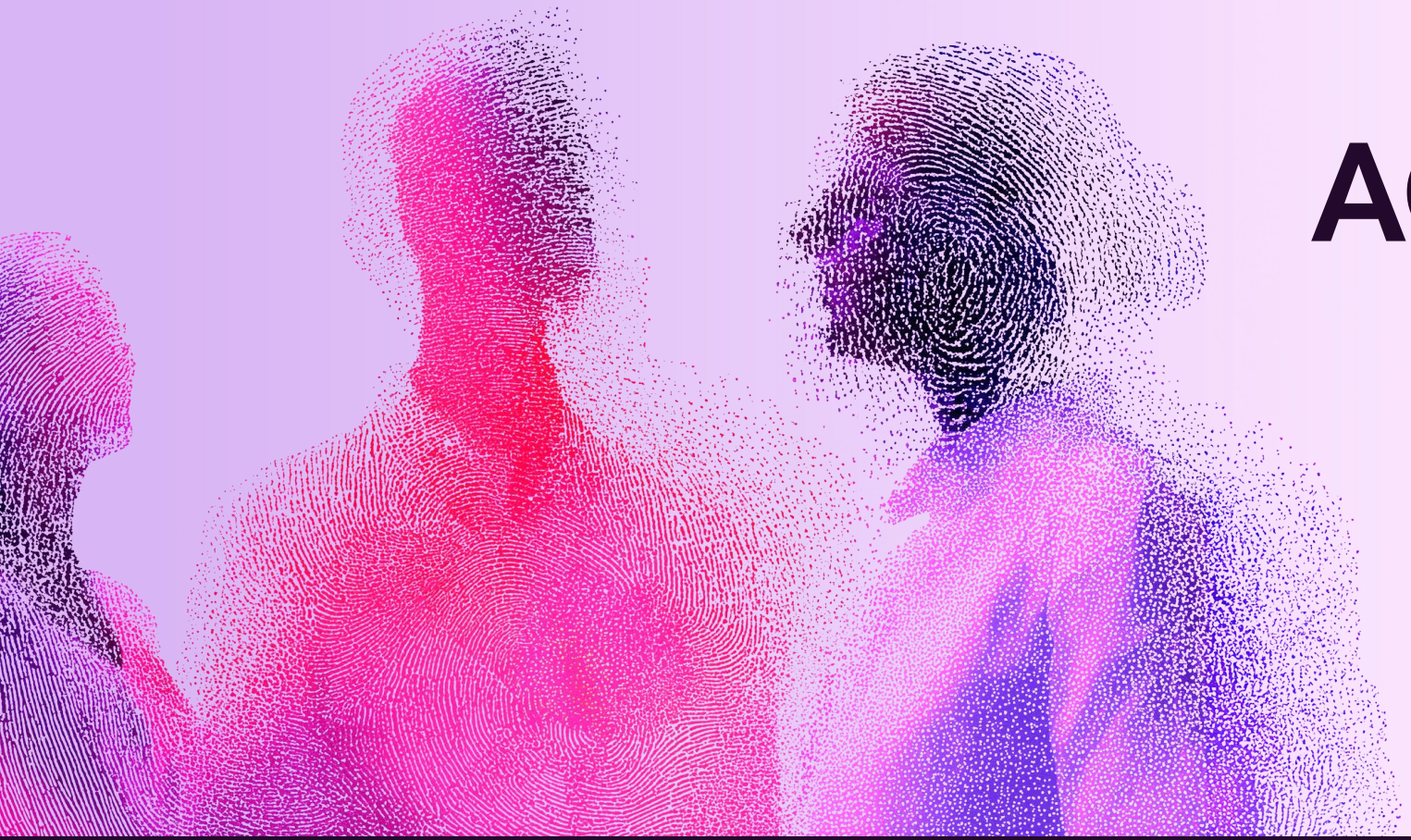
THE GLOBAL ABM CONFERENCE

FROM B2B MARKETING

Commercial partnership opportunities

MAKE EVERY ACCOUNT COUNT



A fresh focus on ABM growth

4 November 2025, London

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

Be a part of the most comprehensive ABM conference in Europe



In recent years, account-based marketing has emerged as a cornerstone of B2B marketing, with professionals turning to ABM to drive transformative results and accelerate growth. However, navigating the path to ABM success comes with its challenges. That's why over 450 B2B marketers gather annually at The Global ABM Conference to gain exclusive insights into ABM-driven growth strategies.

