



B2B MARKETING EXCHANGE

Sponsor Prospectus



 **The Phoenician Resort**, Scottsdale, AZ

 February 26 - 28, 2024

PRESENTED BY



About B2BMX

Event Overview

Targeted Attendees

Who Attends

5 Reasons to Sponsor #B2BMX

Sponsorship At-A-Glance

Title Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Digital Experience Sponsor

Industry Insider

Ambassador

B2Bvip Cocktail Hour Sponsorship

Logo & Merchandise Sponsor

Networking

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Questions? Contact Us:

conference@demandgenreport.com

About B2BMX

#B2BMX is officially a teenager! Returning for its 13th year, the B2B Marketing Exchange has cemented its position as the leading event for B2B revenue teams. In 2023, more than 1,100 attendees from B2B companies large and small gathered in Scottsdale, Arizona for three days of learning and connection, including marketing leaders from United Airlines, Spectrum, Cisco, ServiceNow, VMWare, LG Electronics, Southwest Airlines and IBM. The conference once again earned a 4.5 out of 5-star attendee rating.

Over three days, attendees were able to choose from more than 80 sessions, including keynotes from Jay Baer and Jim Parsons (UPS), sponsored case studies highlighting the latest solutions in B2B, and an interactive, all-hands workshop. In 2024, sponsors can expect even more opportunities to connect with B2B leaders via our dedicated Marketplace, in the agenda and through targeted matchmaking and networking. If your service or solution targets B2B marketers, #B2BMX is a must for your 2024 event strategy!

Targeting 1,000+ Registrants in 2024

Five Refreshed Agenda Tracks

Our #B2BMX track offerings address the diverse needs of today's marketing teams.

ABM
In Motion Live!

B2B C2C
CONTENTSCONVERTER.COM

DEMAND GEN
SUMMIT

G
GO-TO-MARKET
STRATEGY

SALES
IMPACT
SUMMIT

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HOTEL INFORMATION

The Phoenician Resort

6000 E Camelback Rd,
Scottsdale, AZ 85251

EXHIBIT INFORMATION

The Marketplace will be open throughout the conference as follows:

Monday, February 26:

12:30 PM - 5:30 PM

Tuesday, February 27:

7:30 AM - 6:30 PM

Wednesday, February 28:

8:15 AM - 1:30 PM

Conference Agenda

Mon. Feb. 26, 2024

Workshops
Case Studies
Keynote
Opening Reception

Tues. Feb 27, 2024

Keynotes
Networking
Breakout Sessions
Lunch & Learns
B2BMX Labs

Wed. Feb 28, 2024

Keynotes
Networking
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Lunch & Learns
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Targeted Attendees

#B2BMX 2024 will bring together more than 1,000 of the top thought leaders in B2B sales and marketing. Here is a breakdown of our attendees:

INDUSTRY



- 49% Technology/Software
- 15% Other
- 13% Business Services
- 11% Media/Internet
- 5% Healthcare
- 4% Manufacturing
- 3% Finance

JOB FUNCTION



- 53% Marketing
- 16% Executive
- 11% Demand / Lead Generation
- 7% Marketing Operations
- 6% Other
- 4% Sales/Business Development
- 2% Content Strategy

COMPANY SIZE - EMPLOYEES



- 38% 1-249
- 12% 250-500
- 11% 501-1,000
- 18% 1,001-5,000
- 13% 5,000-10,000
- 8% 10,000+

COMPANY SIZE - REVENUE



- 46% Up to \$50 Million
- 24% \$50M - \$250M
- 15% \$250M - \$500M
- 7% \$500M - \$1B
- 8% \$1 Billion+

JOB ROLE



- 28% Manager
- 27% Director
- 17% Other
- 15% C-Level
- 13% VP



More than
93%
of attendees
use marketing
automation

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Who Attends

To see a full attendee list, visit b2bmarketing.exchange/past-attendees



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5 Reasons You Should Sponsor #B2BMX



1.

Real marketers looking to solve real problems



2.

Attendee to sponsor ratio of 10:1



3.

Attended by Fortune 500 brands, as well as high growth B2B organizations in a variety of industries



4.

Opportunities to present thought leadership via case studies, panels and other speaking opportunities



5.

Intimate setting in a venue small and accessible enough to foster 1:1 discussions

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Sponsorship At-A-Glance

PACKAGE OFFERINGS	TITLE 9 available \$57,500	PLATINIUM 19 available \$47,500	GOLD 29 available \$37,500	SILVER 11 available \$27,500	BRONZE 6 available \$20,000	INSIDER 7 available \$17,500	AMBASSADOR \$7,500	DIGITAL \$8,500
Passes to conference for your internal staff	5	4	3	2	2	2	2	2
Pass to conference for your internal speaker	1	1	1					
VIP passes for your clients and/or prospects	20	15	13	10	9	10	10	13
Lead retrieval devices provided by event	2	2	2	1	1			
Targeted promotion to your ABM list	✓	✓	✓	✓	✓	✓	✓	✓
Pre-event opt-in registrant list (title, company, and areas of interest)	✓	✓	✓					
Post-event opt-in event list (full registrant details)	✓	✓						
Speaking Opportunity	✓	✓	✓			✓		
Post-event opt-in engagement report of those who attend your session	✓	✓	✓			✓		
Physical booth in the in-person marketplace	✓	✓	✓	✓	✓			
Private in-person meeting space	✓							
Virtual booth/hub in the digital marketplace*	✓	✓	✓	✓	✓	✓	✓	✓
Ability to add digital assets to your virtual booth for download*	✓	✓	✓	✓	✓	✓	✓	✓
Ability to send connection requests directly to attendees*	✓	✓	✓	✓		✓	✓	✓
Online and onsite branding	✓	✓	✓	✓	✓	✓	✓	✓
Option to add an existing certification course for on-demand viewing*	✓	✓						
Ability to add custom banner ad within your virtual booth*	✓	✓						
Interstitial ad in rotation in event app	✓							
Solution Spotlight on DGR site				✓				
Demanding views article on DGR site						✓		

