THE GLOBAL ABM CONFERENCE

FROM B2B MARKETING

5 NOVEMBER 2025 | LONDON

COMMERCIAL PARTNERSHIP OPPORTUNITIES







#B2BABMCONFERENCE

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 400 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

54%
Senior Leader Attendees

15+
Countries

200+
B2B Brands

26%
5000+ Company Size

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Meet ABMers from the biggest brands in B2B







































































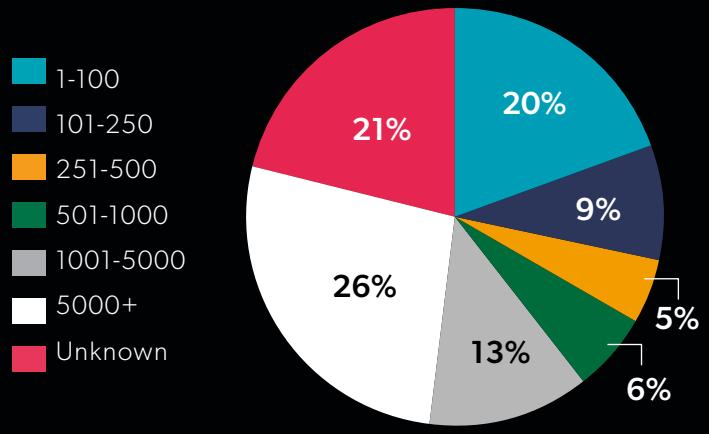




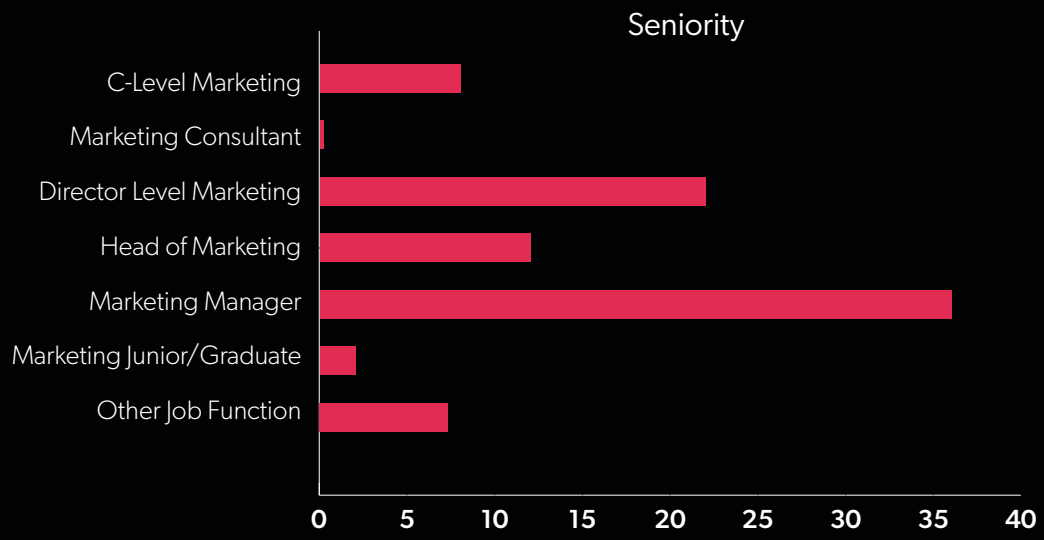
THE GLOBAL ABM CONFERENCE
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The ABM Conference 2024 attendee breakdown

