

**2023 SPONSOR PROSPECTUS**

**B2B** SALES &  
MARKETING  
EXCHANGE



PRESENTED BY



**AUGUST 7-9, 2023**  
**ENCORE BOSTON HARBOR, BOSTON, MA**

About #B2BSMX

Targeted Attendees

Title Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Digital Experience Sponsor

Industry Insider

Ambassador

Logo & Merchandise Sponsor

Speaker Descriptions

Contact

# ABOUT #B2BSMX

Now in its 4th year, the B2B Sales & Marketing Exchange (#B2BSMX) is the East Coast counterpart to Demand Gen Report's premiere B2B Marketing Exchange event, focusing on revenue team alignment and transformational approaches to achieving business outcomes. In 2022, nearly 1,000 sales and marketing practitioners gathered in Boston for three days of targeted content and face-to-face networking designed to drive unparalleled collaboration within revenue organizations. Attendees included B2B leaders from brands such as Bank of America, Cisco, Deloitte, Raymond James, Equisoft, Harvard Business School, IBM, Cartier, Red Hat, ServiceNow, United Airlines, and VMWare.

Returning to the Encore Boston Harbor in 2023, #B2BSMX continues to build on its impressive roster of leading speakers from companies including ITSMA, Gong, Verizon, InVision, and more. With plenty of opportunities to connect with an engaged audience of marketers, sales leaders, and revenue ops professionals, if your service or solution targets revenue organizations, #B2BSMX is the place for you to be in 2023!

### Contact:

**Sal LoSauro**

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201.354.4336

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vito@demandgenreport.com  
914.420.2930

## Hotel Information

### Encore Boston Harbor

One Broadway  
Everett, MA 02149

## Agenda Hours

### Monday, Aug. 7th

Workshops, Case Studies, Keynote, Meetings/Networking  
9:30 AM - 6:00 PM (EDT)

### Tuesday, Aug. 8th - Wednesday, Aug. 9th

Keynotes, Breakout Sessions, Meetings/Networking  
9:00 AM - 7:00 PM (EDT)

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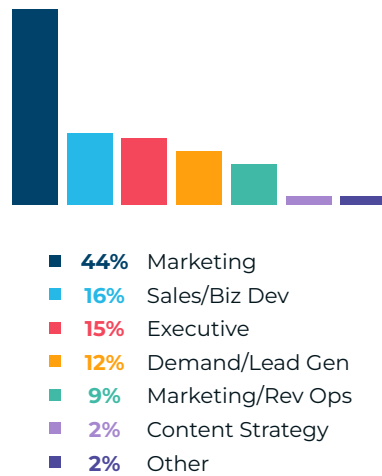
Logo & Merchandise Sponsor