*(in event app)

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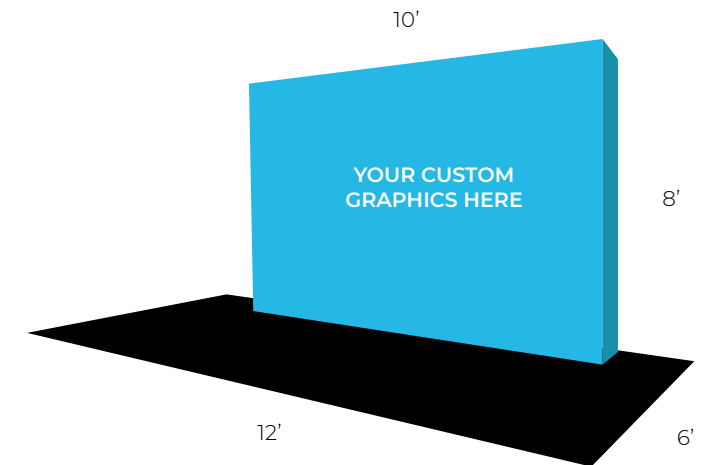
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TITLE SPONSOR

\$57,500 9 Available

- ▶ **Thought Leadership: Choose ONE speaking engagement (first come, first served). Sponsor will receive contact info of all opt-in registrants who attend this session.**
 - ▶ Track Breakout Session
 - ▶ Featuring your client or, if unavailable, a VP or C-level executive from your team
 - ▶ Topic to be approved by Demand Gen Report (DGR) edit team by 11/13/23
 - ▶ B2BMX Lab
 - ▶ Lunch & Learn
 - *Session can be recorded for an additional \$5,000
- ▶ **Event Reporting: As a sponsor, you will receive access to the following lists:**
 - ▶ Pre-Event (opt-in only):
 - ▶ Two (2) weeks prior to live event: title, company, & areas of interest
 - ▶ Post-Event (opt-in only):
 - ▶ Full event registration list: full contact info
 - ▶ Session engagement report – All those who attend your session
- ▶ **In-Person Marketplace Booth: Premium Marketplace Space – booth location choice based on date signed contract is received; includes:**
 - ▶ 12'W x 6'D space
 - ▶ 10'W x 8'H backdrop with printed graphics (sponsor to supply graphics)
 - ▶ Lead retrieval (2)
 - ▶ Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental
- ▶ **In-Person Private Meeting Space: Limited availability (first come, first served)**
 - ▶ Tuesday & Wednesday ONLY



- ▶ **Access & Discounts: You will be entitled to:**
 - ▶ Five (5) free standard sponsor passes for your team
 - ▶ One (1) speaker pass for your team
 - ▶ Option to add up to two (2) additional team members at 25% off (standard passes)
 - ▶ MAX of eight (8) internal team members
 - ▶ 20 free standard attendee passes for qualified clients and/or prospects
 - ▶ Discounted pass offers for your qualified clients and prospects
- ▶ **Account Targeting:**
 - ▶ Targeted ABM outreach by the DGR team to the accounts you are trying to reach
- ▶ **Branding: Your brand will be spotlighted via:**
 - ▶ Prominent online and onsite branding
 - ▶ Interstitial ad in rotation in event app
- ▶ **Event App Digital Marketplace: Prominent logo (positioned first as highest-level sponsor) will bring attendees to a dedicated hub within the app, where they can access:**
 - ▶ 1:1 text chat
 - ▶ A video header at the top of your booth introducing your brand
 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
 - ▶ Your custom in-booth banner ad
- ▶ **Event App Certification Course: Option to add an existing certification course within event app for on-demand viewing**
 - ▶ Sponsor to provide link to an existing online certification course; limited availability
- ▶ **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**

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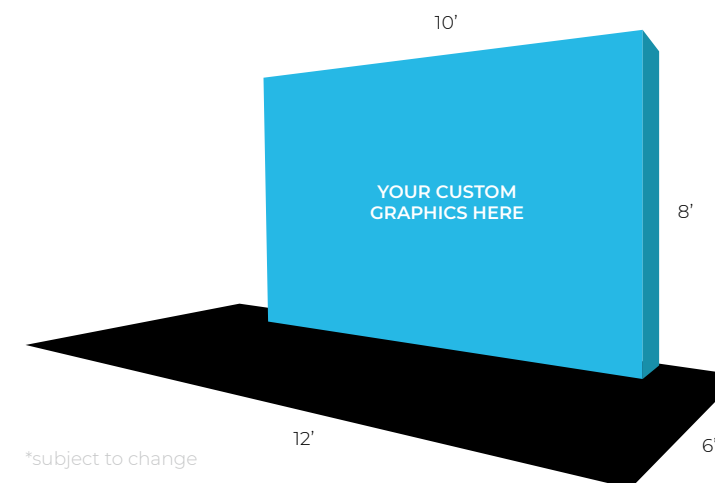
conference@demandgenreport.com

PLATINUM SPONSOR

\$47,500 19 Available

- ▶ **Thought Leadership: Choose ONE speaking engagement (first come, first served). Sponsor will receive contact info of all opt-in registrants who attend this session.**
 - ▶ Track Breakout Session (limited availability – Wednesday, February 28, 2024, only)
 - ▶ Featuring your client or, if unavailable, a VP or C-level executive from your team
 - ▶ Topic to be approved by DGR edit team by 11/13/23
 - ▶ B2BMX Lab
 - ▶ Lunch & Learn

