

B2B IGNITE

FROM B2B MARKETING

Sponsorship Opportunities

1 July
2026
London

Be part of Europe's most comprehensive B2B marketing event

Every year, the B2B marketing community comes together at B2B Ignite to get inspired by engaging content sessions, learn about the hottest industry trends, and make invaluable connections.

B2B Ignite 2026 will bring together 550+ B2B marketing leaders. With a dedicated exhibition space, opportunities to present to a live audience, plenty of face-to-face connection, and the potential for bespoke networking events, this is an ideal opportunity to get your brand in front of a hard to reach audience.



500+
B2B Marketers

39%
Marketing Managers

31%
Marketing Directors

10%
C-Suite

"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
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Connect with marketers from some of the biggest brands in B2B

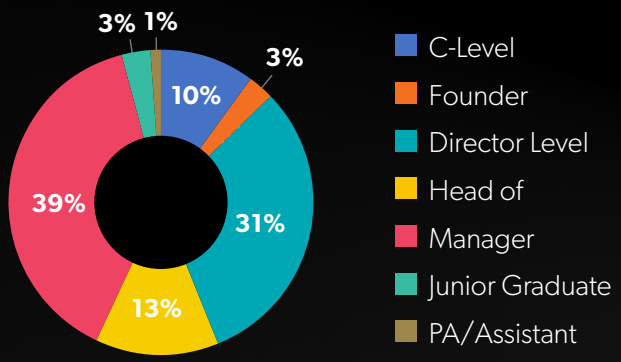


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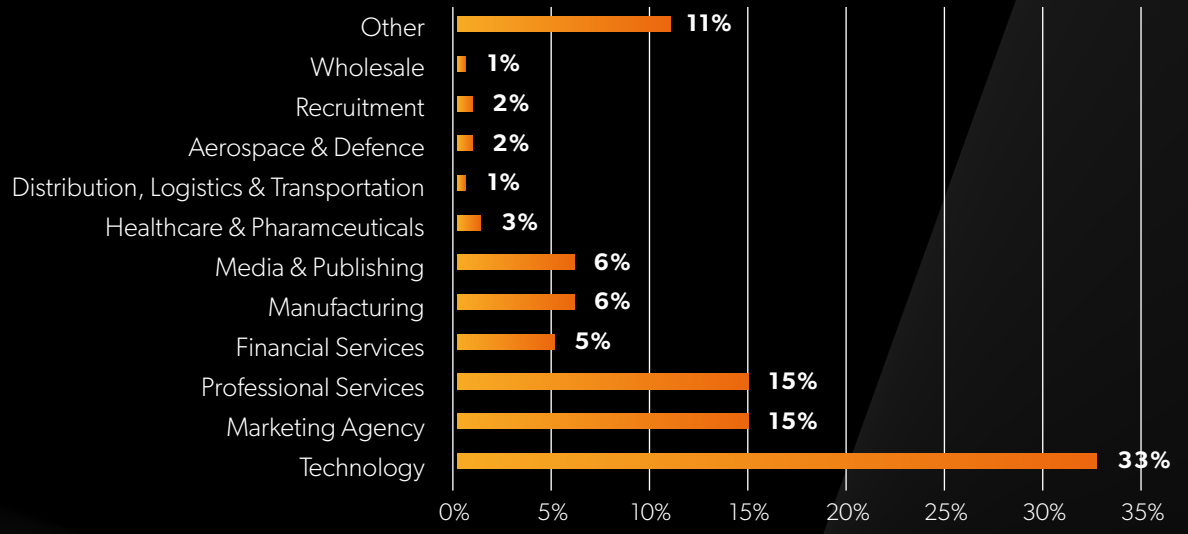
B2B Ignite 2025 attendee breakdown

At B2B Ignite, you'll be able to meet and connect with a senior audience of B2B marketers from some of the biggest brands in the industry.

