MARTECHOPIA

FROM B2B MARKETING

13 MARCH 2024 | LONDON

COMMERCIAL PARTNERSHIP OPPORTUNITIES

The smartest digital marketing and marketing operations audience opportunity of the year



Be part of the fastest growing marketing technology event in Europe

The evolution of artificial intelligence is rapidly transforming the B2B marketing landscape. It seems a new piece of shiny tech is being thrown at marketers every day, with promises that it will revolutionise the way they work. But how can they identify what's actually going to be key to leveraging powerful data insights, enabling effective collaboration, exploiting the latest digital routes to market, and ultimately driving growth?

That's where Martechopia comes in.

With practical case studies, interactive working groups and panel discussions across stages focusing on orchestration & optimisation, innovation & transformation, and experiences & execution, Martechopia is designed to equip digital B2B marketers and marketing operations professionals with the tools & knowledge to use the rapid advancement of tech and AI to their advantage.

"I've really enjoyed having a lot of conversations with great individuals around the future of marketing."

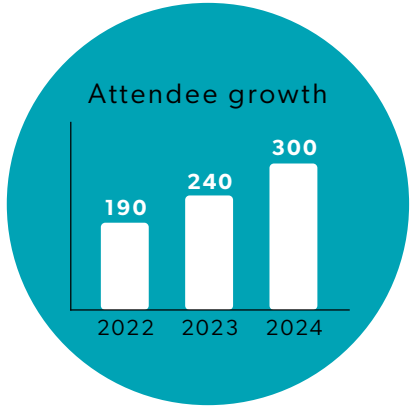
Charles Thiede, CEO and Co-Founder, Zapnito
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300+
digital-focused B2B marketers

10+
countries

140+
brands



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Meet digital marketers and marketing operations professionals from the biggest brands in B2B

60% digital marketer attendees

20% marketing operations attendees

The Martechopia community

accenture, ADP, access, AIRSHIP, ARCADIS, Baringa, BDB, Beacon, Bidfood Direct, Bloomberg, BNP PARIBAS, BURO HAPPOLD, CACI, ceros, CitySprint, Clear Channel, CLEARWATER ANALYTICS, Colorcon, EARTHLY, Eckoh, Edelman, IEG, EXPANDI.IO, FT FINANCIAL TIMES, Foster + Partners, Grant Thornton, g, IBM, ManpowerGroup, mastercard, PCCW Global, PEGA, verizon

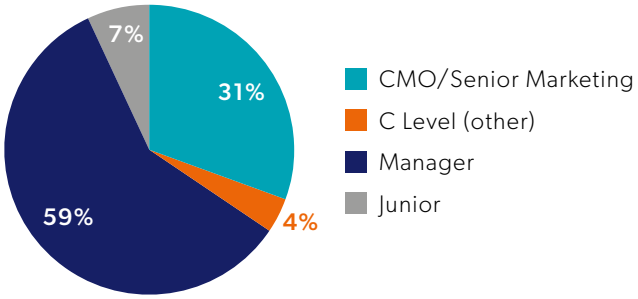
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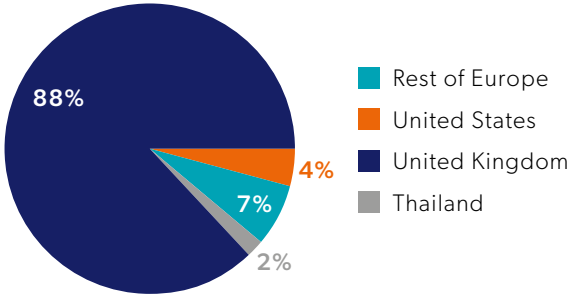
Martechopia 2023 attendee breakdown

Martechopia attracts a highly engaged audience of digital-focused B2B marketing leaders hungry for ideas, inspiration, tactics and execution know-how from the leading minds in the martech community.

