

B2B Marketing

IGNITE 2017

formerly The B2B Marketing Summit

Sponsor and exhibitor opportunities



B2B Marketing

*"One of the premier events in the industry –
not just in Europe but in the world"*

Carlos Hidalgo, CEO, Annuitas

The world's single biggest B2B marketing learning and networking experience

Business Design Centre, London.
Thursday 22 June 2017

Over the last eight years the B2B Marketing Summit has grown to become the single largest event of its kind in the world.

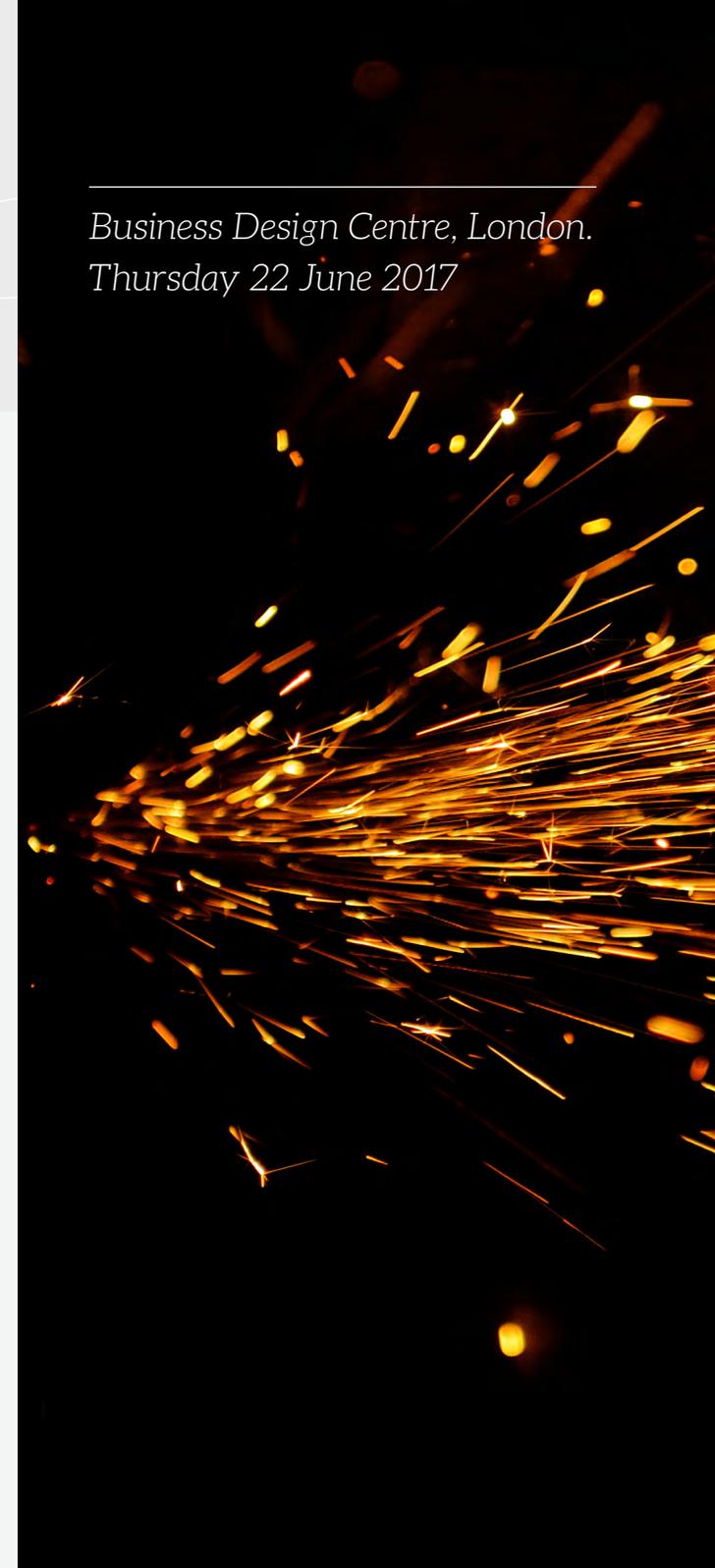
In 2017, the B2B Marketing Summit becomes B2B Marketing Ignite: the biggest, boldest, most inspiring event ever staged in B2B.