**Session can be recorded for an additional \$5,000*
- ▶ **Event Reporting: As a sponsor, you will receive access to the following lists:**
 - ▶ Pre-Event (opt-in only):
 - ▶ Two (2) weeks prior to live event: title, company, & areas of interest
 - ▶ Post-Event (opt-in only):
 - ▶ Full event registration list: full contact info
 - ▶ Session engagement report – All those who attend your session
- ▶ **In-Person Marketplace Booth: Premium Marketplace Space – booth location choice based on date signed contract is received; includes:**
 - ▶ 12'W x 6'D space
 - ▶ 10'W x 8'H backdrop with printed graphics (sponsor to supply graphics)
 - ▶ Lead retrieval (2)
 - ▶ Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental.
- ▶ **Access & Discounts: You will be entitled to:**
 - ▶ Four (4) free standard sponsor passes for your team
 - ▶ One (1) speaker pass for your team
 - ▶ Option to add up to two (2) additional team members at 25% off (standard passes)
 - ▶ MAX of seven (7) internal team members
 - ▶ 15 free standard attendee passes for qualified clients and/or prospects
 - ▶ Discounted pass offers for your qualified clients and prospects
- ▶ **Account Targeting:**
 - ▶ Targeted ABM outreach by the DGR team to the accounts you are trying to reach
- ▶ **Branding: Your brand will be spotlighted via:**
 - ▶ Prominent online and onsite branding
- ▶ **Event App Digital Marketplace: Prominent logo (positioned first as highest-level sponsor) will bring attendees to a dedicated hub within the app, where they can access:**
 - ▶ 1:1 text chat
 - ▶ A video header at the top of your booth introducing your brand
 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
 - ▶ Your custom in-booth banner ad
- ▶ **Event App Certification Course: Option to add an existing certification course within event app for on-demand viewing**
 - ▶ Sponsor to provide link to an existing online certification course; limited availability
- ▶ **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**



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GOLD SPONSOR

\$37,500 29 Available

► **Thought Leadership: (first come, first served):**

- Day One Sponsor Case Study - (Monday, February 26, 2024) - Sponsor will receive contact info of opt-in registrants who attend
**Session can be recorded for an additional \$5,000*

► **Event Reporting: As a sponsor, you will receive access to the following lists:**

- Pre-Event (opt-in only):
 - One (1) week prior to live event: title, company, & areas of interest
- Post-Event (opt-in only):
 - Session engagement report – All those who attend your session

► **In-Person Marketplace Booth: Marketplace Space – booth location choice based on date signed contract is received; includes:**

- 6'W x 6'D space
- 5'W x 8'H backdrop with printed graphics (sponsor to supply graphics)
- Lead retrieval (2)
- Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental

► **Access & Discounts: You will be entitled to:**

- Three (3) free standard sponsor passes for your team
- One (1) speaker pass for your team
- Option to add up to two (2) additional team members at 25% off (standard passes)
- MAX of six (6) internal team members
- 13 free standard attendee passes for qualified clients and/or prospects
- Discounted pass offers for your qualified clients and prospects

► **Account Targeting:**

- Targeted ABM outreach by the DGR team to the accounts you are trying to reach

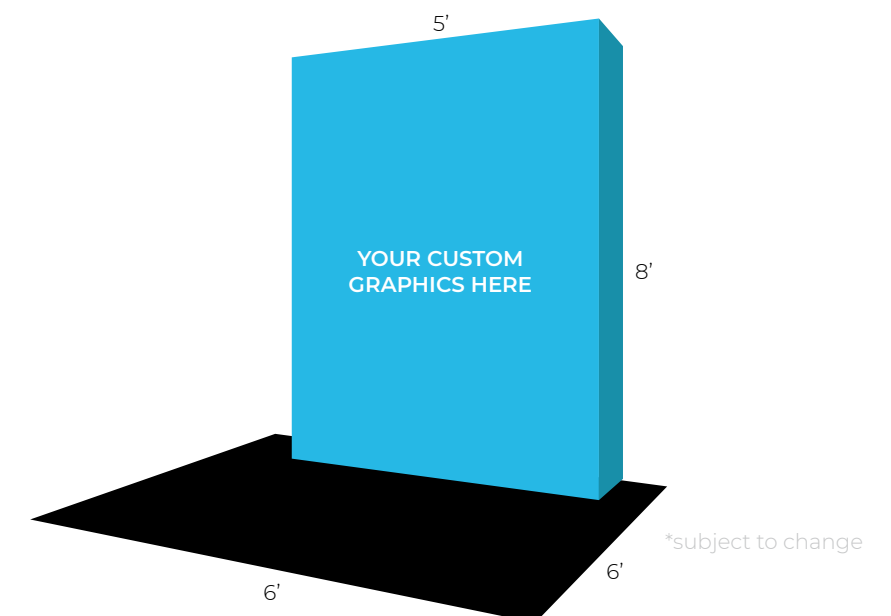
► **Branding: Your brand will be spotlighted via:**

- Online and onsite branding

► **Event App Digital Marketplace: Your logo will bring attendees to a dedicated hub within the app, where they can access:**

- 1:1 text chat
- A video header at the top of your booth introducing your brand
- Your company details and brand content explaining your offerings
- Digital assets for attendees to download