This year's attendees will be eager for fresh ideas, inspiration, actionable tactics, and expert guidance from the foremost thought leaders in the global ABM community. This is your chance to position your brand at the forefront of ABM excellence, showcasing your expertise, solutions, and thought leadership to an engaged and influential audience.

450+
B2B Marketers

58%
Senior Leader Attendees

15+
Countries

275+
Unique Companies

39.9%
5000+ Company Size

Meet ABMers from the biggest brands in B2B

accenture
Adobe
AirPlus
Smarter payment. Better business.
BNP PARIBAS LEASING SOLUTIONS
Baringa
British Gas
bsi
Capgemini
cisco
CitySprint
CONCUR
DELL
Deloitte.
DOW JONES
EDF
experian
ForgeRock
FUJITSU
Google
Gumtree
HITACHI
IBM
ITSMA
KPMG
LexisNexis
NHS Property Services
ORACLE CRM ON DEMAND
perkbox
REFINITIV
RICOH
STATE STREET
TATA CONSULTANCY SERVICES
Telefónica
Thomson Reuters
Virgin media O2 Business
vodafone
Wolters Kluwer





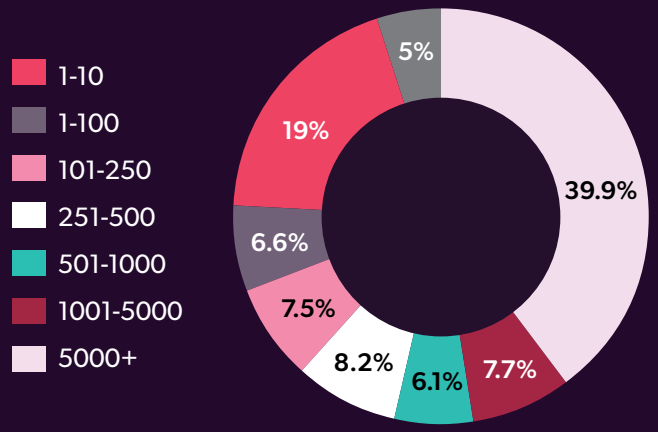


THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

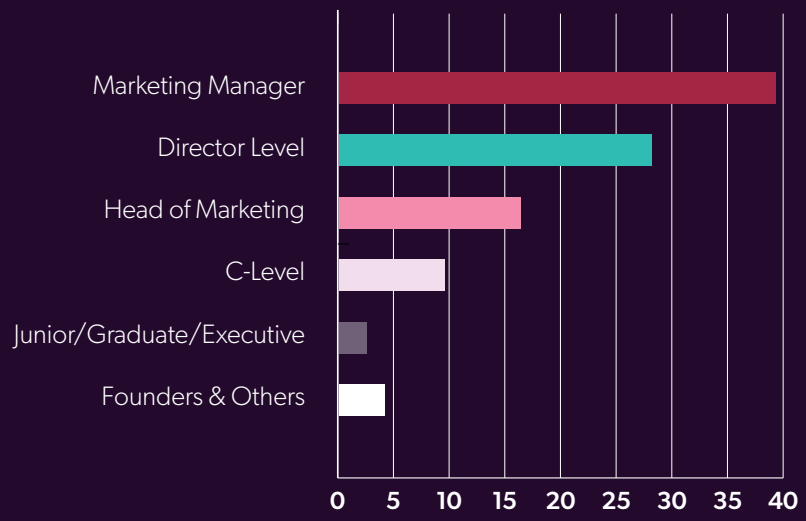
MAKE EVERY ACCOUNT COUNT

The ABM Conference 2025 attendee breakdown

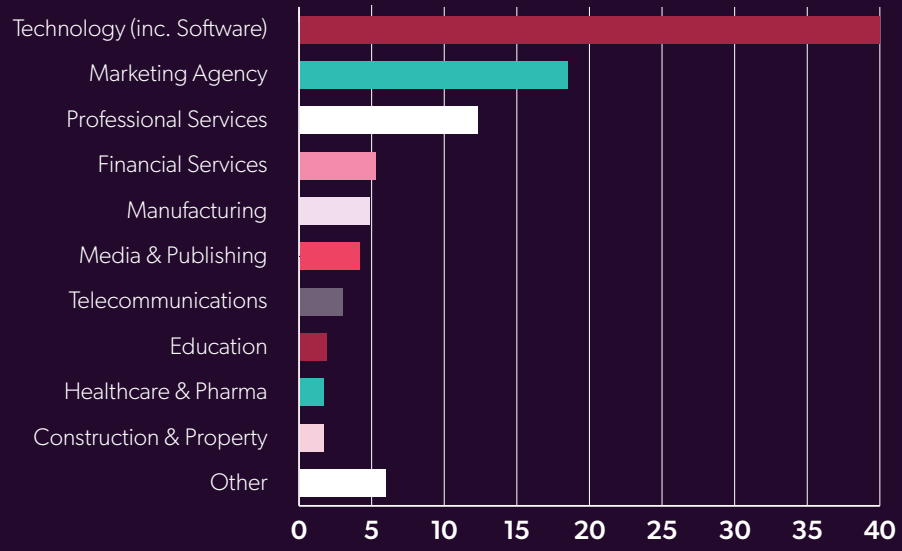
Company Size
(% of audience)



Seniority



Industry



Reach enterprise brands: Nearly 40% of attendees work for organisations with 5,000+ employees.

Connect with senior decision-makers: 54% of attendees are Director level or above.

Access the C-suite: 1 in 10 attendees are C-level executives.

Influence buying decisions: Almost 40% of attendees are manager-level professionals driving implementation.

Why partner with The ABM Conference 2026?

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

Company exposure

260k+ following

2.3 million monthly reach

160k+ subscribers

Partnership benefits

- Target and connect with 450+ 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.

The Global ABM Conference 2025 social media campaign in numbers

2m social reach

6k engagements

43k impressions



Be seen amongst the biggest names in B2B

2025 speakers included:



Laura Matthews
Global Marketing Director



Veronica Kopec
ABM Practice Lead



Marta George
Head of ABM Programmes, EMEA



Matt Conway
Head of ABM, Europe



Lisa Cripps
ABM Manager



Becks Powell
Senior Manager, Demand Generation



B2BABMCONFERENCE.COM