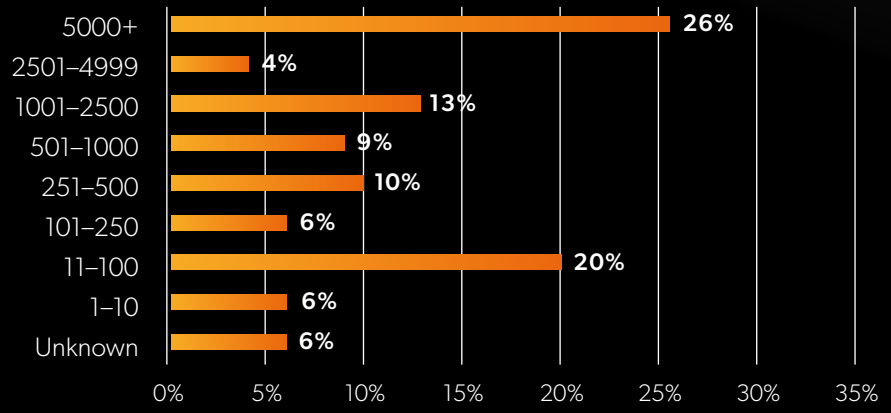
Delegate Seniority



Delegate Industries



Delegate Company Size



"We're speaking to decision makers all day - for us as a sponsor it really feels like we're in the area we need to be in."

James Howes,
Group Account Director,
HUT 3
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Why partner with B2B Ignite 2026?

By partnering with B2B Ignite 2026, you'll gain exposure to an engaged audience of senior B2B marketing decision makers across our pre-event digital campaign, and at the event itself. You'll benefit from a curated event package, which we will develop with you to ensure it aligns with your goals.

For 2026, B2B Ignite will be taking place in a brand new, bigger and better venue: Convene, Sancroft, St.Paul's. This will allow for improved experiential opportunities and a larger volume of delegates - meaning you'll meet even more engaged B2B marketing decision makers.



B2B Ignite 2025 social media campaign breakdown

44k impressions

3.3m social reach

102 posts

1.6k engagements

Company exposure

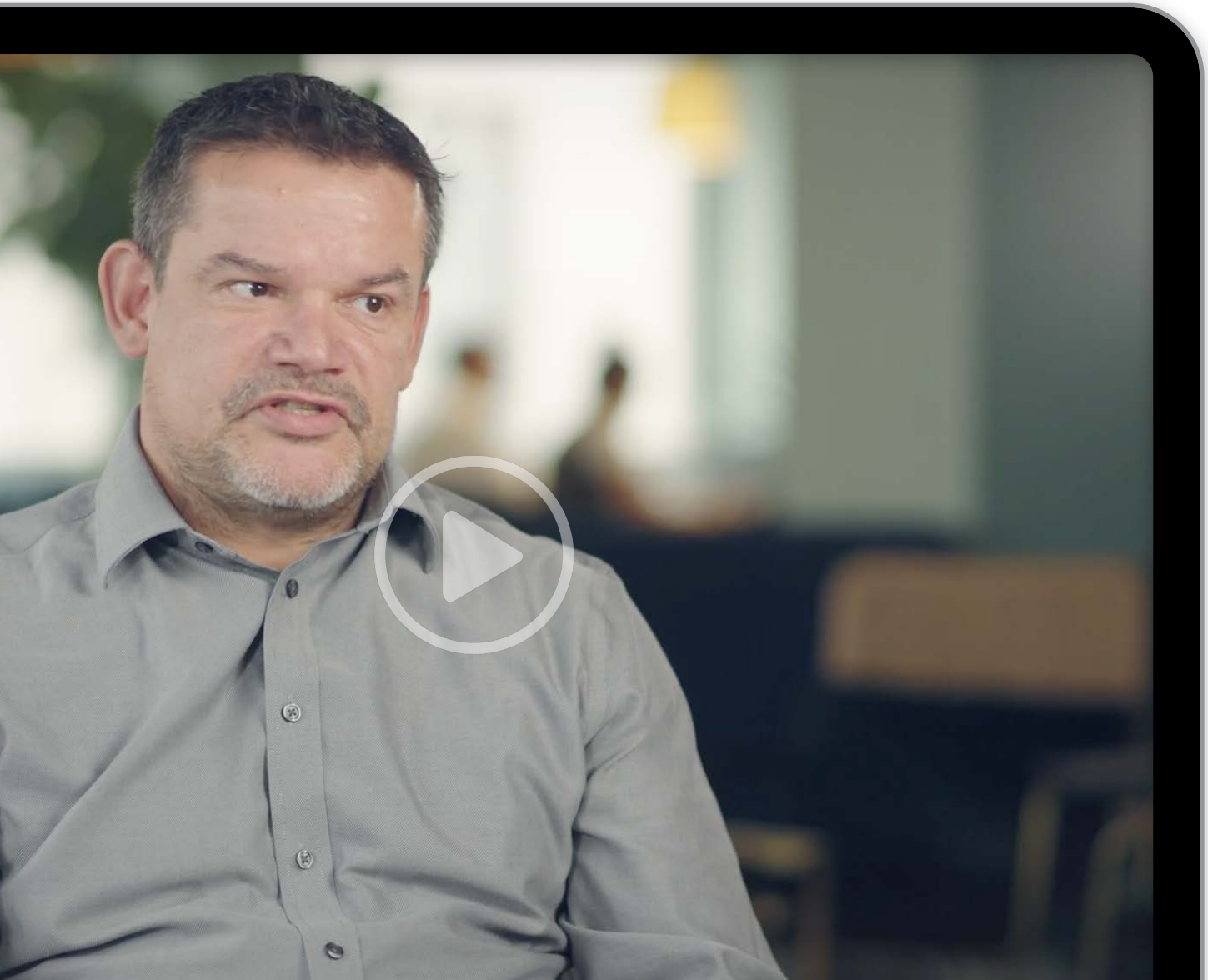
- 260k+ following
- 160k+ subscribers
- 2 million monthly reach