“Recommended by Entrepreneur.com as one of the top 10 conferences to attend this year”

“Chosen by Marketer Insider Group as one of their ‘best marketing conferences of 2017”

Ignite 2017 will feature:

- › Over 1000 fired-up marketers under one roof.
- › Six new content streams designed to challenge, enlighten and inspire.
- › A fully customisable agenda with over 60 sessions to choose from.
- › Keynotes from big-name headline speakers to leading lights in the B2B space and beyond.
- › A prestigious new awards ceremony celebrating the best people in our industry.
- › The Ignite 2017 awards party – drinks, networking and glory.
- › The ‘tech playground’ – where delegates can explore, discover and try out the latest in martech.
- › A large, open and busy exhibition space.
- › An indoor picnic area – festival fun without the mud.



Exciting new developments for 2017



Eight sponsorable auditoriums and six content streams with individually sponsorable speaking slots and sessions



Large, open and buzzing exhibition space with footfall throughout the day



Tech playground, featuring turnkey tech demo booths



Prestigious new awards ceremony, with six sponsorable shortlist categories and the Ignite 2017 after-party

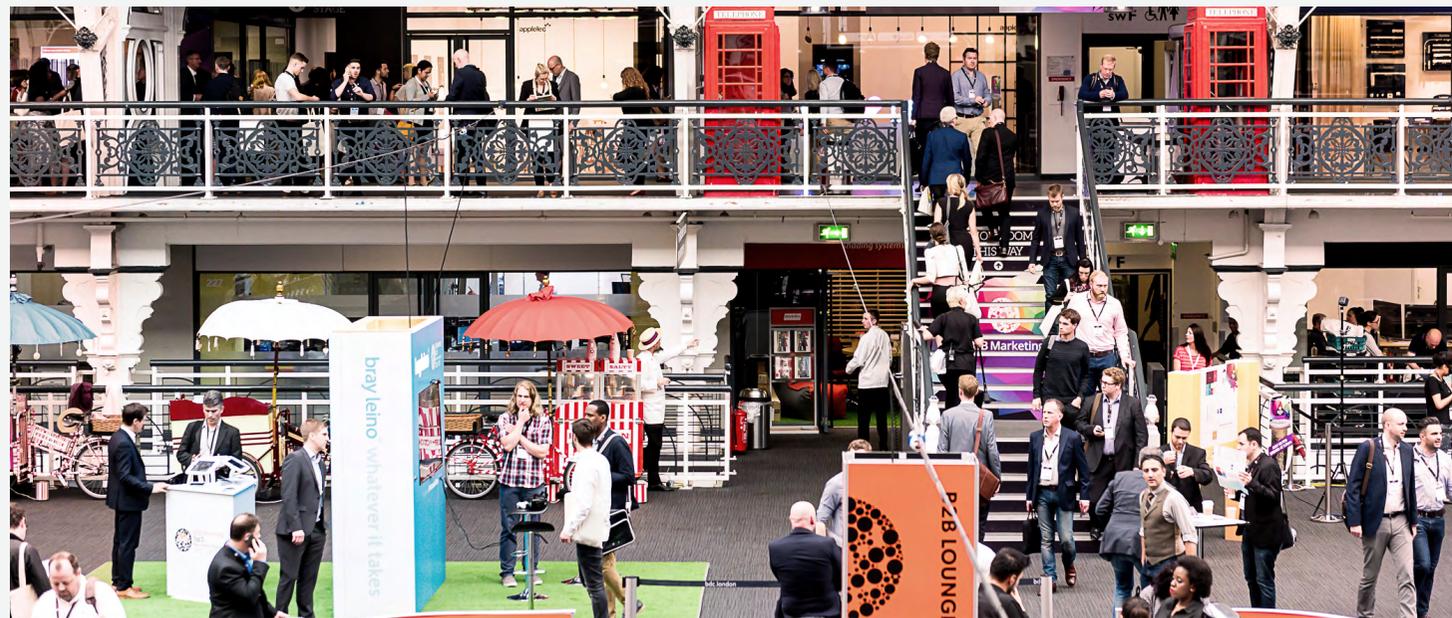


400-seat capacity keynote stage space

Your best face-to-face marketing opportunity of the year

Whether you're sponsoring, speaking, exhibiting, or all three, your partnership with Ignite 2017 will bring you an extraordinary opportunity to:

- › Connect with over 1000 B2B marketing decision-makers, budget holders and influencers.
- › Get face-to-face with the 'who's who' of B2B marketing.
- › Generate valuable leads, meetings and new contacts.
- › Deliver thought leadership in a uniquely receptive environment.
- › Position and align your brand with inspiration and insight.
- › Present to and network with tough-to-reach B2B marketing leaders.
- › Tailor your event presence to match your objectives and requirements.