MODERN

Past sponsors include:

6sense · Bray Leino · DEMANDBASE · Ei – Global B2B Media Intelligence

enigma · EvolveBPM Decoding the sales ecosystem · HUT 3 · INFLU2

INFUSE media · JUST · LeanData · LinkedIn

MADISON LOGIC · MOI · NetLine · ON24

passle · pharosIQ · RADISH · ROI·DNA A HOTWIRE GLOBAL COMPANY

salesforce · STRATEGIC · strategic abm. · TRANSMISSION.

triblio · tmp · TURTL · webeo

Deliver thought leadership to a receptive audience of ABM-focused 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.



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.



Available session topics

Your sponsored session can be tailored to align with one of our four conference content tracks.

ABM Aligned

Help attendees build the foundations for ABM success by exploring topics such as:

- Sales and marketing alignment
- Securing executive buy-in and stakeholder engagement
- Building high-performing ABM teams
- Aligning operations, technology and processes
- Measuring success across the organisation

ABM: Accounts to Advocates

Show how ABM delivers value beyond acquisition with sessions covering:

- Customer expansion and account growth
- Retention strategies for key accounts
- Customer marketing and lifecycle engagement
- Building advocacy and reference programmes
- Creating long-term customer value

ABM: AI and Data

Demonstrate how technology is shaping the future of ABM through topics including:

- AI-powered account identification and targeting
- Intent data and buying signals
- Predictive analytics and account prioritisation
- Personalisation at scale
- Data strategy, measurement and optimisation

ABM in Practice

Share practical lessons, proven approaches and real-world success stories, including:

- ABM case studies and implementation journeys
- Campaign execution and optimisation
- Scaling successful ABM programmes
- Overcoming common challenges
- Actionable frameworks and best practices



Headline sponsor

Being the headline sponsor at The Global ABM Conference 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 450+ engaged B2B marketers at the event 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 coverage

- 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 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 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).