Partnership benefits

- Target and connect with **550+** B2B marketer attendees with buying power, from **250+** brands.
- Deliver thought-leadership to a highly receptive senior marketing audience who are hungry for the latest expert B2B know-how.
- Position and align your brand with cutting edge inspiration, innovation and insight.
- Generate valuable leads, meetings and new contacts.
- Tailor your event presence to match your objectives and requirements with our range of packages and multiple session formats on offer.
- Get your brand noticed by our 160k+ subscriber base and 260k+ social media following.

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B2B Ignite is THE event to be at if you're looking to grow brand awareness, connect with an audience of decision-makers, and make a serious business impact in 2026.



FUNNEL FUEL

Don't believe us?
Take a look at Funnel Fuel's success story with B2B Ignite.

WATCH THE TESTIMONIAL

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Deliver thought leadership to a receptive audience of senior B2B marketers

Available session formats

Case study presentation - with a client

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

Panel - with a client

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.

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 reveal session should include mini case studies and testimonials.



Available session formats

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 interest to the audience.

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.

Dig deeper conversation

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.

Lunch & learn

Lunch and learns are a great way for attendees to learn new things, network with their colleagues, and stay up-to-date on the latest trends in their industry. This session is an hour and a half, interactive roundtable conversation to explore new ideas and hear what your peers think and feel about a challenge.





Packages

Headline Sponsor

INVESTMENT: £47,500

Being the headline sponsor at B2B Ignite means your brand will be front and centre throughout the 6-month digital campaign, onsite at the conference, and post-event. Not only will you reach 550+ engaged B2B marketers at Ignite during your keynote session and at your stand, you'll make an impression on our entire network of followers totalling 260k+. This package is for brands who are looking for serious growth in 2026.

Pre-event

- We'll promote your Headline sponsor position on sign-up.
- Your branding will be included on our tailored pre-event email marketing campaigns.
- Your company information, speaker details, logo and link to your website will be included on the event website.
- We'll promote your headline sponsor position with regular posts to our social media following of 260k+
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 20% ticket discount code for you to share with your clients & prospects.