“Trade conferences are ranked by B2B buyers as the number one most influential touchpoint in their supplier research journey”

From B2B Marketing's CXcellence research report 2016 – *CXcellence: How to achieve CX success on B2B*

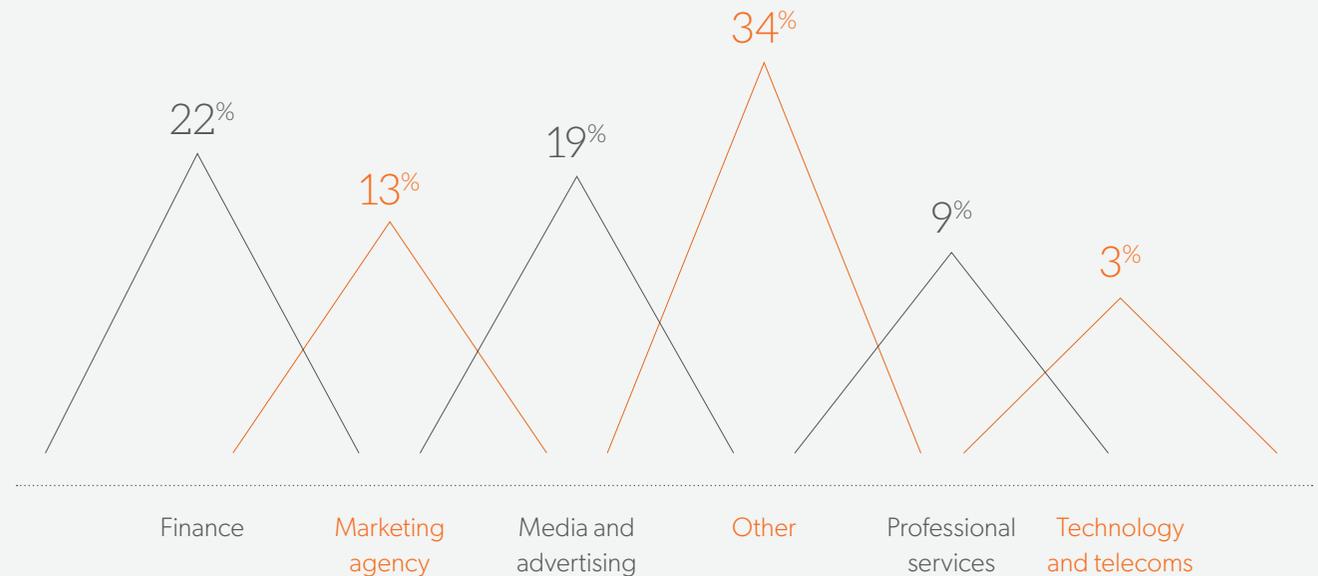
Your ready-made, fired-up audience of paying delegates

- › Over 1000 B2B marketers, decision-makers and leaders.
- › 33% c-suite and leaders from client side.
- › More than 60 speakers.
- › Six content streams.
- › 60+ sessions.
- › Nine keynotes.
- › Seven stages.
- › Prestigious B2B Marketing People's Awards ceremony.
- › 2000m² of space.

"The most incredible meeting of B2B minds possible. An amazing day"

Fiona Shepherd, CEO, April Six

Delegate profile breakdown



The six new, sponsorable content streams

Channels to enlighten and inspire Ignite 2017 delegates

1. Engagement

How to connect with buyers, influencers and customers. Topics will include:

Content marketing, demand generation, CRO, influencer marketing, ambassador marketing, emotional marketing, hyper-personalisation, ABM, brand, and tone of voice.

2. Experience

Defining and managing the customer journey – from pre-awareness to post-purchase. Topics will include:

CX, UX, customer journey, customer centricity, and sales and marketing alignment.

3. Insight

More effective marketing through better data. Topics will include:

Evaluating creative, personas, social listening, NPS, and big data/cognitive marketing.

4. Acceleration

New marketing tools, techniques and thinking to fuel business growth and success. Topics will include:

Viral marketing, gamification, WOM, growth hacking, disruption, influencer marketing, social selling, Agile marketing, high-performance marketing, retargeting, leadership and strategy.