Attendee Seniority



Attendee Country



Attendee Industries

Construction, Property & Engineering 7%

Distribution, Logistics & Transportation 1%

Energy & Utilities 1%

Financial Services 9%

Healthcare & Pharmaceuticals 1%

Manufacturing 2%

Marketing Agency 17%

Media & Publishing 5%

Mining & Resources 1%

Professional Services 11%

Public, Charity & Third Sector 2%

Technology 36%

Wholesale 3%

Other 5%



"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

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Be seen amongst the biggest names in martech

2023 Speakers



Steve Lok
Bain & Company
Expert Sr Director (AP), Martech



Courtney McAra
Mustang MarTech
Marketing Operations



Tazmin Miah
LCP (Lane Clark & Peacock)
Senior Manager, Marketing Data and Operations



Christopher Penn
TrustInsights.ai
Co-Founder and Chief Data Scientist



Harjeet Singh
Finastra UK
Senior Director of Marketing and Demand Generation



Shelby Torrence
Earthly
CMO



Holly Gage
Okta
Senior Manager, Marketing Operations



Josh Turbill
Edelman
Head of Digital, EMEA

Past Sponsors

6sense · act-on · Adobe · Amplitude · Canto · Convertr · cvent · G2 · KIABIZ · Oktopost · ON24 · SPOTME · terminus · webeo · zapnito

"It's a great event to sponsor because you're talking to the people you want to be talking to. Everyone is really engaged in the sessions; they're here because they want to learn."

James Tallentire, business development, 6sense
2023 SPONSOR

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Why partner with Martechopia 2024?

By partnering with Martechopia, you'll gain exposure to an engaged audience of marketing operations professionals and digital-focused B2B marketers. 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 300+ martech-focused attendees with buying power, from 140+ brands.
- Deliver thought-leadership to a highly receptive senior marketing audience who want to take advantage of the rapid evolution of tech and AI.
- Generate valuable leads, meetings and new contacts.
- Position and align your brand with cutting edge inspiration, innovation and insight.
- Tailor your event presence to match your objectives and requirements with our range of packages.
- Get your brand noticed by our 160k+ subscriber base and 260k+ social media following.

Martechopia 2023 social media campaign in numbers

68 posts

2.9 million social reach

35k impressions

Company exposure

260k+ following

160k+ subscribers

2 million monthly reach

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Deliver thought leadership to a receptive audience of digital-focused marketers

Available session formats

Case study

A co-presentation with a named client brand, demonstrating how the vendor/ agency worked with the client to address a specific challenge. The presentation should include best practice tips and guidance.



Available topic

Case study - How to use AI to enhance your brand awareness campaign

Content track: Innovation & transformation

AI can be used to enhance brand awareness campaigns by personalising content, predicting customer interest, automating social media, and using chatbots. This case study will be presented to demonstrate how these AI techniques were used to increase brand awareness, website traffic, and leads for a B2B company.

Panel discussion

An exploration of a significant issue, topic or theme by a mixed panel of no more than four panellists. You will sit amongst selected panellists which our content team can advise on choosing.



Available topic

Panel - Creating engaging and effective social media content

Content track: Experiences & execution

In today's digital age, social media is an essential tool for B2B businesses to connect with their target audience, generate leads, and drive sales. However, creating engaging and effective social media content can be a challenge.

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Fireside chat

A conversation between an objective moderator and/or a person of interest, focused on a relevant topic or issue, or a case study. Alternatively, it could focus on the learnings and insights of a renowned individual who is someone of genuine interest to the audience.



Available topic

Fireside chat - How AI can help you sort through your data layer

Content track: Innovation & transformation

Data is essential for B2B marketers, but it can be overwhelming to manage. AI can help automate data cleaning and enrichment, identify patterns and trends, and generate insights that can be used to improve marketing campaigns. Case studies will show how AI has been used to improve customer targeting, increase lead generation, and boost sales.

Research reveal

Present results and implications of a significant market research study, demonstrating new insights into topics and issues that are of interest to the audience. A research findings session should include mini case studies and testimonials.



