# B2B Marketing 2024 Events

## Commercial Partnership Opportunities

MARTECHOPIA
FROM B2B MARKETING

IGNITE LONDON
FROM B2B MARKETING

PROPOLIS LEADERS FORUM
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING











B2BMARKETING.NET

B2B MARKETING

# A year-round programme of events dedicated to the B2B marketing community

We run the largest and most in-depth B2B marketing events programme in the world, featuring conferences, roundtables, awards and forums. Our events bring the B2B marketing community together to gain innovative thinking, fresh inspiration, and the tools to take their marketing to the next level.

Our events regularly attract an audience of CMOs and senior level marketers, as well as innovators and industry disruptors, who value the exceptional content, first class speakers and unique networking opportunities that they offer.

## Why sponsor?

As a sponsor at one of our events, a partnership with us offers you the opportunity to heighten your brand visibility, develop key business relationships and get face-to-face with leading influencers and buyers in B2B marketing. Our sponsorship packages enable you to deliver thought leadership to a highly engaged audience, generate valuable new business leads and align your company with the latest intelligence and innovation.























- Generate valuable new leads and contacts with a dedicated audience of B2B marketing decision-makers and budget-holders.
- Align your brand with the leading influencers and disruptors in B2B marketing.
- Deliver thought-leadership in a highly receptive and engaged environment.
- Connect with tough-to-reach B2B marketing leaders regularly throughout the year.
- Tailor your event presence to match your specific strategic objectives and requirements.
- Get your brand noticed by our 160k+ subscriber base and 260k+ social media following.


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MARTECHOPIA
FROM B2B MARKETING

# Harness the evolution of technology to drive marketing performance










## Why sponsor?

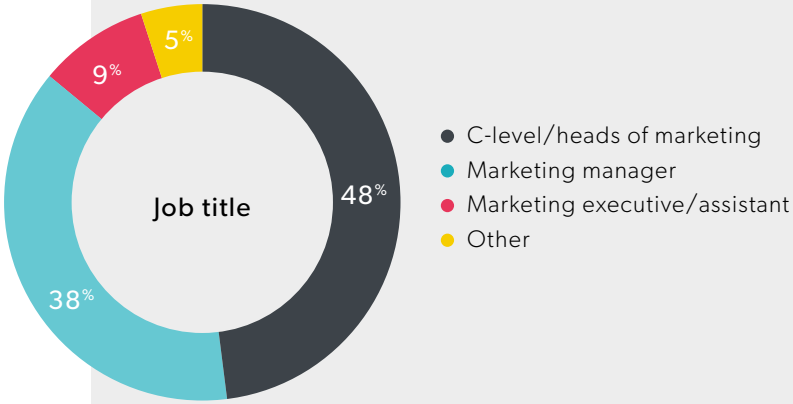
By partnering with Martechopia, you'll gain exposure to an engaged audience of marketing operations professionals and digital-focused B2B marketers who are actively looking for solutions and expertise on how to optimise their marketing stack.

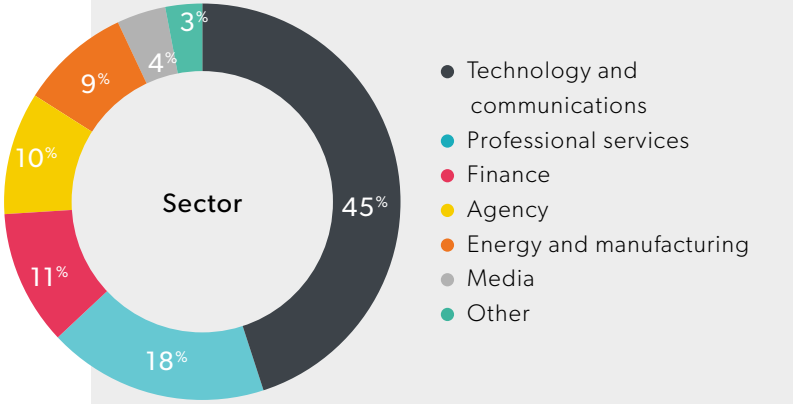
## Who attends?