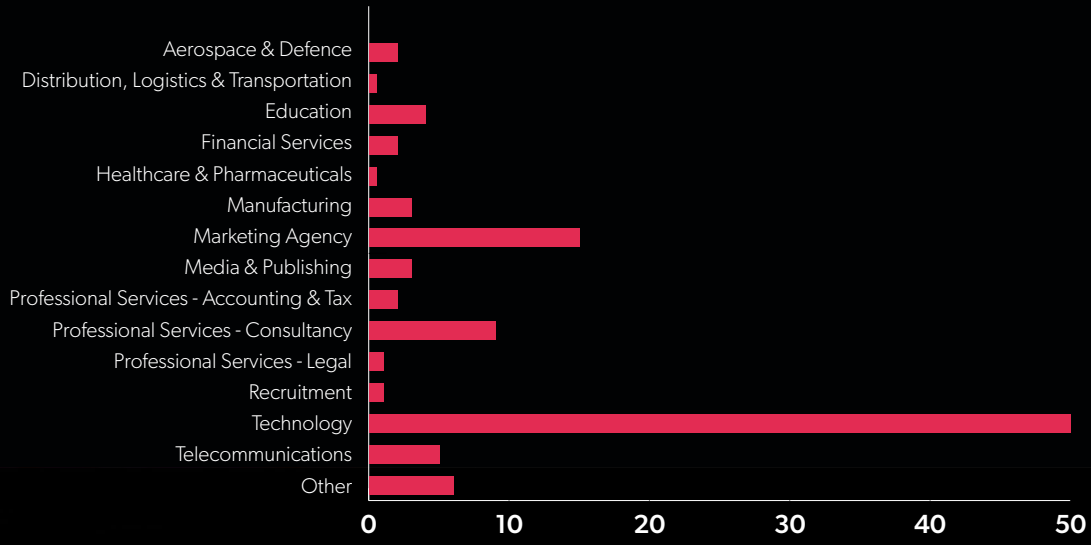
Company Size
(% of audience)



Seniority



Industry



"For us, it's the perfect audience"

Paul Gibson, *VP EMEA, Demandbase*

Why partner with The ABM Conference 2025?

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 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 2024 social media campaign in numbers

1.9m
social reach

4k
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

2024 speakers included



Ryan Almond
Global ABX Director
Henkel



Natalie Furness
CEO and Founder
RevOps Automated



Neil Berry
Global Account Based Marketing Lead
Capgemini



Amy Short
Marketing Manager, Global Clients
LinkedIn



James Houselander
Director, EMEA Marketing
HPE Aruba Networking



Catherine Dutton
VP Global ABM
Pegasystems

Past sponsors include:

6sense · Agent 3 Group · ALIAS · Bray Leino · DEMANDBASE · RADISH · Ei – Global B2B Media Intelligence · enigma · EvolveBPM Decoding the sales ecosystem · HUT 3 · INFUSE media · JUST · LinkedIn · McDONALDBUTLER · MOI · momentumabm · ON24 · passle · PUNCH! · salesforce · 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

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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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

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 healthy competition!

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 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!

This package includes:

- Promotion throughout the The Global ABM Conference 2025 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 450+ engaged B2B marketing leaders.
- Customised banners and notifications on the app to drive traffic to your stand, session, promotional offers and demos.

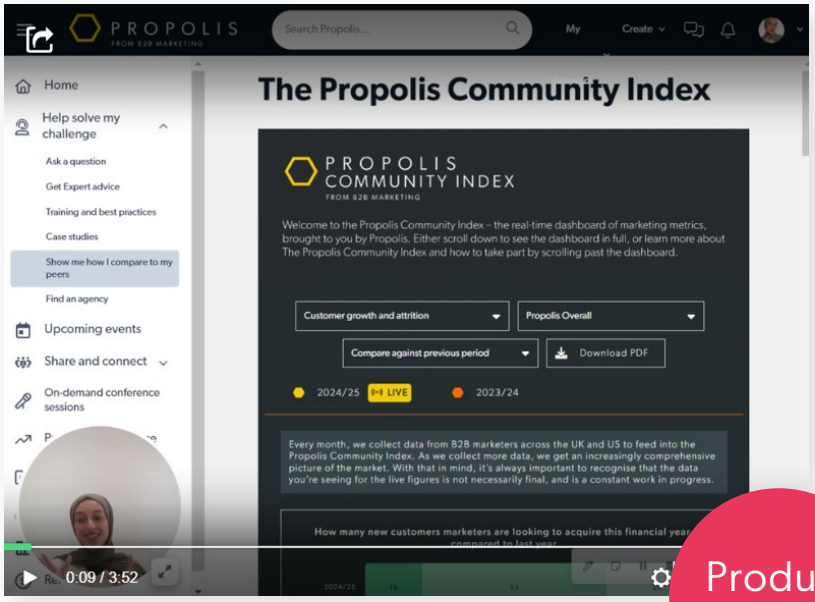
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Digital demo or case study

£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.



Product Demo

This 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

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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+.

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.

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.