► **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**



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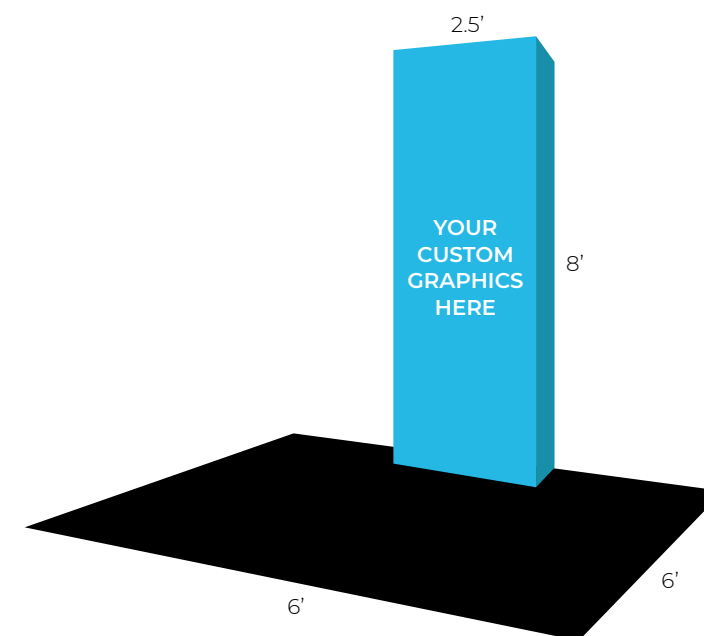
conference@demandgenreport.com

SILVER SPONSOR

\$27,500 11 Available

- ▶ **Booth: Marketplace Space – booth location choice based on date signed contract is received; includes:**
 - ▶ 6'W x 6'D space
 - ▶ 2.5'W x 8'H backdrop with printed graphics (sponsor to supply graphics)
 - ▶ Lead retrieval (1)
 - ▶ Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental
- ▶ **Access & Discounts: You will be entitled to:**
 - ▶ Two (2) free standard sponsor passes for your team
 - ▶ Option to add up to one (1) additional team members at 25% off (standard passes)
 - ▶ MAX of three (3) internal team members
 - ▶ 10 free standard attendee passes for qualified clients and/or prospects
 - ▶ Discounted pass offers for your qualified clients and prospects
- ▶ **Account Targeting:**
 - ▶ Targeted ABM outreach by the DGR team to the accounts you are trying to reach
- ▶ **Branding: Your brand will be spotlighted via:**
 - ▶ Online and onsite branding
 - ▶ Solution Spotlight on DGR website for a new product/feature launch

- ▶ **Event App Digital Marketplace: Your logo will bring attendees to a dedicated hub within the app, where they can access:**
 - ▶ 1:1 text chat
 - ▶ A video header at the top of your booth introducing your brand
 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
- ▶ **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**



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BRONZE SPONSOR

\$20,000 6 Available (First-Time Sponsors Only)

▶ **Booth: Marketplace Space – booth location choice based on date signed contract is received; includes:**

- ▶ 6'W x 6'D space
- ▶ 2'W x 6.5' retractable banner stand with printed graphics (sponsor to supply graphics)
- ▶ Lead retrieval (1)
- ▶ Chairs/stools, monitor, electric, and internet will be available for rental

▶ **Access & Discounts: You will be entitled to:**

- ▶ Two (2) free standard sponsor passes for your team
- ▶ MAX of two (2) internal team members
- ▶ 9 free standard attendee passes for qualified clients and/or prospects
- ▶ Discounted pass offers for your qualified clients and prospects

▶ **Account Targeting:**

- ▶ Targeted ABM outreach by the DGR team to the accounts you are trying to reach

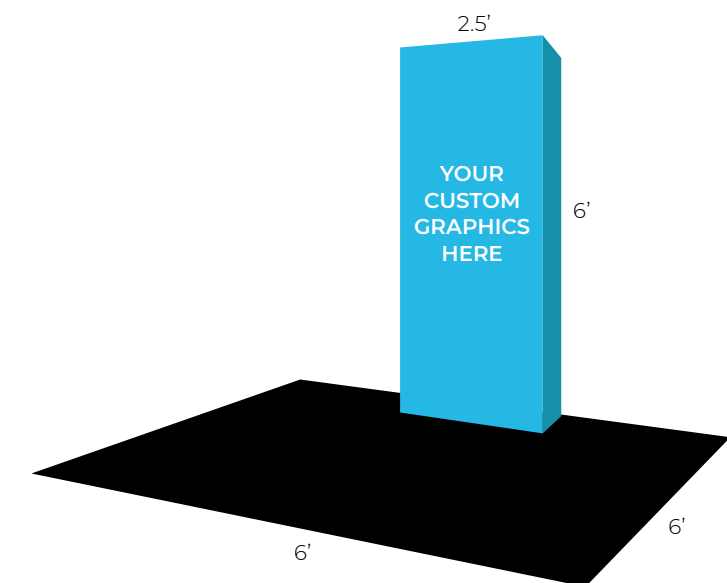
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- ▶ Online and onsite branding

▶ **Event App Digital Marketplace: Your logo will bring attendees to a dedicated hub within the app, where they can access:**

- ▶ 1:1 text chat
- ▶ A video header at the top of your booth introducing your brand
- ▶ Your company details and brand content explaining your offerings
- ▶ Digital assets for attendees to download

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DIGITAL EXPERIENCE SPONSOR

\$8,500

As a Digital Experience sponsor, your brand will be spotlighted on the homepage of our event app, as well as on a dedicated virtual booth.