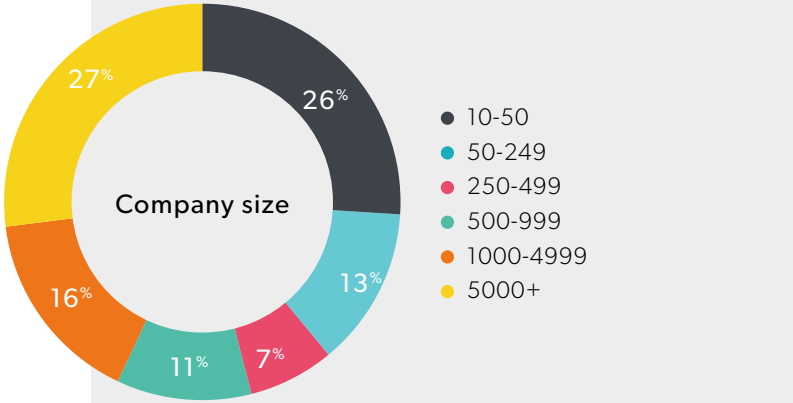
Martechopia is attended by 300+ martech-focused decision-makers and buyers from leading client-side organisations.

*"Martechopia presented a great opportunity for us to get in front of a new audience of B2B marketers. It's a great way of sharing content, getting our name out there, and sharing best practices that can help people."*

**Roxanne Lewington**,
*Growth Marketing Manager*, **Canto**
- 2023 SPONSOR





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# IGNITE LONDON
FROM B2B MARKETING









## Why sponsor?

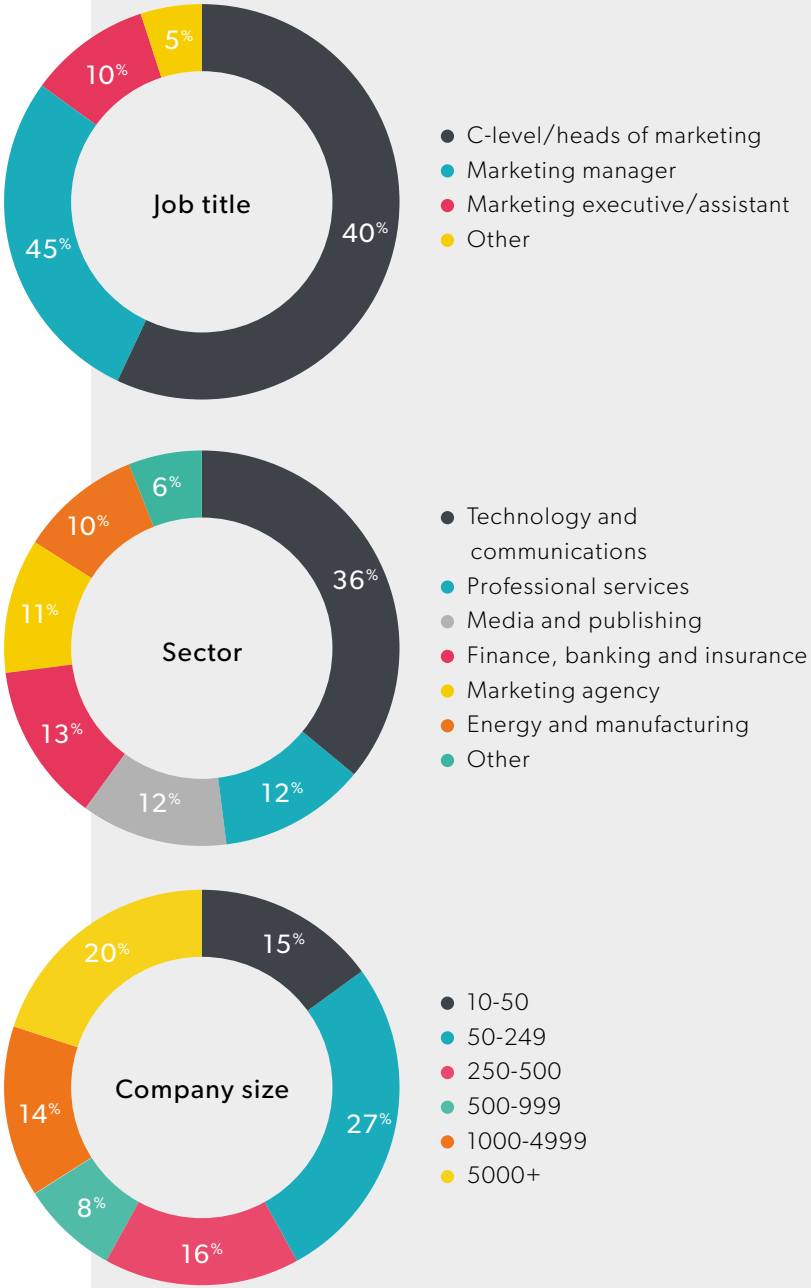
Partnering with Ignite London will extend your brand's reach to a global scale, providing you with the platform to target and connect with more than 700 B2B marketing decision-makers and budget-holders. Your brand will gain extensive coverage throughout the conference with key speaking opportunities, helping you to align your brand with inspiration and insight.

