# THE GLOBAL ABM CONFERENCE

FROM B2B MARKETING

6 NOVEMBER 2024 | LONDON

## COMMERCIAL PARTNERSHIP OPPORTUNITIES








#B2BABMCONFERENCE

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

# Be a part of the most comprehensive ABM conference in Europe

Over the past few years, account-based marketing has taken its place on the B2B marketing industry's centre stage. Marketers are now looking to ABM to transform their results and boost their growth, but the path towards this can be a difficult one. That's why each year, 400+ B2B marketers attend The Global ABM Conference to get the ultimate inside track on ABM-powered growth.

This year's delegates will be hungry for ideas, inspiration, tactics and execution know-how from the leading minds in the international ABM community. This is a unique opportunity to align your brand with ABM excellence and showcase your knowledge, solutions and expertise to a highly engaged audience.




**400+**
B2B Marketers

**49%**
Senior Leader Attendees

**25+**
Countries

**150+**
B2B Brands

**27%**
5000+ Company Size

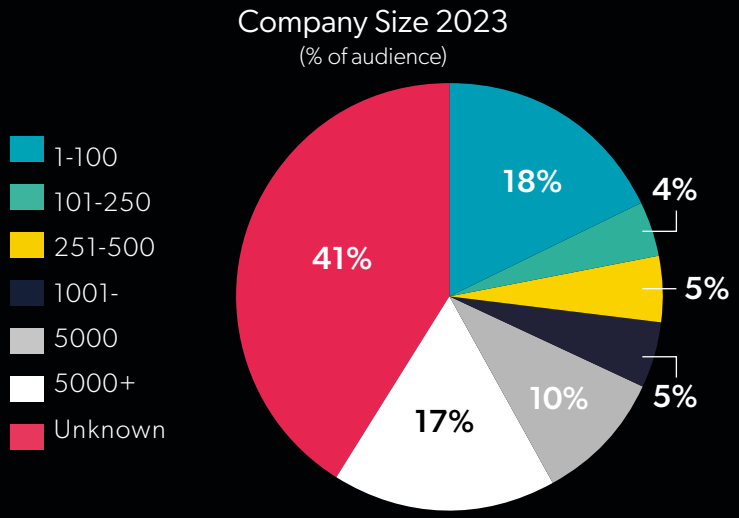

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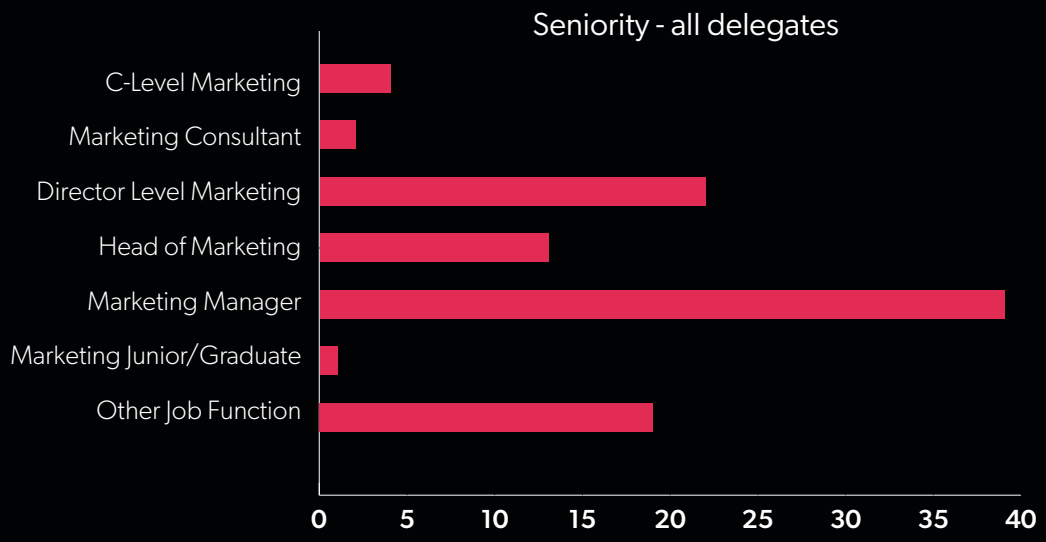
# Meet ABMers from the biggest brands in B2B