[SOLD]

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.

Keynote Sponsor

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.

The focus of this session must be on big picture, strategic themes, or real-world 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.

[SOLD]

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.

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 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

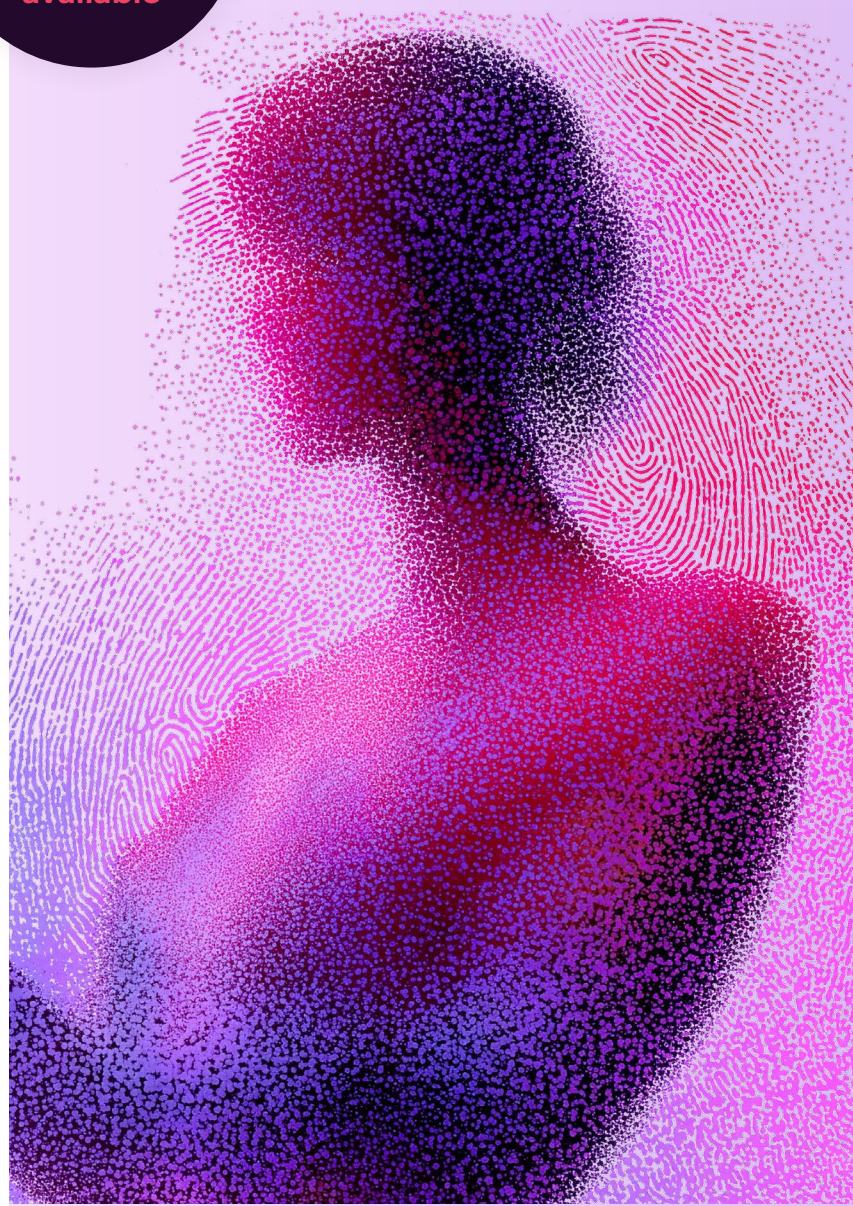
- We'll provide GDPR-compliant leads from your stand and peaking session.
- The on-demand version of your session will be hosted on the event website and our community intelligence platform, Propolis, post-event to drive additional views.
- An MP4 version of your session for you to host on your own site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



Session Sponsor

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.