- ▶ **Event App Digital Marketplace – Logo will bring attendees to a dedicated sponsor booth, where they can access:**
 - ▶ 1:1 text chat
 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
- ▶ **Access & Promotion – You will be entitled to:**
 - ▶ Two (2) free standard sponsor passes for your team
 - ▶ Option to add up to one (1) additional team members at 25% off (standard passes)
 - ▶ MAX of three (3) internal team members*
 - ▶ 13 free standard attendee passes for qualified clients and/or prospects
 - ▶ Targeted ABM outreach by the DGR team to the accounts you're trying to reach

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INDUSTRY INSIDER

\$17,500 7 Available (Reserved for agencies, analysts, authors and/or consultants only)

- ▶ **Thought Leadership: Choose ONE speaking engagement (first come, first served). Sponsor will receive contact info of all opt-in registrants who attend this session.**
 - ▶ Moderate a Panel discussion – topic and panel participants to be approved by DGR edit team. Session date/time to be set by DGR edit team.
 - ▶ Moderate an agreed upon track
Session can be recorded for an additional \$5,000
- ▶ **Networking: Opportunity to host a “B2BMXpert Bar” session based on your area of expertise (Limited availability. First-come, first-served)**
- ▶ **Event Reporting: As a sponsor, you will receive access to the following lists:**
 - ▶ Session engagement report – All those who attend your workshop or session
- ▶ **Access & Discounts: You will be entitled to:**
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 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
- ▶ **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**

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Gold Sponsor

Silver Sponsor

Bronze Sponsor

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AMBASSADOR

\$7,500 (Reserved for agencies, analysts, authors and/or consultants only)

- ▶ **Access & Discounts: You will be entitled to:**
 - ▶ Two (2) free standard sponsor passes for your team
 - ▶ 10 free standard attendee passes for qualified clients and/or prospects
- ▶ **Account Targeting:**
 - ▶ Targeted ABM outreach by the DGR team to the accounts you're trying to reach
- ▶ **Branding: Your brand will be spotlighted via:**
 - ▶ Online and onsite branding
- ▶ **Event App Digital Marketplace: Prominent logo will bring attendees to a dedicated sponsor booth, where they can access:**
 - ▶ 1:1 text chat
 - ▶ Your company details and brand content explaining your offerings
 - ▶ Digital assets for attendees to download
- ▶ **Event App Networking: You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app**

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B2Bvip SPEED DATING SPONSORSHIP

\$7,500

B2Bvip Speed Dating Sponsorship is available as an add-on for sponsors purchasing a Silver-level package or higher.

After the success of our first B2Bvip speed dating event at #B2BSMX 2023 in Boston, we're bringing this exclusive sponsorship opportunity to Scottsdale! Sponsors will join a hand-selected list of B2B marketing leaders for this invitation-only networking event during the Tuesday evening cocktail hour enjoyed in the marketplace. Sponsors have the option to purchase an invitation to participate in this fun, lively, speed-date style networking reception, where you'll meet 1:1 with a VIP decision maker to talk, listen or learn as much as you can in a few short minutes. And when time is up... you'll advance to the next table to do it again!

This is a fantastic way to bring your booth and B2B know how to high-level attendees who are ready and willing to give you their undivided attention. Participating sponsors will also receive an opt-in list of all the VIPs they meet.

► SPONSORSHIP BENEFITS

- Participating sponsors will have an exclusive opportunity to network with key decision makers! Participating sponsors will have a series of short 1:1 meetings with B2B leaders interested in learning about the latest technology in marketing, sales and CX.
- One representative from your team will be invited to a VIP area of the marketplace during the networking reception on February 27th.
- In the VIP area, they will participate in a round of 1:1 meetings with our pre-selected attendees
- Following the experience, the list of all attendee participants (with contact details) will be shared with participating sponsors



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Logo & Merchandise Sponsorship Opportunities

Logo & Merchandise sponsorships provide a unique opportunity to add your brand to one of the many experiences outside of #B2BMX's programming and Marketplace offerings. These sponsorships can be purchased in addition to your selected tier or as a standalone package.

▶ **LOGO SPONSORSHIP: — \$10,000**

Includes your logo on 8 x 11 signage during selected sponsorship:

- ▶ Lunch sponsorship – limited to 2
- ▶ Breakfast sponsorship – limited to 2
- ▶ Break sponsorship – limited to 4
- ▶ KCA (Killer Content Awards) awards sponsorship – limited to 2
- ▶ Sponsors prize/giveaway for attendee activity contest – limited to 2

▶ **WELCOME RECEPTION — \$27,500**

- ▶ Logo inclusion and designation as sponsor on-site
- ▶ Sponsor to receive the contact info (opt-in only) of those who attend the reception

▶ **SHOW TOTE — \$20,000**

- ▶ Logo inclusion on show tote

▶ **LANYARD — \$17,500**

- ▶ Logo inclusion on show lanyards

▶ **FOYER LOUNGE SPONSORSHIP — \$17,500**

- ▶ Logo inclusion and designation as sponsor on-site

▶ **WI-FI — \$12,500**

- ▶ Logo inclusion and designation as sponsor on-site

▶ **CHARGING STATION(S) — \$12,500**

- ▶ Logo inclusion and designation as sponsor on-site

▶ **HOTEL ROOM DROPS — \$10,000 (+ HOTEL COST)**

- ▶ Includes all rooms in the event block

▶ **HOTEL KEYS — \$12,500**

- ▶ Logo inclusion

▶ **WATER BOTTLES — \$12,500**

- ▶ Logo inclusion

▶ **LUNCH DROPS — \$10,000**

- ▶ Sponsor provides the collateral to be distributed on seats during one lunch
- ▶ Hotel staff to disseminate

▶ **VIDEO RECORDING — \$5,000**

- ▶ B2BSMX will provide video production services to record and edit your session
- ▶ Sponsor will receive the raw footage and final edited HD video file

Logo/Merchandise Sponsorships include ONE (1) standard pass for a member of your team. If a logo/merchandise sponsorship is added on to an existing sponsorship tier, an additional free pass may replace one of your passes purchased at a discounted rate. The total number of attendees from your organization may not exceed the maximum specified in the original sponsorship level.