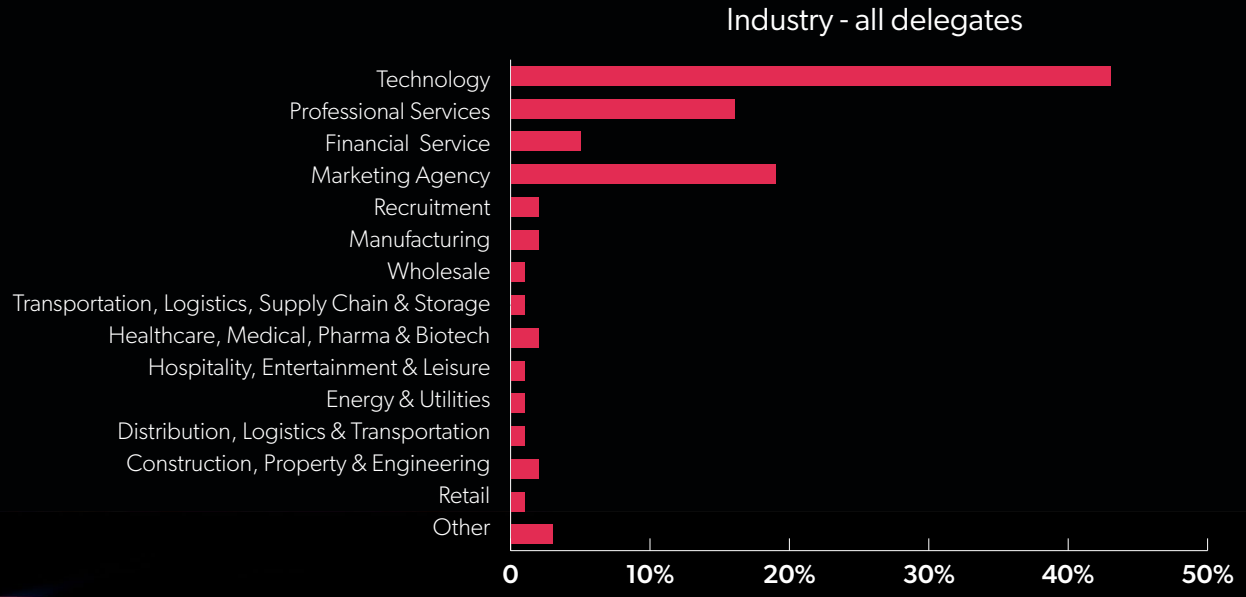


THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

# The ABM Conference 2023 attendee breakdown




*"For us, it's the perfect audience"*

**Paul Gibson**, *VP EMEA, Demandbase*

# Why partner with The ABM Conference 2024?

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.



## Partnership benefits

- Target and connect with 400+ 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 2023 social media campaign in numbers

**1.9m**
social reach

**3.5k**
engagements

**36.5k**
impressions

## Company exposure

**260k+** following

**160k+** subscribers

**2 million** monthly reach

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# Be seen amongst the biggest names in B2B

## 2023 speakers included



**Ryan Almond**
*Global ABX Director*
Henkel



**Evett Baranov**
*Global Digital ABM Lead EMEA & APAC*
Workday



**Neil Berry**
*Global Account Based Marketing Lead*
Capgemini



**Alice Clark**
*Head of Strategic Accounts Marketing*
Google Cloud



**Rhiannon Blackwell**
*Account-Based Marketing Leader, Global Marketing Organisation*
PwC



**Catherine Dutton**
*VP Global ABM*
Pegasystems

## Past sponsors include:

6sense · Agent 3 Group · ALIAS · Bray Leino · Demandbase · DIGITAL RADISH · Ei – Global B2B Media Intelligence · enigma · EvolveBPM Decoding the sales ecosystem · HUT 3 · INFUSE media · JUST · LinkedIn · McDONALDBUTLER · MOI · momentumabm · ON24 · passle · PUNCH! · SHERPA · STRATEGIC · strategic abm. · TRANSMISSION. · Triblio · The Marketing Practice · Turtl · webeo



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# 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.






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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 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.



# Available session topics

Any of the following session topics can be hosted as any of the formats above.

**Exploring and planning ABM**

- Exploring ABM in shifting business landscapes
- How to set sales metrics that accurately measure ABM success

**Piloting ABM**

- How you can take your content from digital to physical
- Piloting ABM in practice with real-world examples and learnings
- ABM test drive: setting up and executing your pilot program

**Scaling ABM**

- How to creative content strategies for next-level ABM engagement

**ABM Innovation**

- Revamping traditional content for modern ABM success
- Demonstrating the value of ABM as a long-term marketing strategy amidst the pressure for quick wins

**Workshop track**

- ABM light - How to ABM when you don't have full buy-in from the company
- 1:1, 1:few, 1:many - Finding the right ABM strategy for you







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# Keynote [SOLD]

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.**

## 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 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 B2B innovation.