## Who attends?

At Ignite London you'll have the opportunity to meet and connect with 700+ senior B2B marketing decision-makers.

*"It's a great event for us: lots of great prospects here, great organisation, and a big crowd It seems like a pretty important event to be at."*

**Kerry Cunningham**
*Research & Thought Leadership,* **6sense**
**- 2023 SPONSOR**





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# PROPOLIS LEADERS FORUM

FROM B2B MARKETING

The Propolis Leaders Forum provides an exclusive and highly sought-after opportunity for just three brand sponsors to connect with 70–100 C-level marketers at leading global companies.

If your marketing strategy this year includes targeting highly engaged and influential B2B marketing leaders, you simply won't find an opportunity as relevant as this anywhere else.



**70-100**
C-suite and leader-level B2B marketing delegates, all part of the B2B Marketing Propolis programme

**0**
Delegates from agencies

**0**
Sales people in attendance

**0**
Marketing executives

**0**
Marketing managers in attendance

## Who attends?

The Propolis Leaders Forum is strictly by invitation only to CMOs and senior marketing leaders from leading B2B organisations to ensure a focused, high level audience in the room.







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# THE GLOBAL ABM CONFERENCE

FROM B2B MARKETING










## Why sponsor?

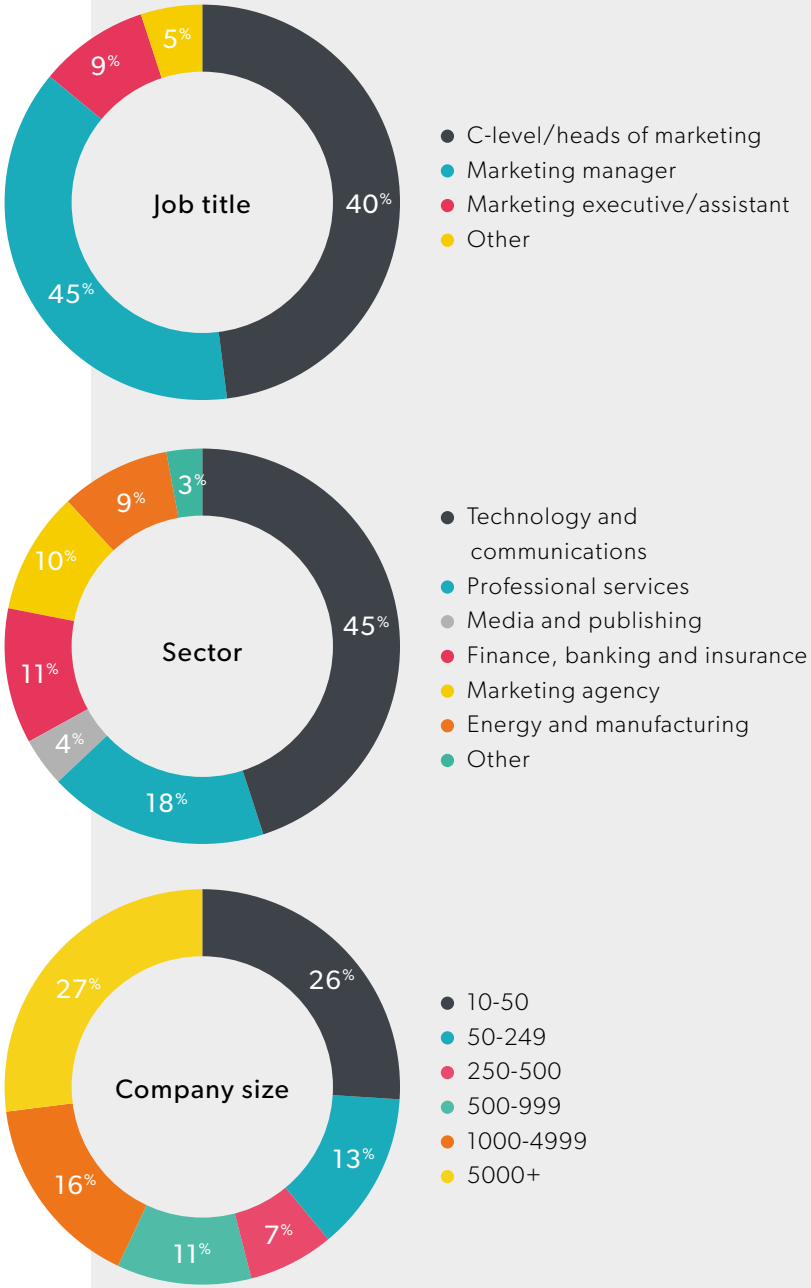