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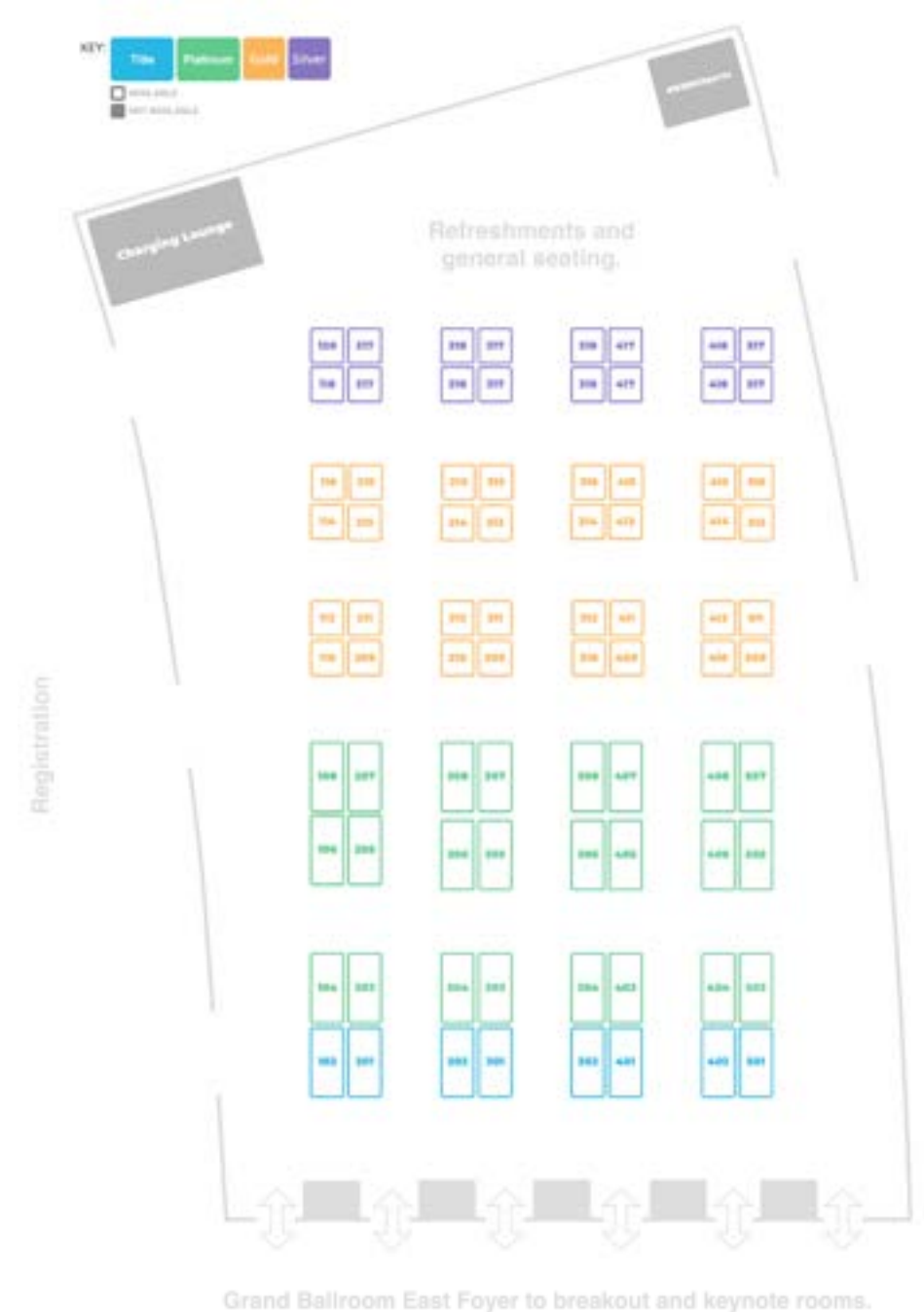
Networking

Enter the Marketplace — the one-stop shop for all attendees to find their next partner.

- ▶ Within the natural flow of the event — attendees can't miss it!
- ▶ Three (3) days of facilitated networking
- ▶ Networking reception in the Marketplace
- ▶ Prize Pack drawing requires attendees to visit sponsor booths
- ▶ 20+ hours of networking

"A fantastic event to understand the latest MarTech and connect with innovative leaders. This conference has certainly helped me meet potential suppliers and network with other marketers."

RaghuRam Samudrala
Virtusa



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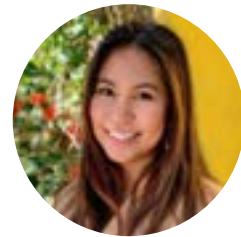
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Past Speakers



Andi Quilalang
Snowflake



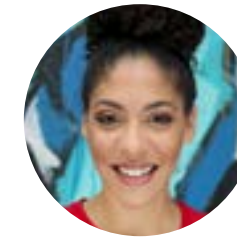
Roderick Jefferson
Sales Enablement
Society



Cheryl Cook
Dell Technologies



Michelle Liro
Definitive
Healthcare



Chi Johnson
Black Marketers
Association of America



Amisha Gandhi
Tipalti



Kelvin Gee
Oracle



Jennifer Leaver
FullStory



Aruna Narsi
Dell Technologies



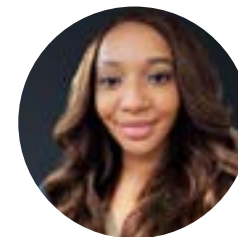
Koji Takagi
Pluralsight



David M. Scott
Speaker



Jia Rae
SugarCRM



Natalie Gullatt
Hubspot



Sangram Vajre
GTM Partners



Nikki Ivey
Inclusivv

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What Attendees Have To Say

"A wonderful event that I will happily return to. Well organized and the content quality was extremely high. If you have questions about B2B marketing, there is a good chance you will find the answers at this conference."

