncertain Times

COMMERCIAL PARTNERSHIP OPPORTUNITIES

Thursday 26 March 2026

Van Der Valk Hotel Amsterdam Zuidas, Amsterdam

europeanabmforum.com







THE EUROPEAN ABM FORUM

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Building Resilient Growth: How ABM Creates Clarity in Uncertain Times

Uncertainty is the new constant in B2B — from shifting markets to evolving buyer groups. But with ABM, companies don't just react; they thrive. By focusing on the right accounts, aligning sales and marketing, and delivering measurable value, ABM gives organizations a growth engine that's both resilient and future-proof.

The European ABM Forum 2026 will explore how leading companies are turning complexity into clarity, and pressure into opportunity, with account-based strategies that deliver growth no matter the market conditions.

Brought to you by **B2B Marketing** and **SPOTONVISION**, the Forum is a dynamic experience, featuring interactive sessions and impactful networking opportunities, all delivering actionable strategies that support the evolving needs of B2B marketers across Europe.

Now in its second year, the Forum attracts both B2B marketers and sales professionals from across Europe, all looking for new ideas, bold solutions and innovative technologies to help boost their account-based marketing activity and drive growth.



200+
DELEGATES

13+
COUNTRIES

32%
5000+
COMPANY SIZE

100+
BRANDS

Meet ABMers from Europe's Biggest Brands in B2B

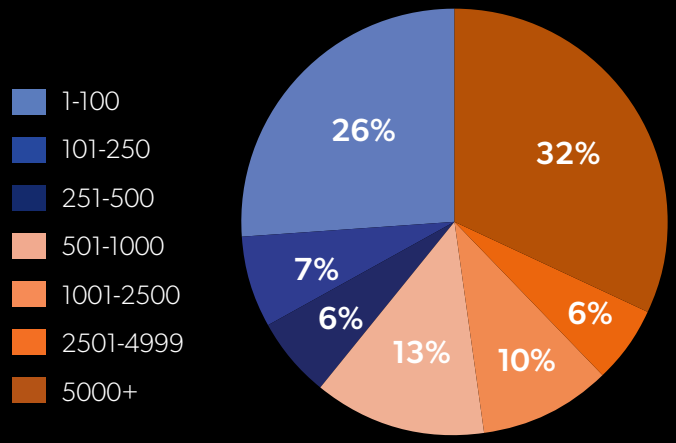


THE EUROPEAN ABM FORUM

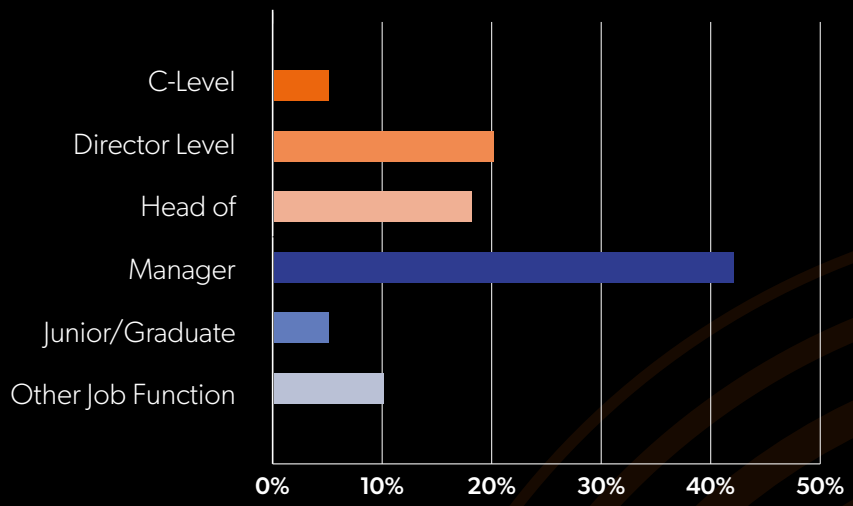
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Who Attends
The European ABM Forum?