At the event

- 25 (+5) -minute Keynote session (Title, content and speakers to be workshopped with and approved by B2B).
- 6x2m space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Headline position on all venue signage. Two delegate passes for staff to the event (+1 for your company speaker and any client speakers FOC - these are non-transferable if unused).
- Two delegate passes for clients to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand and speaking session.
- The on-demand version of your session will be hosted on the event website and our community intelligence platform, Propolis, post-event to drive additional views.
- An MP4 version of your session for you to host on your own site and use as a part of your content strategy.
- We'll also provide photos and video of the event for you to use.

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Packages

Keynote Sponsor

INVESTMENT: £30,000

A keynote session is an opportunity to address the full event audience with an inspiring session at the beginning or end of the event, positioning your brand as a thought leader.

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

- Gain insights into current trends - Uncover the latest B2B marketing 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
- Solutions - Delegates are looking for real-world solutions to address current challenges, presented by a sponsor who is at the forefront of B2B innovation.

The focus of this session must be on big picture, strategic themes, or realworld case studies/interviews/ joint presentations with senior marketers from prominent B2B brands, demonstrating development and realisation of strategy. This could include panel discussions or fireside chats.

Pre-event coverage

- Your logo on all pre-event marketing communications
- Your company information, speaker details, logo and link to your website on the event website.
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- Promotion of your keynote sponsorship with regular posts to our social media following of 260k+.
- 20% ticket discount code for you to share with your clients & prospects.

At the event

- 25 (+5) -minute premium Keynote speaking session (Title, content and speakers to be workshopped with and approved by B2B).
- 3 x 2m stands space will be provided with lead capture.
- Keynote position on all venue signage.
- Two delegate passes for staff to the event (+1 for company speaker and any client speakers FOC - these are non-transferable if unused).
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand and peaking session.
- The on-demand version of your session will be hosted on the event website and our community intelligence platform, Propolis, post-event to drive additional views.
- An MP4 version of your session for you to host on your own site and use as a part of your content strategy.
- We'll also provide photos and video of the event for you to use.

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Packages

Track Sponsor

INVESTMENT: £25,000

This package is your chance to sponsor one entire content track on the day, reaching all delegates who attend sessions in that track. You'll have your branding featured across the pre-event digital campaign, onsite on the track stage branding, and post-event.

Pre-event

- We'll promote your Track sponsor position on sign-up.
- Your branding will be included on our tailored pre-event email marketing campaigns.
- Your company information, speaker details, logo & link to your website will be included on the event website.
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 20% ticket discount code for you to share with your clients & prospects.
- We'll promote your Track sponsor position with regular posts to our social media following of 260k+

At the event

- 25 (+5) -minute speaking session (1st sponsored session in chosen Track) (Track selection and session title, content and speakers to be workshopped with and approved by B2B).
- Track position on all venue signage including in Track room.
- 3x2m stand space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event (+1 for your company speaker and any client speakers FOC - these are non-transferable if unused).
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand and speaking session.
- The on-demand version of your session will be hosted on the event website and our community intelligence platform, Propolis, post-event to drive additional views.
- An MP4 version of your session for you to host on your own site and use as a part of your content strategy.
- We'll also provide photos and video of the event for you to use.

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Packages

Session Sponsor

INVESTMENT: £22,500

This package is your chance to deliver thought leadership to a receptive audience of senior B2B marketers at a session on the day. You'll work alongside the B2B Marketing content team to develop a session that will engage and wow attendees, positioning your brand at the forefront of expertise.

Pre-event

- We'll promote your Session sponsor position on sign-up.
- Your branding will be included on our tailored pre-event email marketing campaigns.
- Your company information, speaker details, logo & link to your website will be included on the event website.
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 20% ticket discount code for you to share with your clients & prospects.
- We'll promote your session sponsor position with regular posts to our social media following of 260k+

At the event

- 25 (+5) -minute Session (to be workshopped with B2B).
- Session position on all venue signage.
- 3x2m stand space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event (+1 for your company speaker and any client speakers FOC - these are non-transferable if unused).
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand and speaking session.
- The on-demand version of your session will be hosted on the event website and our community intelligence platform, Propolis, post-event to drive additional views.
- An MP4 version of your session for you to host on your own site and use as a part of your content strategy.
- We'll also provide photos and video of the event for you to use.