From seasoned ABM practitioners through to those starting out on their account-based marketing journey, this is your chance to target a focused audience of decision-makers all actively looking for ABM led solutions. You will be given the space for a prominent speaking role, delivering thought leadership to a highly engaged and receptive audience of tough-to-reach B2B marketing leaders.

## Who attends?

The Global ABM Conference connects your business with more than 500+ B2B marketing decision-makers all with an ABM and business growth agenda.

*"The Global ABM Conference is one of our best performing events of the year - and we see that increase year on year, so we want to come back, invest, and support pipeline generation going forward."*

**Leanne Chescoe,**
*EMEA Marketing Director*
**Demandbase**






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# B2B MARKETING AWARDS
FROM B2B MARKETING









## Why sponsor?

The B2B Marketing Awards are the largest and most prestigious B2B marketing awards in the world, designed to honour the most innovative, creative and forward-thinking marketers in B2B.

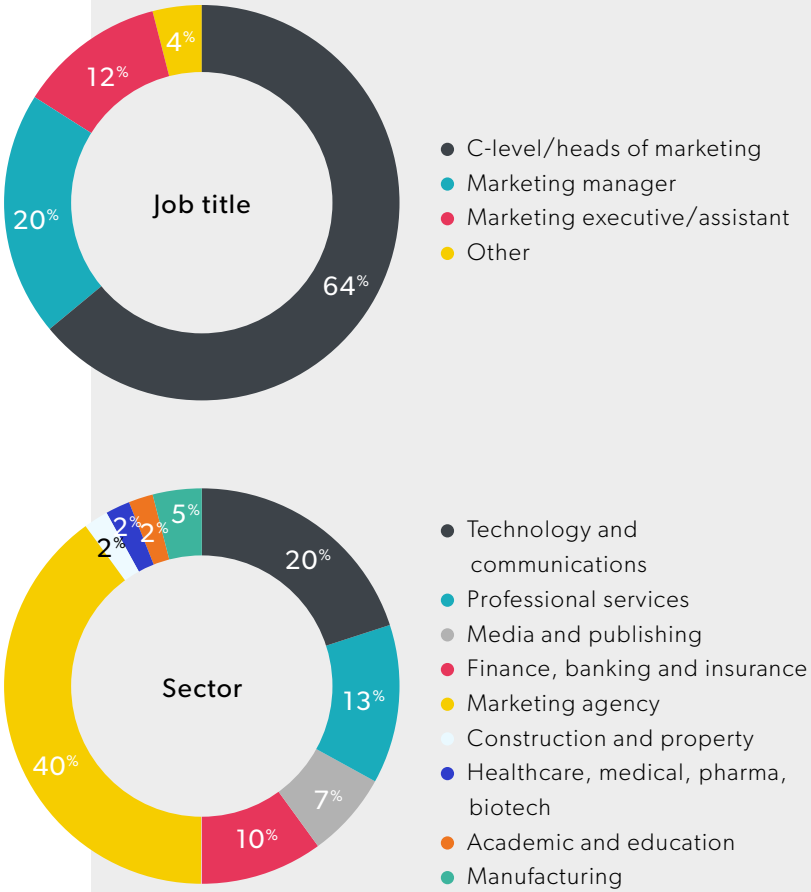
Partnering with the B2B Marketing Awards means your brand will get up to 6 months of exposure throughout the event campaign, reaching over 1 million B2B marketers. You'll also gain significant coverage on the night with branding opportunities and a chance to present an award, meaning your brand will be associated with innovation and excellence.