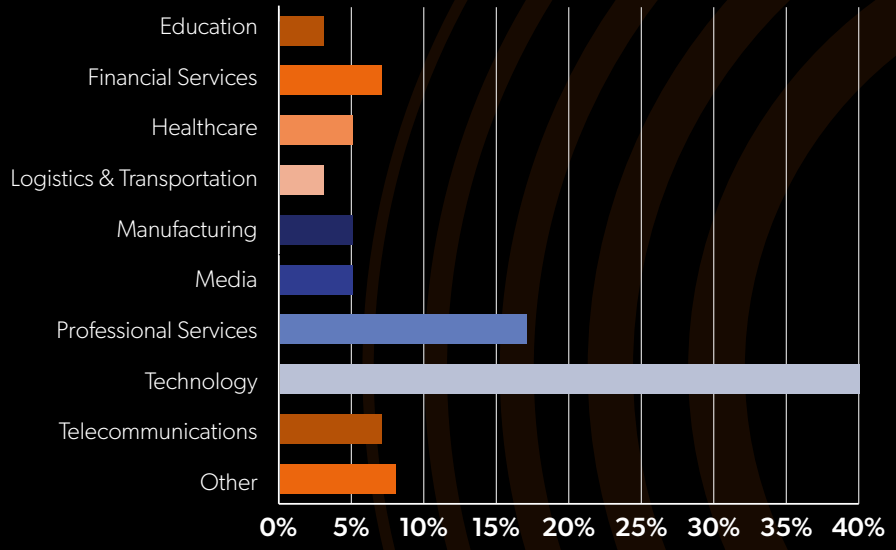
Company Size
(% of audience)



Seniority



Industry



Why Partner With
The European ABM Forum?

By partnering with The European ABM Forum, you'll gain exposure to an engaged audience of ABM-focused B2B marketing and sales professionals from across Europe. You'll benefit from a curated event package, which we will develop with you to ensure it aligns with your goals.

PARTNERSHIP BENEFITS

- Target and connect with 200+ B2B marketing decision-makers with an ABM and business growth agenda.
- Get face to face with leading innovators in the ABM space and learn about the biggest challenges facing your client base.
- Deliver thought leadership in a highly receptive and engaged environment.
- Generate valuable leads, meetings and new contacts.
- Align your brand with the latest industry insight and inspiration.
- Tailor your event presence to match your objectives and requirements with our range of packages.

COMPANY EXPOSURE

260k+ following

2 million monthly reach

160k+ subscribers

europeanabmforum.com

THE EUROPEAN ABM FORUM 2025 SOCIAL MEDIA CAMPAIGN IN NUMBERS

1.9m SOCIAL REACH

36.5k IMPRESSIONS

4k ENGAGEMENTS



Deliver Thought Leadership to a Receptive Audience of ABM-Focused Practitioners

KEYNOTE

A keynote session is an opportunity to address the full event audience with an inspiring session in the morning or early afternoon, positioning your brand as a thought leader in your chosen topic.

What do delegates want to take away from a keynote session?

- Gain insights into current trends: Uncover the latest insights directly from a seasoned expert.
- Thought-provoking content: Delegates are looking for the opportunity to broaden their pool of knowledge from outside the industry.
- Inspirational leadership: Delegates want to be inspired by a keynote speaker who embodies leadership excellence.
- Solutions: Delegates are looking for real-world solutions to address current challenges, presented by a sponsor who is at the forefront of ABM innovation.
- The focus of this session must be on big picture, strategic themes, or real- world case studies/interviews/ research reveals with senior marketers from prominent B2B brands, demonstrating development and realisation of strategy. This could include panel discussions or fireside chats.

europeanabmforum.com

SESSION PARTNER - WITH A CLIENT

A co-presentation with a named client side brand, demonstrating how you worked together to address a key challenge, collaborated on a specific campaign or partnered on a new initiative. The presentation should include best practice tips and guidance, offering examples of successes and results but also key learnings and challenges.

PROBLEM-SOLVING WORKSHOP

A 70 minute interactive workshop focused on a key ABM challenge or topic. You'll work closely with a group of delegates to help equip them with new ideas, tactics and execution know-how to boost their ABM strategy.

The session should be stimulating and interactive, with engaging discussion that encourages participants to share their perspectives and problem-solve together. It should be led by experts who can share their insights on the topic and should be able to offer different perspectives.