Available topic

Research reveal - How no-code and composable architecture can accelerate innovation

Content track: Innovation & transformation

In today's fast-paced and competitive business environment, businesses need to be able to innovate quickly and easily. No-code and composable architecture are two emerging technologies that can help businesses do just that. No-code platforms allow businesses to build applications without writing code, allowing marketers to keep these tasks within the marketing team.

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Dig deeper

An interactive conversation between yourselves and the audience, where you have the chance to get to know delegates' top challenges and concerns. These sessions have minimal slides, lots of interaction, and bring the audience into the centre of the conversation.



Available topic

Dig deeper - Elevate your marketing ops: How to attract & retain talent for your team

Content track: Orchestration & Optimisation

In today's competitive market, it's more important than ever to have a strong marketing operations team. But attracting and retaining top talent can be a challenge.

Head to head

Conduct a session where two speakers go head to head arguing two sides of a case. It should be heated, with both speakers having a strong opinion on the topic. This is a great opportunity to bring in another team member, think CRO, CTO or CEO, to provide delegates with a broad perspective.



Available topic

Head to head - Single customer view using data (personalisation).

In this session, two presenters will discuss the importance of single customer view (SCV) for B2B marketers. They will explore what SCV is, why it is important, and how businesses can create and use it to create personalised experiences for customers.

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Working group

This is a 1 hour workshop style session, where delegates looking for ideas, inspiration, tactics and execution know-how from the leading minds in the martech community can work through their challenges. The room will be set up in half roundtables so that individuals can engage in deeper conversations. This format can work well for shorter workshops, masterclasses or roundtables.



Available topic

Working group - How to maximise your martech stack for B2B marketing success

Content track: Orchestration & Optimisation

In this interactive session, we will discuss how to build and optimise your martech stack to achieve your marketing goals.

Partner with our Community Sprint and align your brand with insight and intelligence

What is a Community Sprint?

In early 2024, B2B Marketing will be running a martech-focused Community Sprint in Propolis, our subscription-based community intelligence platform. A Community Sprint is a two week programme of discussions in which marketers collaborate to find solutions to key industry challenges. Alongside the Sprint, we run a survey to gather quantitative data, which will be sent to our 1000+ Propolis members and our 160k+ strong database of B2B marketers. Afterwards we'll produce a report which summarises both the qualitative findings from the Sprint and the quantitative findings from the survey. This report will be published and presented at Martechopia, where it will form the foundation of a dedicated session.

To ensure our martech-focused Community Sprint is as relevant to the industry as possible, we will finalise the topic and title closer to the event.

As content partner, you will:

- Have your branding included in the community sprint report
- Provide commentary to be included in the community sprint report
- Provide a panellist for the community sprint session at Martechopia

Community Sprint Host



Karla Wentworth,
Marketing Operations and Technology Expert
B2B Marketing



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Packages



- Headline Sponsor **£32,500**
- Content Partner (Community Sprint) **£25,000**
- Keynote Sponsor **£22,500**
- Session Sponsor x6 **£17,500**
- Working Group **£15,000**
- Exhibitor Only x5 **£7,500**

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 Martechopia 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 Martechopia 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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Stand out from the crowd with onsite branding

Coffee areas (3 units)

Signage - £2000

Coffee cups - £1000 for 500 cups

Lead time - 4 weeks

Add on lunch or drinks sponsorship

Napkin and logo on menus - £550 per 500 napkins

White with Logo

Lead time 3 weeks







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Registration

Front of registration desk - £2,500+VAT

Top of registration desk - £1,250+VAT

Lead time - 4 weeks



Lanyards

£2500

Lead time - 6 weeks





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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.

Our Products

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

IGNITE LONDON
FROM B2B MARKETING

IGNITE USA
FROM B2B MARKETING

MARTECHOPIA
FROM B2B MARKETING

PROPOLIS
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

TRAINING
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

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GET IN TOUCH

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