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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
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THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

THE EUROPEAN ABM FORUM
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THE B2B MARKETING PODCAST
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B2B MARKETING AWARDS
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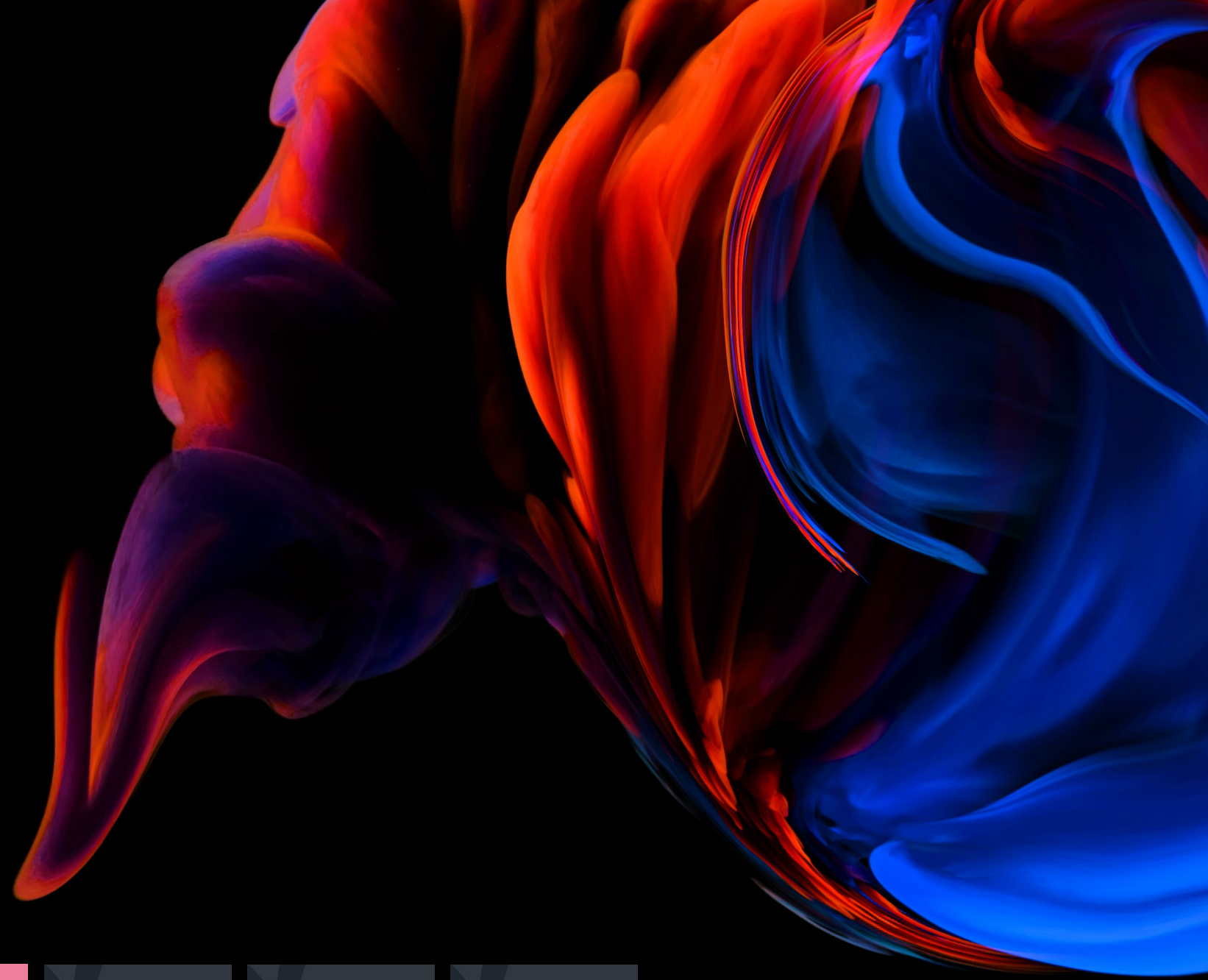
GET IN TOUCH

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

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aop DIGITAL PUBLISHING AWARDS 2022 WINNER
In partnership with PubMatic

ppa AWARDS 2023

Independent Publisher AWARDS 2024 Team of the Year Winner

Independent Publisher AWARDS 2024 Innovation of the Year Winner

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

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