Exclusive Headline Sponsor

€27,500
1 available

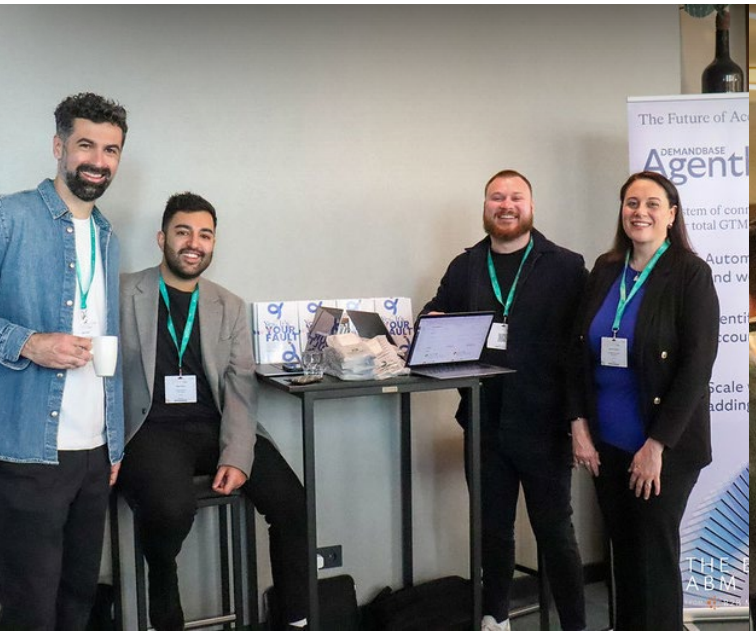
Connect and start building relationships with leading marketing and sales professionals from across Europe, and gain maximum exposure for your brand and services through:

- **Lead sponsor position** across all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Thought-leadership through **keynote address** to all attendees.
- Active role and visibility at event, including **stand in premier location** within the main breakout and refreshment area to meet and engage with delegates.
- **Guest passes** for company representatives, your clients and speaker to attend.
- Exclusive partner of the on-site after event '**Growth Leaders Dinner**' (invite only).
- Exclusive **private meeting room** for 1-2-1 meetings with key clients away from the event floor.

The Growth Leaders Dinner takes place on **Thursday 26 March 2026**, straight after The Forum.

It is an exclusive dinner for a handpicked selection of marketing and sales leaders who want to continue their networking and build meaningful connections with other delegates from a similar seniority.

As Headline Sponsor, you will have exclusive access to the dinner and the chance to connect with a select group of senior decision-makers from top companies in Europe.







Premium Partner

€15,000
3 available

- Prominence for your company across all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Thought-leadership through keynote address to all attendees.
- Active role and visibility at event, including stand in prime location within the main breakout and refreshment area to meet and engage with delegates.
- Guest passes for company representatives, your clients and speaker to attend.



Session Partner

€12,500
2 available

- Inclusion of your company across all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Thought-leadership through case study session in the largest breakout track.
- Active role and visibility at event, including stand within the main breakout and refreshment area to meet and engage with delegates.
- Guest passes for company representatives, your clients and speaker to attend.

Workshop Partner

€10,000
1 available

These sessions are very popular with attendees and are an impactful way to engage with marketing and sales professionals by helping them to build their skills and knowledge.

- Exposure on all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Thought-leadership through 70-minute workshop for up to 25 attendees.
- Active role and visibility at event, including stand within the main breakout and refreshment area to meet and engage with delegates.
- Guest passes for company representatives to attend.

Impact Partner - Level 1

€7,500
3 available

Connect and start building relationships with European leading marketing and sales professionals with a stand led package.

- Exposure on all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Active role and visibility at event, including stand within breakout and refreshment area to meet and engage with delegates.
- Guest passes for company representatives to attend.

Impact Partner - Level 2

€5,000
2 available

Connect and start building relationships with European leading marketing and sales professionals with a stand led package.

- Exposure on all branding – pre, during and post event – to an invite list of 10,000+ marketing and sales leaders plus social following of 260,000+ B2B professionals.
- Active role and visibility at event, including stand within breakout and refreshment area to meet and engage with delegates.
- Guest passes for company representatives to attend.



Custom Packages

Packages and prices available upon application

Our custom packages offer a range of opportunities to elevate your presence at the event and engage with the delegate audience pre, during and post event. We'll work with you to design a custom partnership that aligns with your goals.

OPTIONS INCLUDE:

- Branding – registration, catering points
- Networking lunch
- Delegate gifts
- Drinks reception
- Marketing communications
- 1-2-1 networking
- Event app

All of our sponsor package benefits include but are not limited to:

PRE-EVENT

- Your logo on all pre-event marketing communications.
- Your company information, speaker details, logo and link to your website on The European ABM Forum website.
- Bespoke social assets for you to use to announce and promote your sponsorship.
- Promotion of your sponsorship with regular posts to our social media following of 260k+.