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Packages

Workshop Sponsor

INVESTMENT: £17,500

This is a one hour workshop, where delegates looking for inspiration, tactics and execution know-how can work through their key challenges with an expert from your company. This expert can share unique perspectives and insights, as well as actionable guidance and take-aways, positioning your brand as a key thought leader in the B2B marketing space.

Pre-event

- We'll promote your Workshop sponsor position on sign-up.
- Your branding will be included on our tailored pre-event email marketing campaigns.
- Your company information, speaker details, logo & link to your website will be included on the event website.
- › Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 20% ticket discount code for you to share with your clients & prospects.
- We'll promote your workshop sponsor position with regular posts to our social media following of 260k+.

At the event

- 60-minute Workshop (workshop title, content and speakers to be workshopped with and approved by B2B).
- Workshop position on all venue signage.
- 3x2m stand space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event (+1 for your company speaker).
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand and workshop.
- We'll also provide photos and video of the event for you to use.

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Packages

Roundtable Sponsor

INVESTMENT: £17,500

Leveraging our unique network of relationships across the B2B sector, we can place your brand in front of the precise target accounts you want to talk to. Our roundtable events are centred around providing the opportunity for direct engagement, networking and learning. We will work with you to develop a topic that aligns with your business and appeals to senior decision-makers. Hosted by one of our editorial leads, the roundtable will position you as a thought leader and allow you to connect with 15 - 30 senior marketers.

The roundtable packages include:

1. Delegate recruitment matching the clients lead criteria along with those in our leaders programme with weekly reporting
2. Editorial consultation on topic to ensure that it aligns with B2B Marketing's audience
3. A host from the B2B Marketing content team or Propolis expert
4. Event promotion (email syndication, editorial channels and social media)
5. Event management (pre-event and on the day)
6. A post event follow-up email to create engagement with attendees
7. Post event editorial write up summarising the key takeaways, which will be syndicated to our entire audience via our blog and social media channels

Pre-event

- We'll promote your Roundtable sponsor position on sign-up.
- Your branding will be included on our tailored pre-event email marketing campaigns.
- Your company information, speaker details, logo & link to your website will be included on the event website.
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 20% ticket discount code for you to share with your clients & prospects.
- We'll promote your roundtable sponsor position with regular posts to our social media following of 160,000.

At the event

- 60-minute Roundtable (roundtable title and questions to be workshopped with and approved by B2B).
- Roundtable position on all venue signage.
- 3x2m stand space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event (+1 for your company speaker).
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused)

Post-event

- We'll provide GDPR-compliant leads from your stand and roundtable.
- We'll also provide photos and video of the event for you to use.

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Packages

Exhibitor - Stand space only

INVESTMENT: £9,500

Pre-event

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

At the event

- Exhibitor position on all venue signage.
- 3x2m stand space will be provided with lead capture.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand
- We'll also provide photos and video of the event for you to use.

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Packages

Demo Exhibitor - Stand space only + demo slot

INVESTMENT: £7,500

Pre-event

- Your logo on all pre-event marketing communications.
- Your company information, logo and link to your website on the event website.
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- Promotion of your stand only sponsorship with regular posts to our social media following of 260k+.

At the event

- Demo Exhibitor position on all venue signage.
- Poser table with 2 highchairs will be provided with lead capture.
- 20-minute slot in a dedicated area on the show floor to demo your product during the day (demo session title, content and speakers to be workshopped with and approved by B2B). Time slot to be allocated on a first come, first served basis.
- Ability to distribute point of sale material from your stand.
- Two delegate passes for staff to the event
- Two guest passes to invite clients and prospects to the event (these are non-transferable if unused).

Post-event

- We'll provide GDPR-compliant leads from your stand
- We'll also provide photos and video of the event for you to use.

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Packages

Leaders Dinner Sponsor

INVESTMENT: £20,000*

Leveraging our unique network of relationships across the B2B sector, we can place your brand in front of senior B2B marketers at enterprise brands.