1 of 10
packages left available



Pre-event coverage

- 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 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.

Exhibitor - Stand space only

Pre-event coverage

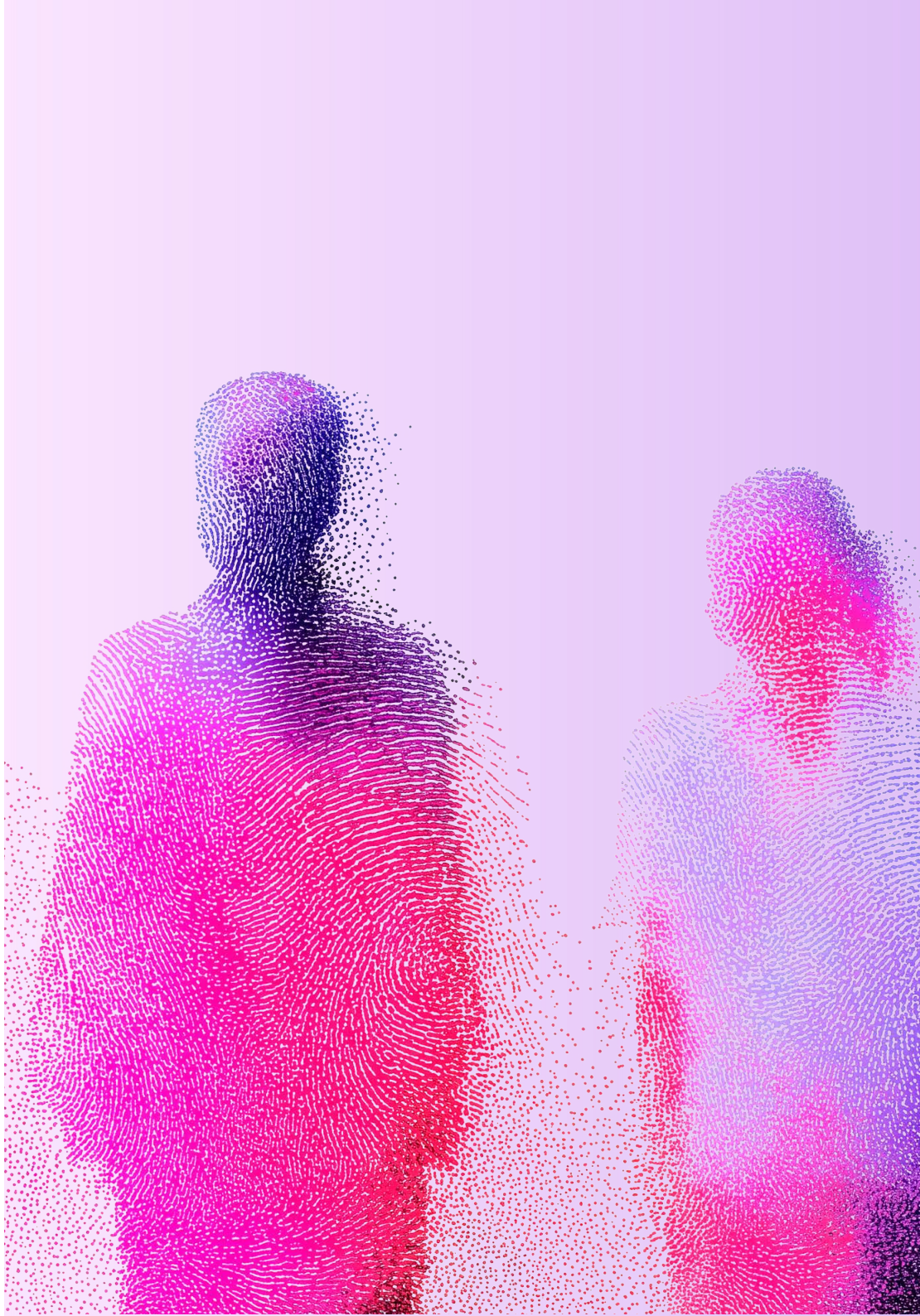
- Your logo on all pre-event marketing communications.
- Your company information, logo and link to your website on the event website.
- Bespoke social assets for you to use to announce and promote your sponsorship.
- Promotion of your stand only sponsorship with regular posts to our social media following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