Chris Connor
Oracle

"This is the best B2B marketing conference and organization out there. If you are not attending you are not stretching yourself far enough to grow."

Matt Quirk
Insight

"#B2BMX is the one investment my company makes for our whole marketing team. We divide and conquer the different tracks, then take the strategy shifts from the conference to enhance our existing campaigns."

Mary Gasperlin
Arctic IT

"This was my first year attending B2B Marketing Exchange at the suggestion of a colleague. After the workshops on Monday morning, I texted him to thank him for his advice. This was the BEST event I had attended as a professional. I felt like I was a student again. I left with actionable plans and strategies I can take back to my team, and I already can't wait for next year!"

Kimberly Cantrell
iCEV

"B2B Marketing Exchange is a great way to hear from peers and vendors and stay up to date on what is happening in our industry. Marketing is constantly evolving and this event is a terrific way to hear about the latest tools, best practices, and innovations in our field."

Carol Mallia
Citrix

"#B2BMX is THE place to be to network with industry leaders, meet with top-class vendors, and learn about the current and future state of the industry and how to drastically improve the marketing at your company. The cherry on top was the pristine location of sunny, beautiful Scottsdale. Cannot wait to take all the learnings back to my team!"

Melissa Schaaf
Ivanti

B2B MARKETING EXCHANGE

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Sponsor Testimonials

“With each event, #B2BMX continues to impress! At no surprise, the event was extremely well organized by the DGR team. During the event, our team was able to meet and talk to many companies about how ABM can help address the pain points they are seeing in their own marketing efforts. The quality of conversations we were able to have is just unmatched and we look forward to the next #B2BMX event! Thanks for providing a space where B2B marketers can come together and talk about what’s working and what’s not working in the current B2B environment.”

Jioanna Polychroniou

Demandbase

“#B2BMX is one of the top events for B2B marketers. We always have it marked as one of the main events we would like to be a part of each year as the quality of the sessions, networking, and overall event programming is top notch! The team at DGR produces a very thorough event and are always a pleasure to work with throughout the process both leading up to and during the event. They make sure sponsors are heard and help customize the best program to benefit the sponsors and the attendees. We always enjoy our experience at #B2BMX and really look forward to these events!”

Landon Calannio

Salesforce

“The audience at #B2BMX is unmatched, it’s intimate, yet focused. #B2BMX does an amazing job on inviting great attendees that are truly B2B marketers. The quality of conversation and networking at the B2B Marketing Exchange is great, the caliber of attendees is exactly what you want to see at a B2B marketing event. The overall set up at #B2BMX also ensures that no matter your sponsorship level, you will have great traffic to your booth. Breakfast, snacks and cocktail hours take place on the expo floor.”

Katie Dunn

RollWorks

“There’s something different about the tone of #B2BMX. The interactions are more comfortable, frank, and useful. The sessions are more free-flowing with plenty of audience participation. It feels like a coming together of truly interested, interesting people.”

John Steinert

TechTarget

“#B2BMX has always been a great way for us connect with top-tier B2B marketers. Through networking breaks, opportunities to present and collaborate with our partners, and the pre- and post-events, #B2BMX continues to be a worthwhile investment for our team. We look forward to making an even bigger impact for our business as a sponsor of future events!”

Sam Yarborough

PFL

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Speaking Engagement Descriptions

A strong agenda is the foundation of a successful event, so we ask that all sponsors work to provide us their abstract, title, description and speaker info as soon as possible. The sooner the abstract is approved, the sooner we can get your session live on the event site — and ultimately drive the attendees you want to meet to the event.

Workshops

Monday, Feb 26, 2024 only — You'll have the opportunity to provide input into the title/theme/ agenda, as well have one executive from your team present a hands-on crash course in a specific area of expertise. These are not sales pitches – these 2.5-hour courses are intended to provide pre-registered attendees (up to 25) an intimate atmosphere to delve into a specific discipline and learn from an industry expert. Availability is limited and on a first-come, first-serve basis. Abstract and topic needs to be submitted for approval to the DGR edit team by Nov. 13, 2023 – if the abstract/topic comes in after the above date the session may no longer be available.

Lunch & Learn

Attendees will be invited to grab a lunch on their way into the room. Each room will be set classroom style for up to 50 people, and attendees will be scanned on their way into the room. The agenda will allow them 10-15 minutes to get situated and start eating their lunch before the presentation begins. Sponsors will be expected to present for 30 minutes and share an overview of an agreed upon topic, prescriptive recommendations on how attendees can prepare to address market realities around this topic and examples of companies who are ahead of the curve in addressing this trend. Abstract and topic needs to be submitted for approval to the DGR edit team by Nov. 13, 2023 – if the abstract/topic comes in after the above date the session may no longer be available.

Case Studies

Monday, Feb 26, 2024 only — During these 40-minute (30 minute presentation, 10 minute Q&A) sessions, you will have the opportunity to introduce one of your clients and give background on the relationship. Your client will then share real-life examples of how they're utilizing your solution to enhance their business. Abstract and topic needs to be submitted for approval to the DGR edit team by Nov. 13, 2023 – if the abstract/ topic comes in after the above date the session may no longer be available. Client must participate in the presentation of the case study. If a client cannot be secured by the date – the case study will be moved to a B2BMX Lab Session.