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# Hackathon

Hackathons are an opportunity to bring B2B marketing leaders together for problem-solving and idea development; they help participants hone skills, meet peers and work with others in a collaborative setting. The hackathon session should have an objective party leading the conversation, either an independent person or B2B marketing expert.

## What do delegates want to take away from a hackathon?

- **Knowledge and skill development:** Participants aim to enhance their understanding of marketing concepts, strategies, and tools. They seek opportunities to learn from experts and peers, gain hands-on experience, and expand their skill sets.
- **Networking and collaboration:** Hackathons provide a platform for individuals from diverse backgrounds to connect, share ideas, and collaborate on innovative marketing solutions. Participants can expand their professional networks, build relationships with potential mentors and employers, and foster a sense of community.
- **Problem-solving and innovation:** Hackathons encourage participants to apply their creativity and problem-solving skills to tackle real-world marketing challenges. They can develop fresh perspectives, brainstorm unconventional solutions, and contribute to the advancement of marketing practices.
- **Recognition and rewards:** Completing a hackathon can bring significant recognition and prestige, boosting participants' confidence and opening doors to new opportunities. Prizes and awards can also provide financial support for further learning or entrepreneurial ventures.
- **Industry insights and exposure:** Hackathons provide participants with exposure to real-world marketing challenges and trends. They gain insights into the latest tools, technologies, and strategies being used by top companies.





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# Problem-solving workshop

This is a one hour workshop style session, where delegates looking for ideas, inspiration, tactics and execution know-how can work through their challenges.



## What do delegates want to take away from a problem-solving workshop?

- Thought-provoking discussion - the session should be stimulating and thought-provoking, with engaging discussion which encourages participants to share their perspectives.
- Expert insights - a problem-solving workshop should be led by experts who can share their insights and about the topic and should be able to offer different perspectives.
- A diverse range of viewpoints - the session should be made up of people from different backgrounds, who are able to offer diverse viewpoints. This will help to ensure that the discussion is well-rounded and that all sides of the issue are represented.


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# Roundtable [SOLD]

If you're looking to find ways to engage a senior B2B marketing audience and discover their challenges and pain points, then look no further. We've been running roundtables for senior B2B leaders through our leadership programme for the last six years, so we know exactly the topics and themes that these personas want to discuss.

We'll workshop the theme and direction of your roundtable with you to ensure it delivers value to both the audience and you as a sponsor.

Roundtables work particularly well as part of a content report sponsorship package, creating the opportunity to recycle these themes in different ways to different audiences.





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# Additional opportunities

## Onsite branding




Registration desk branding - £4,000




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




Cloakroom branding - £4,000


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# Additional opportunities

## Networking drinks reception - £3,000

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 | £1,000*
- Bespoke and fully branded cocktail bar with mixologists to create some added fun and flair. The perfect way to get the party started! | £2,000*





* Cost of any additional options in addition to main sponsorship of the Networking Drinks Reception



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# Additional sponsorship opportunities

Raise your company profile and engage with The Global ABM Conference attendees on the exhibition floor or at your stand. What better way to do it than with some fun, food and of course a little bit of

**Packages include:**

- Branding on all pre-event marketing collateral and at The Global ABM Conference
- Branding on all related emails and website pages
- Bespoke social card to promote your sponsorship on your social platforms
- GDPR compliant lead capture where applicable
- Bespoke customisation with your company branding

Please be aware that the pricing for these options is subject to increase as the event date approaches. To secure the most cost-effective rates, we encourage you to book sooner rather than later.




**2x F1 Race Simulators** | 3,500



**Giant 8 Lane Scalextric** | £5,000




**Popcorn Cart** | £2,250


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**Batak Pro** | £2,250




**Catch the Light** | £1,750




**Pick 'n' Mix Cart** | £2,500



**Waffle Cart** | £2,500

**Food carts** | Bespoke customisation with company branding



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# Exclusive sponsorship of the attendee app

£5,000




**What is the attendee app?**

The ABM Conference 2024 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!

**This package includes:**

- Promotion throughout the The Global ABM Conference 2024 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 400+ engaged B2B marketing leaders.
- Customised banners and notifications on the app to drive traffic to your stand, session, promotional offers and demos.