Our B2B Leaders Dinner, hosted the night before B2B Ignite, is centred around direct engagement, networking and learning. This exclusive event will create face-to-face engagement with marketing leaders, helping to position you at the forefront of senior decision-makers' minds. Joel Harrison, founder and editor-in-chief of B2B Marketing, will host the evening.

*This does not include food and drink and we would suggest budgeting for an additional £4,000-£5,000 to cover this. The venue to be sourced by B2BM and agreed with the sponsor.

What's included?

- Opportunity to network with 15-20 B2B marketing leaders.
- Two staff seats at the dinner.
- Opportunity to bring three of your key clients
- Attendee's provided as leads

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Packages

Networking Drinks Reception

INVESTMENT: £4,250

What's included?

- Branding on all pre-event marketing collateral and at B2B Ignite
- Branding on all related emails and website pages
- Branding around the drinks reception
- Logo/short video on' loop on Media wall during the drinks reception
- Bespoke social card to promote your sponsorship on your social platforms

Additional package options include:

- Live jazz band to create a magnificent musical backdrop | **£2,000***
- Bespoke and fully branded cocktail bar with mixologists to create some added fun and flair. The perfect end to a London Summer's day - or to get the party started! | **£4,000***





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Digital demo or case study

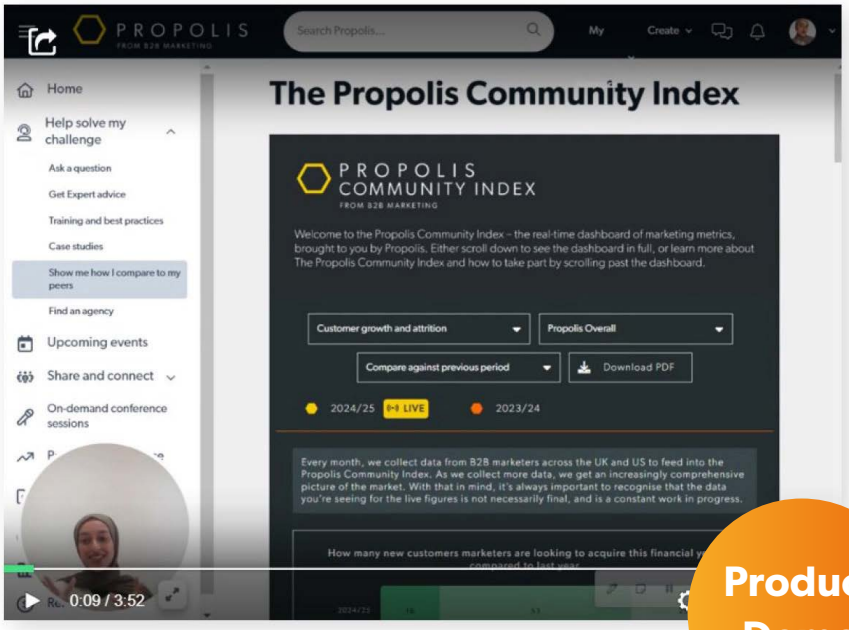
£2,500

This is a cost-effective opportunity to drive awareness of your offering to a highly engaged audience of senior B2B marketers.

You will pre-record a product demo or case study/testimonial with B2B Marketing, which will be promoted to all attendees of B2B Ignite, and our 10,000+ database.

The package includes:

- A 15-20 minute pre-recorded webinar demo or case study piece
- Promotion of your piece to all attendees of B2B Ignite post-event
- Promotion of your piece to a 10,000+ database of senior client-side B2B marketers
- An MP4 file of your piece provided as an asset to use via your own channels post promotion
- All viewers provided as leads



Product Demo

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B2B IGNITE
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Exclusive sponsorship of the attendee app

£5,000

What is the attendee app?

The B2B Ignite attendee app will allow attendees to view event content, create their own personal agenda, discover sponsors, speakers and other delegates, take notes on sessions, network, and book meetings. The app also allows for notification alerts, and has multiple opportunities for gamification.

The package includes:

- Promotion throughout the B2B Ignite 2026 digital campaign and onsite at the event as the official attendee app sponsor.
- You branding front and centre on the attendee app, positioning you as the one exclusive app sponsor.
- Exposure on the app to 550+ engaged B2B marketing leaders.
- Customised banners and notifications on the app to drive traffic to your stand, session, promotional offers and demos.