Speaker Descriptions

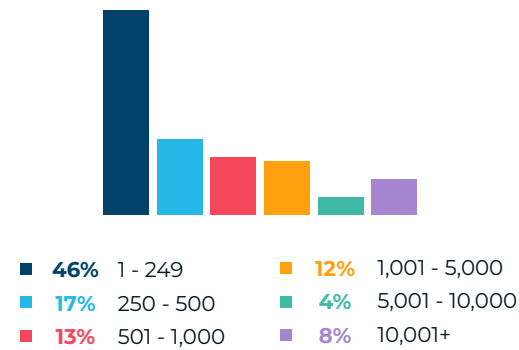
Contact

# TARGETED ATTENDEES

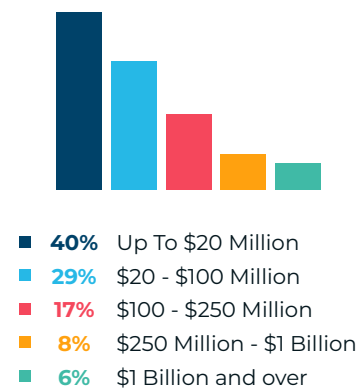
## Job Function



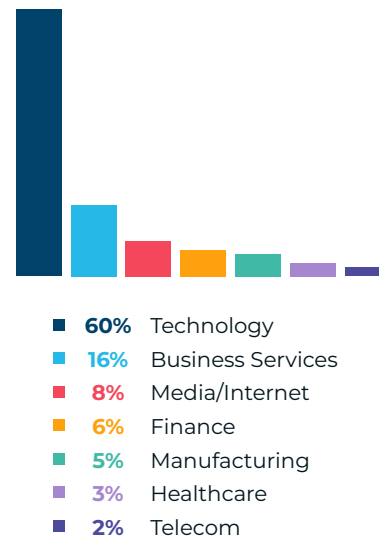
## Number of Employees



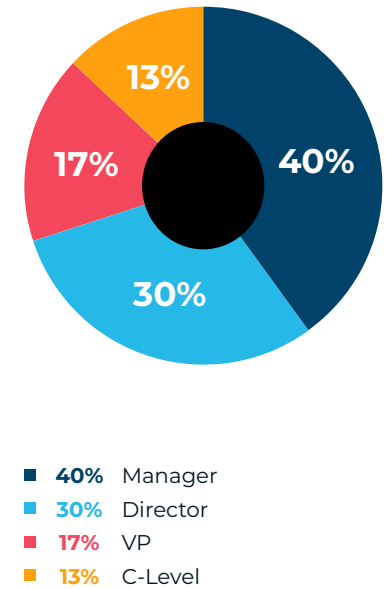
## Revenue



## Industry



## Job Role



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**TITLE SPONSOR | \$52,500 | 8 AVAILABLE****Thought Leadership:**

Choose ONE speaking engagement (Limit: first come, first served). Sponsor will receive contact info of all opt-in registrants who attend sessions:

- ✓ Track Breakout Session
  - Featuring your client or, if unavailable, a VP or C-level executive from your team
  - Topic to be approved by DGR edit team
- ✓ Day One Sponsor Case Study
- ✓ Lunch & Learn
- ✓ B2BSMX Lab

**Event Reporting:**

You will receive the following lists (opt-in only):

**Pre-Event:**

- ✓ Pre-event reg list two (2) weeks prior to live event (company, title, & areas of interest)

**Post-Event:**

- ✓ Full event registration list including registrants' areas of interest
- ✓ Session engagement report – All those who attend your session
  - Full contact info, opt-in only

**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

**1:1 Meetings:**

Using the event app, you will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute meetups:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

**Event App Digital Marketplace:**

Prominent logo (positioned first as highest-level sponsor) will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat
- ✓ 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

**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

**Access & Promotion:**

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\*
- ✓ 12 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

**Branding:**

Your brand will be spotlighted via:

- ✓ Prominent online and onsite branding
- ✓ Ad in rotation in event app

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Speaker Descriptions

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# PLATINUM SPONSOR | \$42,500 | 12 AVAILABLE

## Thought Leadership:

Choose ONE speaking engagement. Sponsor will receive contact info of all opt-in registrants who attend session.

- ✓ Day One Sponsor Case Study
- ✓ Lunch & Learn
- ✓ B2BSMX Lab

## Event Reporting:

You will receive the following lists (opt-in only):

### Pre-Event:

- ✓ Pre-event reg list two (2) weeks prior to live event (company, title, & areas of interest)

### Post-Event:

- ✓ Full event registration list including registrants' areas of interest
- ✓ Session engagement report – All those who attend your sessions
  - Full contact info, opt-in only

## 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

## 1:1 Meetings:

Using the event app, you will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute meetups:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

## Event App Digital Marketplace:

Prominent logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat
- ✓ 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

## 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

## Access & Promotion:

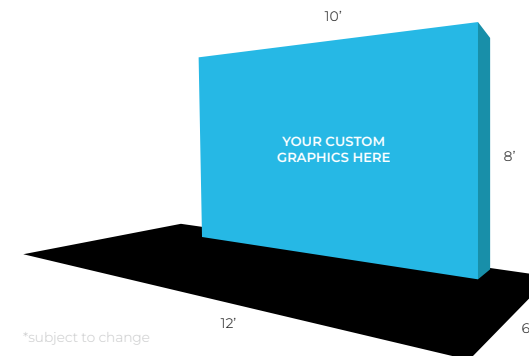
You will be entitled to:

- ✓ 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\*
- ✓ 10 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

## Branding:

Your brand will be spotlighted via:

- ✓ Prominent online and onsite branding



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Speaker Descriptions

Contact

# GOLD SPONSOR | \$32,500 | 20 AVAILABLE

## Thought Leadership:

Opportunity to have a client present during a Day One Case Study (Monday, August 7, 2023). Sponsor will receive contact info of all opt-in registrants who attend session.