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# Packages

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 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.


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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

PROPOLIS
FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

B2B GROWTH SOLUTIONS
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

MARTECHOPIA
FROM B2B MARKETING

THE B2B MARKETING PODCAST
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B2B MARKETING AWARDS
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# GET IN TOUCH

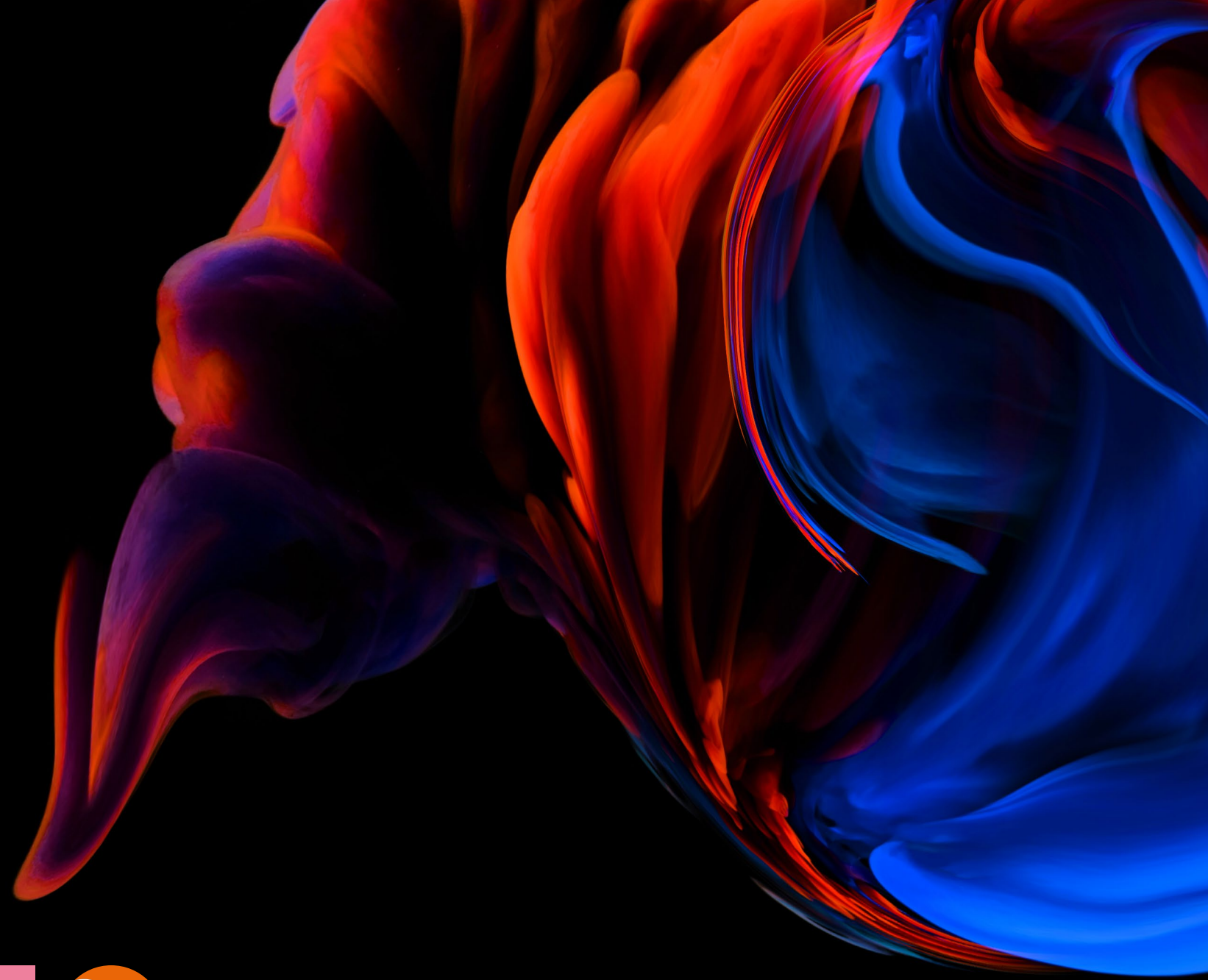
To discuss any of the opportunities outlined in this pack, please contact:


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aop DIGITAL PUBLISHING AWARDS 2022 WINNER
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20 YEARS OF B2B MARKETING

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