#B2BMX Labs

During this 30-minute session an executive from your team will provide an intimate group of attendees (10-20), an insider's view of how you use your own solution/service to grow your business. This is a chance to show how you drink your own champagne and use your company or another use case to demonstrate a model for other new adopters. DGR will provide the template and a format to follow to ensure attendees receive a consistent experience throughout all sessions. Abstract and topic needs to be submitted for approval to the DGR edit team by Nov. 13, 2023 – if the abstract/ topic comes in after the above date the session may no longer be available.

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13th Annual Killer Content Awards

DGR's Killer Content Awards (KCAs) — also known as the “Finnys” — spotlight a wide range of brands that are using innovative approaches and tools to create buyer-focused messaging and interactive campaigns. Past winners have ranged from high-growth startups such as SnackNation, YouEarnedIt and Booker to Fortune 1000 organizations, such as LinkedIn, SAP, Emma and Siemens.

Winners are featured in the Annual KCAs Special Report and honored in-person at #B2BMX during an awards ceremony that:

- ▶ Draws proactive B2B marketers eager to adopt new tools and strategies
- ▶ Inspires peers to seek solutions that will enable their own success
- ▶ Introduces the platforms and tools that support killer campaigns

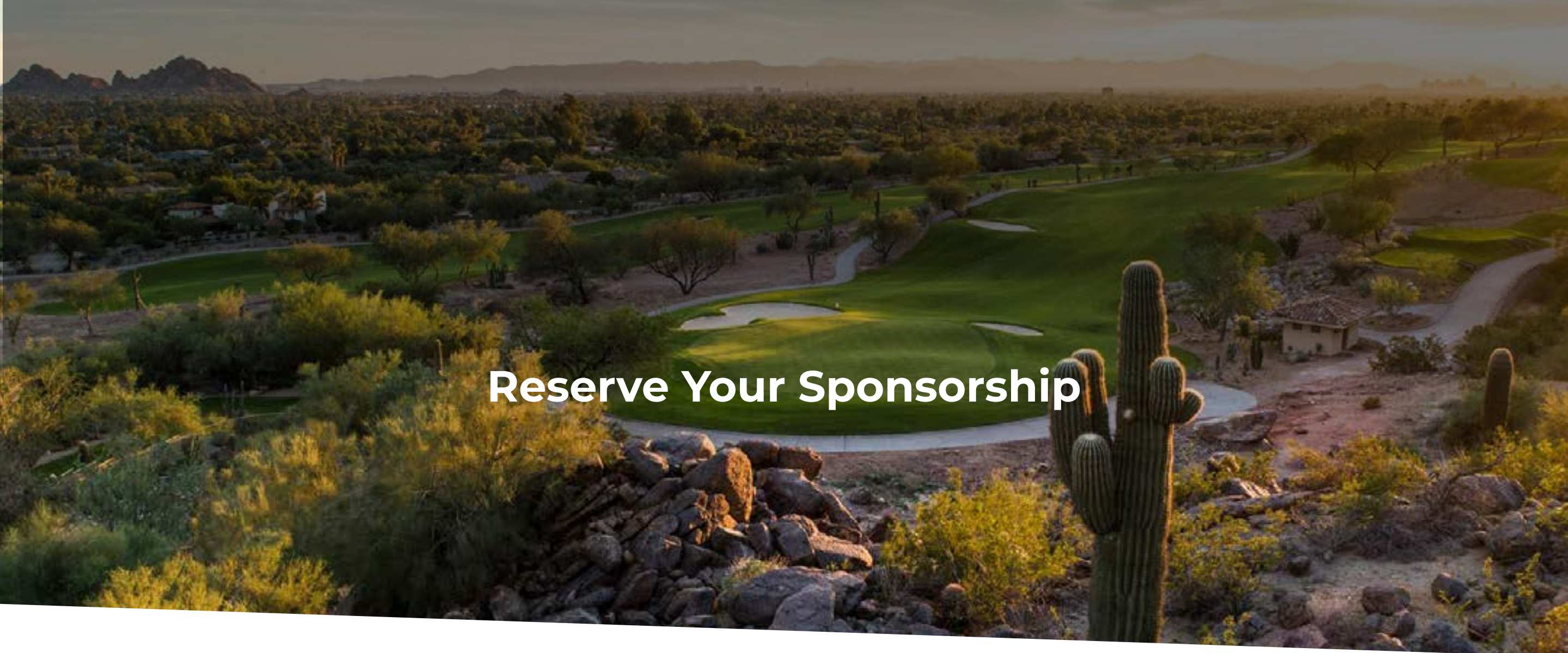
Award Categories

- ▶ Multi-Touch Campaign
- ▶ Nurture Campaign
- ▶ Account-Based Marketing Campaign
- ▶ Audio Content
- ▶ Buyer-Focused Content
- ▶ Sales Enablement Content
- ▶ Channel/Partner Marketing
- ▶ Research-Based Content
- ▶ Short-Form Content
- ▶ Influencer Campaign
- ▶ Interactive Content
- ▶ Video Content
- ▶ Design Concept/Theme
- ▶ Packaged/Bundled Content
- ▶ Publisher Partnership

Have a client project or an internal campaign you'd like to nominate?

Sponsors are invited to attend the awards ceremony where winning campaigns will be announced.

[NOMINATE A CAMPAIGN](#)



Reserve Your Sponsorship

Contact our sponsorship specialists today to get started!

Sal LoSauro
(201) 354-4336

[CONTACT SAL](#)

Vito Salvatore
(914) 420-2930

[CONTACT VITO](#)

 **The Phoenician Resort**, Scottsdale, AZ

 February 26 - 28, 2024