- ✓ If client cannot be confirmed within three weeks of the live event the session will be converted into a B2BSMX Lab

## Event Reporting:

You will receive the following lists (opt-in only):

### Pre-Event:

- ✓ Pre-event reg list one (1) week prior to live event (company, title, & areas of interest)

### Post-Event:

- ✓ Session engagement report – All those who attend your sessions
  - Full contact info, opt-in only

## 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

## 1:1 Meetings:

Using the event app, you will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute meetups:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

## Event App Digital Marketplace:

Prominent logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download

## 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

## Access & Promotion:

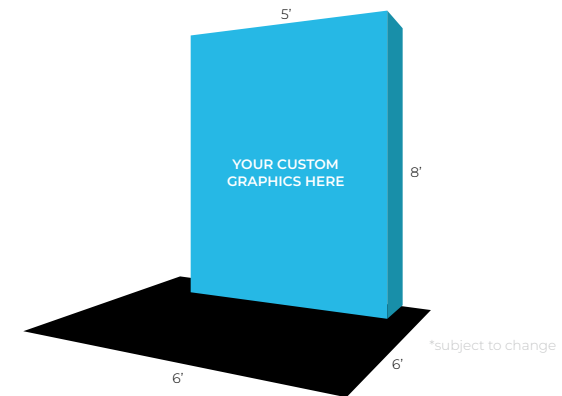
You will be entitled to:

- ✓ Four (4) free standard sponsor passes 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\*
- ✓ Eight (8) 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

## Branding:

Your brand will be spotlighted via:

- ✓ Prominent online and onsite branding



About #B2BSMX

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Bronze Sponsor

Digital Experience Sponsor

Industry Insider

Ambassador

Logo & Merchandise Sponsor

Speaker Descriptions

Contact

# SILVER SPONSOR | \$21,000 | 10 AVAILABLE

## In-Person Marketplace 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

## 1:1 Meetings:

Using the event app, you will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute meetups:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

## 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

## 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

## Access & Promotion:

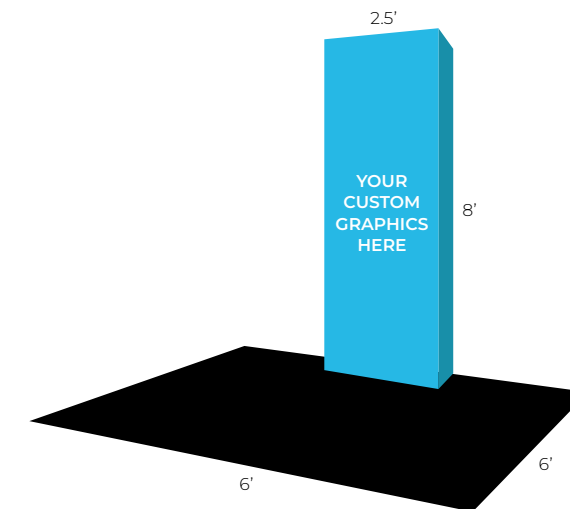
You will be entitled to:

- ✓ 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\*
- ✓ 8 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

## Branding:

Your brand will be spotlighted via:

- ✓ Online and onsite branding



About #B2BSMX

Targeted Attendees

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Silver Sponsor

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Industry Insider

Ambassador

Logo &amp; Merchandise Sponsor

Speaker Descriptions

Contact

## BRONZE SPONSOR | \$17,500

### In-Person Marketplace 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)
- ✓ 1 high round bar table and 2 chairs/stools will be available for rental

### 1:1 Meetings:

Using the event app, you will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute meetups:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

### 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

### 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

### 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\*
- ✓ Four (4) 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

### Branding:

Your brand will be spotlighted via:

- ✓ Online and onsite branding



About #B2BSMX

Targeted Attendees

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Industry Insider

Ambassador

Logo & Merchandise Sponsor

Speaker Descriptions

Contact

## 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\*
- ✓ 8 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

About #B2BSMX

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Cold Sponsor

Silver Sponsor

Bronze Sponsor

Digital Experience Sponsor

**Industry Insider**

Ambassador

Logo & Merchandise Sponsor

Speaker Descriptions

Contact

# INDUSTRY INSIDER | \$15,000 | 6 AVAILABLE

*Reserved for agencies, analysts, authors and/or consultants only*

## Thought Leadership:

90-minute Workshop presentation (first come, first served) on Monday, August 8, 2022

- ✓ Sponsor will receive contact info of all opt-in registrants who attend this session

## Event Reporting:

You will receive the following lists:

### Post-Event:

- ✓ Session engagement report – All those who attend your sessions
  - Full contact info, opt-in only

## Event App Digital Marketplace:

Prominent logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download

## 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

## 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\*
- ✓ 8 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

## Branding:

Your brand will be spotlighted via:

- ✓ Demanding Views article on DGR website
- ✓ Online and onsite branding

About #B2BSMX

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Speaker Descriptions

Contact

## AMBASSADOR | \$7,500 | 5 AVAILABLE

*Reserved for agencies, analysts, authors and/or consultants only*

### Event App Digital Marketplace:

Prominent logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download

### 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

### Access & Promotion:

You will be entitled to:

- ✓ Two (2) free standard sponsor passes for your team
- ✓ Five (5) 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

### Branding:

Your brand will be spotlighted via:

- ✓ Online and onsite branding

# LOGO & MERCHANDISE SPONSORSHIP OPPORTUNITIES

Logo & Merchandise sponsorships provide a unique opportunity to add your brand to one of the many experiences outside of #B2BSMX'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
- Sponsors prize/giveaway for attendee activity contest – limited to 2

## Cocktail Hour Sponsorship — \$25,000

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

## Show Tote — \$17,500

- Logo inclusion on show tote

## Lanyard — \$10,000

- Logo inclusion on show lanyards

## WI-FI — \$10,000

- Logo inclusion and designation as sponsor on-site

## Charging Station(s) — \$10,000

- Logo inclusion and designation as sponsor on-site

## Water Bottles — \$10,000

- Logo inclusion

## Lunch Drops — \$10,000

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

*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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Contact

# SPEAKING ENGAGEMENT DESCRIPTIONS:

We ask that all sponsors work to provide us with 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.

## LUNCH & LEARN

Attendees will be invited to grab 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 (10 minutes),
- ✓ Prescriptive recommendations (10 minutes) on how attendees can prepare to address market realities around this topic
- ✓ Examples of companies who are ahead of the curve in addressing this trend (10 minutes)

As opposed to starting out with an “About Us” description, we are asking that you save that background until the close of the session, tying together how you are helping leaders in the space accomplish results.

## B2BSMX LAB SESSION

During these 30-minute sessions, an executive from your team will provide an intimate group of attendees (10-20) with an “insiders” 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 April 30, 2023 – if the abstract/topic comes in after the above date the session may no longer be available.

## DAY ONE SPONSOR CASE STUDY

Monday, August 7, 2023 only - During these 30-minute 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 with an intimate group of conference registrants (15-25). Abstract and topic needs to be submitted for approval to the DGR edit team by April 30, 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 B2BSMX Lab Session.

## WORKSHOPS

Monday August 7, 2023 only – You’ll have the opportunity to provide input into the title/theme/agenda, as well have one executive from your team present a use case during of one of these 2.5-hour sessions. DGR will work with you on targeting a client, consultant and/or industry expert to present during the session. These are not sales pitches – they are intended to provide pre-registered attendees (up to 25) a crash course in a specific area of expertise. Abstract and topic needs to be submitted for approval to the DGR edit team by April 30, 2023 – if the abstract/topic comes in after the above date the session may no longer be available.

A photograph of the Boston Harbor skyline at dusk. The water in the foreground is dark with reflections of the city lights. In the middle ground, there are several historic wooden buildings and a large white boat docked at a pier. In the background, several modern glass skyscrapers are lit up, their lights reflecting on the water. The sky is a deep blue.

# **B2B** SALES & MARKETING EXCHANGE

**AUGUST 7-9, 2023**

**ENCORE BOSTON HARBOR, BOSTON, MA**

**CONTACT TO  
GET STARTED!**

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Vito Salvatore

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**CONTACT VITO**