Problem-solving workshop

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 coverage

- 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 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 theevent (+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.
- We'll also provide photos and video of the event for you to use.



Roundtable

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
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 coverage

- 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 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 theevent (+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.
- We'll also provide photos and video of the event for you to use.

Additional opportunities

Onsite branding



Registration desk branding
£5,000



Coffee stations branding
(2 stations included)
£5,000



Cloakroom branding
£4,000

Additional opportunities

Networking drinks reception

£3,750

The perfect opportunity to raise your brand profile by sponsoring the The Global ABM Conference Networking Drinks Reception, at the end of the conference.

After a long day networking with peers and learning from sessions at the event, delegates can unwind at the reception in an informal, relaxed atmosphere.



The package includes:

- Branding on all pre-event marketing collateral and at the event
- 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

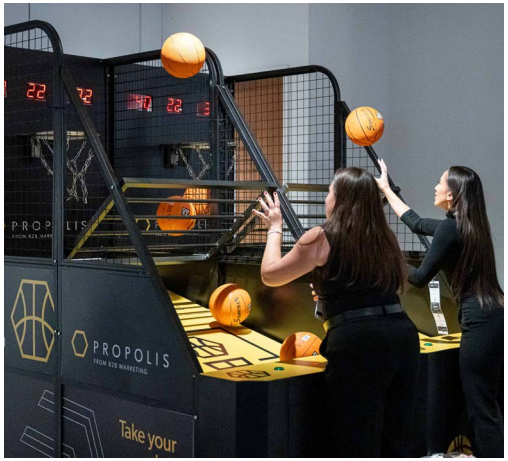
Additional package options include:

- Live jazz band to create a magnificent musical backdrop | £1,500*
- Bespoke and fully branded cocktail bar with mixologists to create some added fun and flair. The perfect way to get the party started! | £3,500*