5. Advancement

The skills and attributes you need to further your career and develop your team. Topics will include:

Building your personal brand, next generation marketing skills, how to get your next promotion, how to think like a CEO and skills audits.

6. Martech

The latest marketing tools, technology and solutions and how to use them. Topics will include:

MA, ECRM and social CRM, mobile, cognitive marketing, programmatic, predictive analytics and tech stacks.

Feedback from some of last year's sponsors...

“We’ve had loads of really good conversations, really great insight and advice, and an amazing networking opportunity”

Matt Henkes, marketing, PR and digital content manager, Bray Leino

“A rare mix of industry, agency, experienced and new generation marketers”

Sandy Purewal, executive chairman, Octopus Group

“A fantastic opportunity to interact with hundreds of the smartest marketers in B2B – meet, discuss new ideas, tech, tools. It’s been fantastic”

Áine Dundas, senior marketing manager, Marketo

“Exactly what you want from an event – great conversations on the stand, with the right people we wanted to speak to, constantly”

Ben Cooper, marketing manager EMEA, On24

“The quality of delegates is excellent – it’s a uniquely positioned event”

Michael Piddock, founder and CEO, Glisser

At-a-glance summary of main sponsor and exhibitor packages

	Headline sponsor	Keynote stage sponsor	Stream sponsor	Session sponsor	Exhibition only
	£30,000	£20,000	£20,000	£8500	£5000
Full conference passes	5 (plus 4 event staff passes)	5 (plus 4 event staff passes)	4 (plus 4 event staff passes)	2 (plus 4 event staff passes)	2 (plus 3 event staff passes)
Branded drinks reception, reception welcome address and reception VIP guest passes	✓				
Delegate bag branding and POS material inclusion	✓				
Photobooth branding	✓				
Event mobile app branding	✓				
Social media wall branding	✓				
Extensive on-site event branding, including banners, signage and video	✓				
Solus sponsor email campaign to 60,000 B2B Marketing members and subscribers	✓				
6m x 4m exhibition space (shell scheme or space-only)	✓				
Your headline sponsor logo on all our Ignite 2017-related email campaigns	✓				
Double page entry in event buyers guide	✓				
Full page ad in <i>B2B Marketing</i> magazine	✓	✓			
60-minute breakfast roundtable for up to 10 guests	✓	✓			
Exclusive on-site branding of keynote stage AV		✓			
Solus sponsor email to all registered event delegates	✓	✓	✓		
Exclusive on-site branding of dedicated content stream auditorium space and AV			✓		
Stream positioning on all sponsorship collateral for the event (print, emails and social media)			✓		
Session positioning on all sponsorship collateral for the event (print, emails and social media)				✓	
B2B Marketing Twitter posts (100,000 followers)	10	3	3	3	3
b2bmarketing.net blog post(s)	2	1	1	1	1
30-minute speaking slot within a breakout track	✓	✓	✓	✓	
100-word profile, company logo and hyperlink to your website featured on b2bmarketing.net/ignite	✓	✓	✓	✓	✓
3m x 2m exhibition space (shell scheme or space-only)		✓	✓	✓	✓
Your logo sponsor on all our Ignite-related email campaigns		✓	✓	✓	✓
One page entry in event buyers guide		✓	✓	✓	✓
Event mobile app sponsor banner		✓	✓	✓	✓

Headline sponsorship

This is an exclusive, sole sponsor position that gives you access to a huge package of lead generation and brand positioning benefits.

Deliverables

Exclusive branding includes:

- › Drinks reception branding and VIP guest passes.
- › Event mobile app branding.
- › Social media wall branding.
- › Extensive headline sponsor on-site and website branding.
- › Solus email campaign to all B2B Marketing members.

Speaking opportunities

- › 30-minute speaking slot in one of six content streams.
- › 60-minute bespoke breakfast roundtable for up to 10 guests.

Exhibition space

- › 6m x 4m exhibitor space: shell scheme or space-only.

Guest passes

- › Five full conference passes.
- › Four event staff passes.
- › Drinks reception VIP guest passes.

Cost: £30,000



Keynote stage sponsorship



The Ignite 2017 keynote stage is at the front of a 400-seater auditorium space.

Deliverables

Exclusive branding includes:

- › On-site branding of keynote stage AV, including video.
- › Keynote sponsor website branding.
- › Solus email campaign to all event delegates.

Speaking opportunities

- › 30-minute speaking slot in one of six content streams.
- › 60-minute bespoke breakfast roundtable for up to 10 guests.