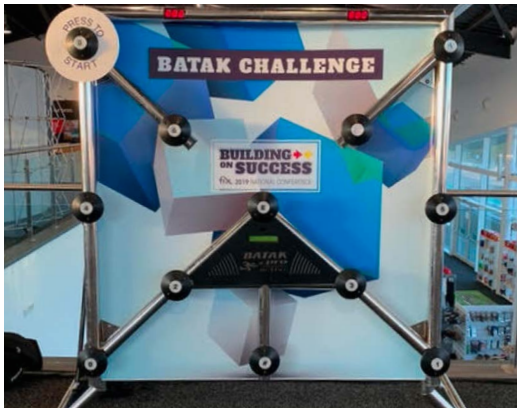


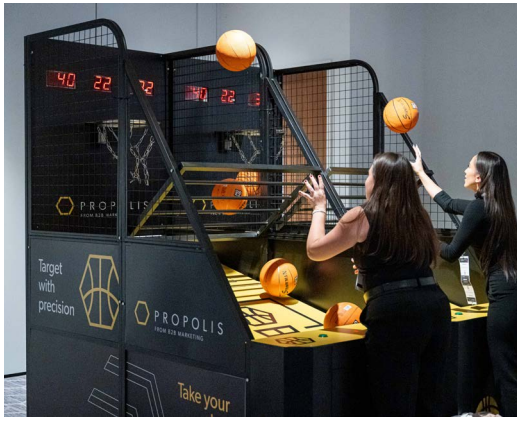
Experiential Ideas













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Package benefits include but are not limited to:

Headline: (All audience) **£47,500**

Keynote: (All audience) **£30,500**

Track: (70-100 delegates) **£25,000**

Session: (70-100 delegates) **£22,500**

Workshop: (15-30 delegates) **£17,500**

Roundtable: (15-30 delegates) **£17,500**

Exhibitor: **£9,500**

Demo Exhibitor **£7,500**

Leaders' Dinner: (12-15 attendees) **£20,000**

Networking Drinks Reception: **£4,250**

Attendee App: **£5,000 -**

Pre-event

- Your logo on all pre-event marketing communications.
- Your company information, speaker details, logo and link to your website on the B2B Ignite
- Bespoke branded B2B Ignite invite for your clients and prospects, along with a promotional guide pack and advice
- 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 & Keynote sponsor 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 Ignite London website and our community intelligence platform, Propolis, post-event to drive additional views.
- 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.
- We'll also provide photos of the event for you to use.

"We wanted to use the keynote sponsorship opportunity to have conversations with the great B2B businesses that are here at B2B Ignite."

dentsuB2B - 2025 SPONSOR



About B2B Marketing

Established over 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

- B2B GROWTH SOLUTIONS FROM B2B MARKETING
- THE B2B MARKETING PODCAST FROM B2B MARKETING
- B2B MARKETING AWARDS FROM B2B MARKETING
- ELEVATION AWARDS FROM B2B MARKETING
- B2B IGN/TE FROM B2B MARKETING
- THE GLOBAL ABM CONFERENCE FROM B2B MARKETING
- PROPOLIS FROM B2B MARKETING
- PROPOLIS COMMUNITY INDEX FROM B2B MARKETING
- PROPOLIS MARKETING LEADERS SERIES FROM B2B MARKETING
- PROPOLIS LEADERS FORUM FROM B2B MARKETING
- PROPOLIS TRAINING FROM B2B MARKETING

Get in touch

To discuss any of the opportunities outlined in this pack, please contact:

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aop DIGITAL PUBLISHING AWARDS 2022 WINNER
In partnership with PubMatic

PPA AWARDS 2023

Independent Publisher PPA AWARDS 2024 Team of the Year Winner

Independent Publisher PPA AWARDS 2024 Subscriptions/ Membership Strategy of the Year Winner

Independent Publisher PPA AWARDS 2024 Innovation of the Year Winner

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