Experiential Ideas











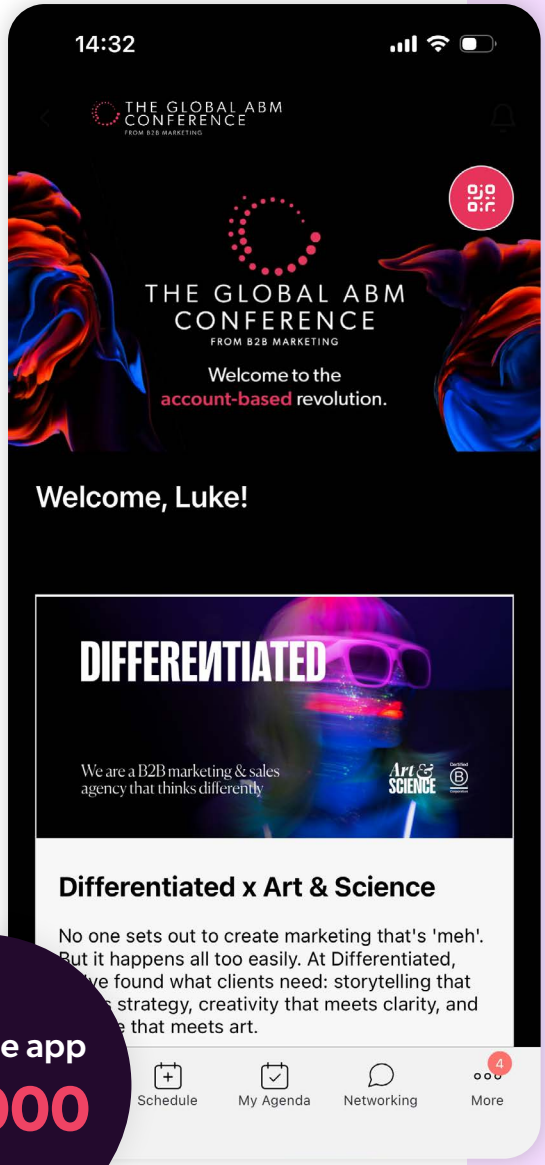


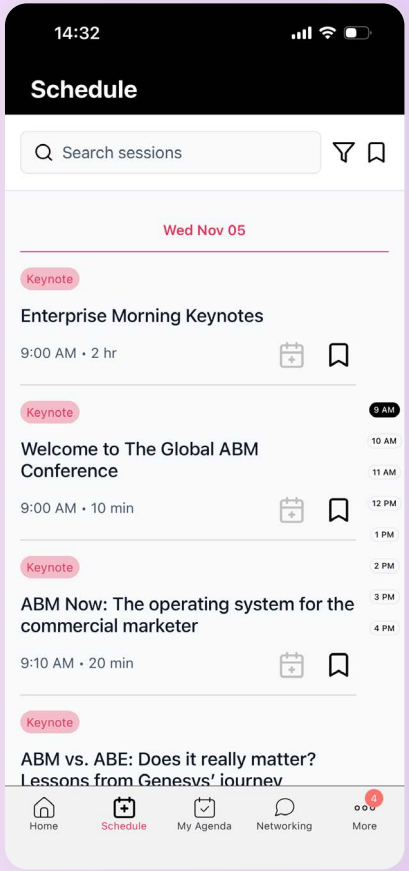
MAKE EVERY ACCOUNT COUNT

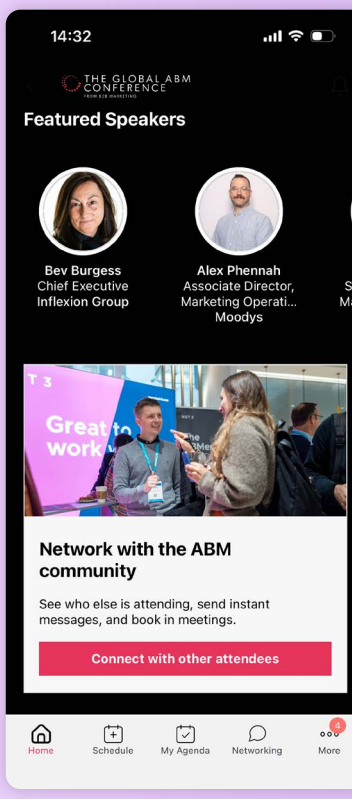
Exclusive sponsorship of the attendee app

What is the attendee app?

The ABM Conference 2025 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 push notifications throughout the day - an excellent opportunity to drive delegates to your exhibition stand!