Exhibition space

3m x 2m exhibitor space: shell scheme or space-only.

Guest passes

- › Five full conference passes.
- › Four event staff passes.
- › Drinks reception VIP guest passes.

Cost: £20,000

Stream sponsorship



Position your brand as the key partner for one of six Ignite 2017 content streams.

Deliverables

Branding and reach

- › Exclusive on-site branding of dedicated content stream auditorium space and AV.
- › Stream positioning on all sponsorship collateral for the event print, emails and social media.
- › Solus email to Ignite 2017 delegates.
- › B2B Marketing social media and blog posts.
- › Event website sponsor logo and profile.
- › Event mobile app sponsor banner.
- › One page entry in buyer's guide.

Speaking opportunities

- › 30-minute speaking slot in your sponsored content stream.

Exhibition space

- › 3m x 2m exhibition space: shell scheme or space-only.
- › Exhibitor space and position upgrades also available.

Guest passes

- › Four full conference passes.
- › Four event staff passes.

Price: £20,000 (six exclusive positions available)

Session sponsorship

A great platform for engaging with delegates through a speaking slot, establishing a strong presence throughout the event and owning your own meeting space.

Deliverables

Branding and reach

- › Session positioning on all sponsorship collateral for the event (print, emails and social media.)
- › B2B Marketing social media and blog posts.
- › Event website sponsor logo and profile.
- › Event mobile app sponsor banner.
- › One page entry in buyer's guide.

Speaking opportunities

- › 30-minute speaking slot in one of six content streams.

Exhibition space

- › 3m x 2m exhibition space: shell scheme or space-only.
- › Exhibitor space and position upgrades also available.

Guest passes

- › Two full conference passes.
- › Four event staff passes.

Price: £8500



Sponsor and exhibitor opportunities: The tech playground

If you're a tech vendor you'll know that the chance to get your products demoed face-to-face with senior, client-side B2B decision makers and influencers is gold dust.

The new tech playground at Ignite 2017 provides an unmissable opportunity for you to do exactly that.

The tech playground is a dedicated space where delegates can discover and explore the latest in martech.

Affordable turnkey booths give you a plug and play exhibitor station, where you can demo your apps and solutions to hundreds of success- and information-hungry delegates.

Spaces in the tech playground are strictly limited, so we recommend you reserve yours as early as possible to secure this tech lead generation opportunity.

Tech playground exhibitor options

- › **Turnkey demo booth**
1.5m x 1.5m pre-built stand, including power, plasma screen and graphics. Price: £2500
- › **Small shell scheme**
3m x 2m. Price: £4000
- › **Large shell scheme, or space only**
6m x 4m. Price: £7000



Exhibitor-only opportunities

If you want to make the most out of the lead generation opportunities offered by Ignite 2017, but you're not looking for a speaking slot, we have a range of exhibitor-only choices for you to take advantage of.

Deliverables

Branding and reach

- › B2B Marketing social media and blog posts.
- › Event website sponsor logo and profile.
- › Event mobile app sponsor banner.
- › One-page entry in buyer's guide.

Exhibition space

- › 3m x 2m exhibition space: shell scheme or space-only.
- › Exhibitor space and position upgrades also available.

Guest passes

- › Two full conference passes.
- › Three event staff passes.

Price: £5000



Tailored sponsorship opportunities

Whatever your marketing objectives, we're happy to partner with you on a tailored package of options that fits your specific requirements and budget and delivers outstanding value.

These are just some of the branded options we can offer as part of a tailored package:

- › Private meeting space
- › Partner lounge
- › Pimms cart
- › Ice cream cart
- › Candy floss cart
- › Photobooth
- › Lanyards
- › Wifi.

Ask us about the customised engagement experiences we can help you create at Ignite 2017.



Get in touch

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

Matt Garisch
Head of business development

E: matt.garisch@b2bmarketing.net
T: +44 (0) 207 014 4926
M: +44 (0) 7715 550268
Twitter: [@mattgarisch](https://twitter.com/mattgarisch)

Alex Turton
Business development manager

E: alex.turton@b2bmarketing.net
T: +44 (0) 207 837 7056
M: +44 (0) 7402 278102
Twitter: [@alexturtonb2b](https://twitter.com/alexturtonb2b)

B2B Marketing
Clover House
147–149 Farringdon Road
London
EC1R 3HN

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



B2B Marketing