## Who attends?

With 800 guests on the night, the B2B Marketing Awards provides an unparalleled opportunity to network with key decision makers in a relaxed environment.

*As a sponsor we've gained some quality leads and great strategic relationships off the back of the event, so you'll be sure to see us there again next year!"*

**Francis Joubert**
*Partnership Manager*
*Swoogo*





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# How HUT 3 grew their opportunities by 600% in 1 year with B2B Marketing events




HUT 3

Find out how partnering with B2B Marketing events helped HUT 3 to grow their opportunities, generate pipeline, and nurture existing customers.

## WATCH THE TESTIMONIAL


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# Sponsorship Packages

## Conferences




**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 events 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 & Content Partner only)
- Two guest passes to invite clients and prospects to the event.
- Two delegate passes for staff for the event.

### Post-event

- GDPR compliant leads from your stand and session if applicable.
- The on-demand version of your session (if applicable) will be hosted on the events website and our community intelligence platform, Propolis, post-event to drive additional views and leads.
- An MP4 version of your session (if applicable) for you to host on your own site and use as a part of your content strategy.


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# Sponsorship Packages

## Awards and Dinners

Headline Sponsor **£30,000**

Category sponsor **£8,500**

After party sponsor **£15,000**

Dinner sponsor **£10,000**

Champage sponsor **£10,000**

**Package benefits include but are not limited to:**

### Pre-event

- Your logo on all pre-awards marketing communications throughout the entries campaign, shortlist announcement and table sales campaign.
- Your company information, speaker details, logo and link to your website on the Awards 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 ceremony

- The chance to present an award (dependent on your package).
- Branding within the venue and in the shortlist booklet.
- A table at the ceremony (dependent on your package)

### At the event

- Your logo on winner promotion


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# Rate card

| | Headline Sponsor | Content Partner | Keynote Sponsor | Session Sponsor | Working Group | Exhibitor | Roundtables | Leaders Dinner |
|---|---|---|---|---|---|---|---|---|
| Martechopia | £32,500 | £25,000 | £22,500 | £15,000 | £15,000 | £7,500 | £15,000 | £15,000 |
| Ignite London | £40,000 | £30,000 | £25,000 | £20,000 | £15,000 | £7,500 | £15,000 | £15,000 |
| Propolis Leaders Forum | £20,000 (one of three) | | | | | | | |
| The Global ABM Conference | £35,000 | £25,000 | £25,000 | £17,500 | £15,000 | £7,500 | £15,000 | £15,000 |

| | Headline sponsor | Awards category | After-party | Dinner | VIP champagne lounge | Champagne | Entertainment |
|---|---|---|---|---|---|---|---|
| The B2B Marketing Awards | £30,000 | £8500 | £15,000 | £10,000 | £12,500 | £10,000 | £9250 |


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# Get in touch

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