AT THE EVENT

- Participation in content (dependent on your package).
- Branding within the venue.
- Advert in the event guide (Headline and Premium only).
- Guest passes to invite clients and prospects to the event (dependent on your package).
- Delegate passes for staff for the event (number is dependent on your package).

POST-EVENT

- GDPR compliant leads from your stand and session.
- Event photos.

THE EUROPEAN ABM FORUM 2026 - PACKAGES	Headline Partner 1 available	Premium Partner 3 available	Session Partner 2 available	Workshop Partner 1 available
Sponsors investment (in EUR excl. tax).	€27.500	€15.000	€12.500	€10.000
Thought leadership deliverables.				
Keynote presentation to the whole audience (with client –side speaker. Topic to be workshopped and agreed with organisers).	Yes	Yes	-	-
Sole sponsor of Growth Leaders Dinner, 26 March 2026. Includes 2 x places for staff representatives.	Yes	-	-	-
Private meeting room.	Yes	-	-	-
Case-study led presentation in largest breakout room (with client-side speaker. Topic to be workshopped and agreed with organisers).	-	-	Yes	-
Interactive workshop in workshop track (Topic to be workshopped and agreed with organisers).	-	-	-	Yes
Branding & stand deliverables.				
Branding across all pre and post event marketing including event website, as well onsite branding.	Yes	Yes	Yes	Yes
LinkedIn announcement of your role as sponsor.	Yes	Yes	Yes	Yes
Dedicated space in prime location in main networking area. Includes high table + two chairs.	Yes	Yes	-	-
Dedicated space in main networking area. Includes high table + two chairs.	-	-	Yes	Yes
Advert in digital event guide.	Yes	Yes	-	-
Event tickets.				
Staff passes for your company representatives*.	Up to 5 Including sponsor speaker	Up to 3 Including sponsor speaker	Up to 3 Including sponsor speaker	Up to 2 Including sponsor speaker
Guest passes for client-side marketers*.	Up to 5 + 1 client speaker pass	Up to 2 + 1 client speaker pass	Up to 2 + 1 client speaker pass	Up to 2
20% discount on additional tickets (saving on full rate ticket) .	Yes	Yes	Yes	Yes
Post-event.				
Access to event photos.	Yes	Yes	Yes	Yes
GDPR compliant leads from your stand and session.	Yes	Yes	Yes	Yes

** Tickets are non-transferable*

THE EUROPEAN ABM FORUM 2026 - PACKAGES	Impact Partner Level 1 3 available	Impact Partner Level 2 2 available	Custom Partner
Sponsors investment (in EUR excl. tax).	€7.500	€5.000	Packages and prices available on application.
Branding & stand deliverables.			
Branding across all pre and post event marketing including event website, as well onsite branding.	Yes	Yes	
LinkedIn announcement of your role as sponsor.	Yes	Yes	
Dedicated space in networking area (location dependent on package).	Yes	Yes	
Event tickets.			
Staff passes for your company representatives*.	Up to 2	Up to 2	
Guest passes for client-side marketers*.	-	-	
20% discount on additional tickets (saving on full rate ticket) .	Yes	Yes	
Post-event.			
Access to event photos.	Yes	Yes	
GDPR compliant leads from your stand	Yes	Yes	

** Tickets are non-transferable*

About B2B Marketing

Established 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.



B2B MARKETING

Our Products

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THE GLOBAL ABM CONFERENCE
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THE EUROPEAN ABM FORUM
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FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

B2B GROWTH SOLUTIONS
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

About SPOTONVISION

We switch ON B2B relationships

Since 2006, **SPOTONVISION** has been supporting leading brands and ambitious scale-ups in developing go-to-market strategies that drive growth. As one of the first agencies in Europe to focus exclusively on B2B marketing, we know what it takes to boost commercial impact.

At **SPOTONVISION,** we're known for our critical thinking, hands-on mentality and our ability to challenge marketing and sales teams to raise the bar. Since 2010, we've been building a strong European community of marketing professionals through the B2B Marketing Forum.

B2B Marketing Forum

Our Products

- Buyer insight and strategy
- Account-based Marketing
- B2B Vision Academy

spotonvision.com





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Join us in Amsterdam in 2026!

Contact us to find out more and secure your place at The European ABM Forum 2026.



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