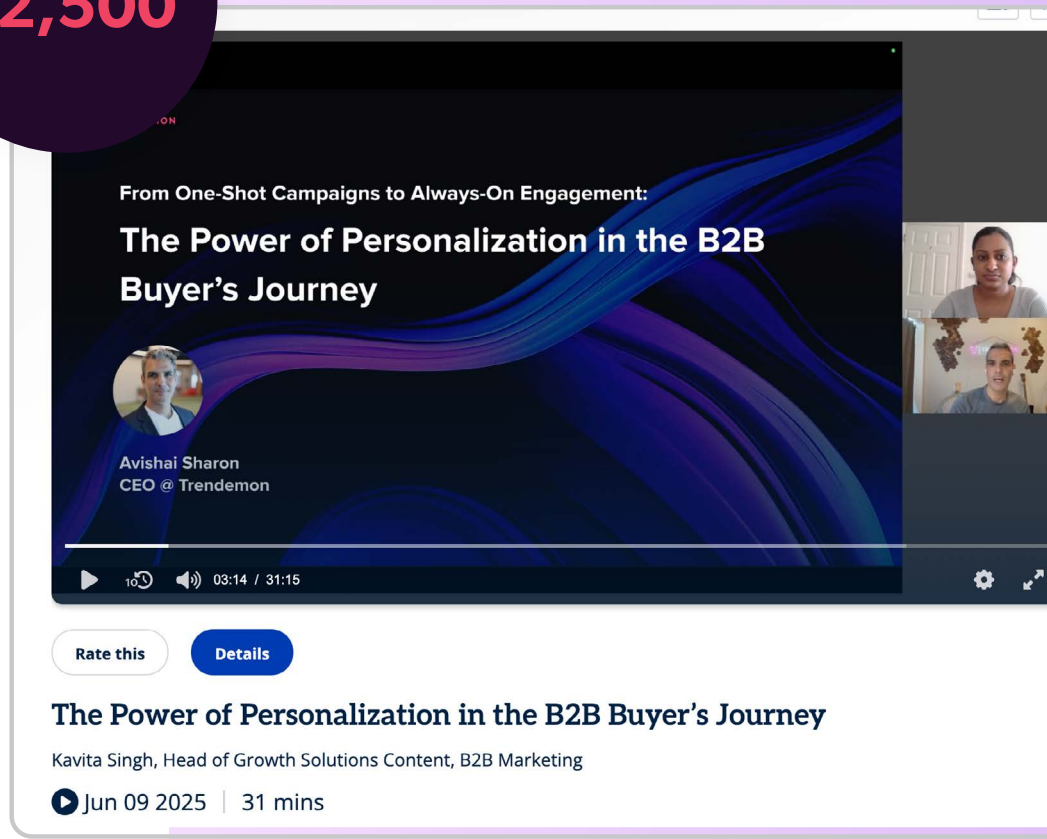
Attendee app
£5,000

Digital demo or case study

£2,500

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

You will pre-record a product demo or case study/ testimonial with B2B Marketing, which will be promoted to all attendees of The Global ABM Conference, and our 1000+ database.



The package includes:

- A 15-20 minute pre-recorded webinar demo or case study piece
- Promotion of your piece to all attendees of The Global ABM Conference post-event
- Promotion of your piece to a 1000+ database of ABM-focused client-side marketers
- MP4 file of your piece provided as an asset to use via your own channels post promotion
- All viewers provided as leads

Headline
(All audience)
£36,750

Keynote
(All audience) (x2)
£28,775

Session
(70-100 delegates)
£18,200

Workshop
£15,750

Roundtable
(20-35 delegates)
£15,750

Leaders' Dinner
(12-15 attendees)
£15,750

Exhibitor
(x6):
£8,665

Networking Drinks Reception
£3,500

Attendee App
£5,000

Digital Demo/ Case Study
£2,500

Packages

Package benefits include but are not limited to:

MAKE EVERY ACCOUNT COUNT

Pre-event

- Your logo on all pre-event marketing communications.
- Your company information, speaker details, logo and link to your website on the Global ABM Conference 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 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 Global ABM Conference 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.



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

PROPOLIS
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

PROPOLIS INDEX
FROM B2B MARKETING

PROPOLIS MARKETING LEADERS SERIES
FROM B2B MARKETING

PROPOLIS LEADERS FORUM
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

B2B GROWTH SOLUTIONS
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

Get in touch

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

Mitch Hole
Head of Media
B2B Marketing

mitch.hole@b2bmarketing.net
+44 (0)20 7014 4932
+1 332-216-1615

Rachael Lyon
Global Senior Account Manager
B2B Marketing

rachael.lyon@b2bmarketing.net
+44 (0) 7736 456 255
+1 332-216-1615

B2B Marketing
Westgate House
9 Holborn
London
EC1N 2LL

Tel: +44 (0)20 7014 4920
info@b2bmarketing.net
b2bmarketing.net

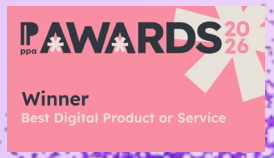












B2B MARKETING