



10th B2B
Marketing Forum

Game changers in B2B

19 MARCH 2019
MAARSSSEN, INN STYLE

INTRODUCTION

The B2B Marketing Forum concept

Be part of the European B2B Marketing Community!

The B2B Marketing Forum is the annual event for B2B marketers in Europe. It offers great speakers, hands-on workshops and the latest trends in B2B.

We aim to provide marketing, sales and communication managers with the best possible inspiration and best practices.

Since 1998, Emerce has offered the most important platform for decision makers that operate at the cutting edge of digital marketing, media and e-business. Emerce is the leader in signaling upcoming technologies and innovative concepts

INTRODUCTION

Theme 2019: Game changers in B2B

Game changers in B2B. Looking back at the last 10 years of B2B marketing we see how the game has changed and keeps on changing. It's visible in the way we work, in the technology available and in the co-operation between sales and marketing.

At this year's Forum we will go hands-on. Not just listening but getting started in workshops and masterclasses. This day is all about learning, networking and inspiration. Together with our sponsors and partners we look forward to an unforgettable event!

INTRODUCTION

About the programme 2019

This years' edition is all about Game Changers in B2B as the game keeps on changing around our customers. It will be a festival bringing together all game changers from the past 10 years. Looking to the future, it's time exploit all our learnings with a group of dedicated and ambitious B2B marketing professionals.

We kick off the day with inspiring keynotes and continue with hands-on practise during the workshops and masterclasses.

We offer our participants:

- A networking breakfast and lunch
- Inspirational keynote sessions
- Case studies
- Hands-on workshops
- Peer-to-peer sessions
- A chance to meet sponsors
- A networking drink with entertainment

INTRODUCTION

About the founders

The 10th edition of B2B Marketing Forum is an initiative of B2B marketing agency spotONvision and EMERCE.

spotONvision helps companies to grow their revenue. As an innovative B2B marketing agency, we apply both data and demand generation strategies in order to develop and implement integrated sales and marketing tailored to your business.

We support your marketing and sales teams with programmes that guide customers on a journey from awareness to consideration to purchase. We drive and support your lead generation, lead nurturing, sales enablement and customer marketing.

Emerce is the most important platform for decision makers that operate at the cutting edge of digital marketing, media and e-business. Emerce is the leader in signaling upcoming technologies and innovative concepts.

Emerce events: High quality content & audience

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AUDIENCE

Audience profile

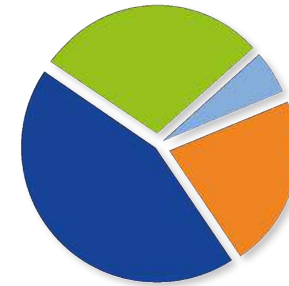
A selection of the audience attending the B2B Marketing Forum in previous editions:

Job titles:

- Marketing Managers
- Communication Managers
- MarCom Managers
- Business Development Managers
- Creative Directors
- Channel Marketing Managers
- Product Marketing Manager
- Online and Social Media Marketing Managers
- Sales managers

Industries:

- Financial Services
- Technology
- Telecommunication
- Energy
- Healthcare
- Professional Services
- Accountancy & consultancy



- CEO / Eigenaar
- VP / Directeur
- Manager
- Analist / Specialist / Coördinator

CATEGORIES

A selection of the companies attending in previous editions:

3M Nederland, ABN AMRO Bank, Achmea, Adobe Systems, AEGON Nederland, AFAS Software, Aon Nederland, Canon, Capgemini Nederland, Deli XL, Deloitte, DELTA, Delta Lloyd, Dun & Bradstreet, Elsevier, IBM Nederland, ING Nederland, Kelly Services, KPN, NUON, Oracle, Pegasystems, Philips, PostNL, PricewaterhouseCoopers, Randstad, Ricoh, ROBECO, Sanoma Media, Schiphol Airport, SDL, Seagate Technology, Sennheiser Nederland, Silverpop Nederland, Sodexo, Altys, T-Mobile, Tele2, TNS, NIPO, TomTom, Univé verzekeringen, Wolters, Kluwer, Xerox, Ziggo en vele anderen...



B2B Marketing Forum 2019: 250+ decision makers

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SPONSORSHIP

Why become a sponsor?

In 2019 you can join our established B2B Marketing Forum and meet your target audience in a relaxed way. Become part of the tradition and share the success of the B2B Marketing Forum!

Meet hundreds of B2B marketing decision makers on 1 day! Participants at the B2B Marketing Forum are keen to learn new insights and ways to improve their business.

Become a game changer in B2B; use our knowledge and expertise!

SPONSORSHIP

Our Mission:

To create a B2B platform that enables marketing, communication and sales managers to come together to exchange knowledge, experience and gain inspiration.

As a sponsor you can show the value of your business directly during sessions, case studies and face-to-face contacts. You have the opportunity to:

- Meet new clients and prospects
- Generate leads
- Reinforce your position amongst B2B marketers
- Increase brand awareness
- Inform your target audience about your products and services
- Identify with inspirational thought leaders

Want to be part of this mission? Call us today.

- Stef Max, 0610470231 or mail to stef.max@emerce.nl

SPONSORSHIP

Become a sponsor of B2B Marketing Forum

Quality content and innovative character

The editorial team at spotONvision and Emerce ensure that the conference programme is packed with compelling content and showcases disruptive and forward-thinking industry developments. This guarantees your brand presence at an event that stands for quality and innovation.

Marketing communication across multiple channels

Not only do sponsors of B2B Marketing Forum receive extensive promotion during the event itself, but we include your company on numerous pre- and post-event communications such as (e)mailings, advertising campaigns and the dedicated event website. This multi-channel approach gets your brand in front of more members of your target group.

SPONSORSHIP

Marketing and communications

Emerce plans and implements an extensive strategic promotion campaign in the lead up to B2B Marketing Forum. This includes the following activities, among others, in the 2-3 months before the event:

- Advertising on the platforms and in newsletters of both spotONvision, emerge.nl and various media partners
- Activities on various social media platforms
- Dedicated mailings to attract relevant potential event attendees
- Flyers at various industry events and eCommerce events, including Emerce events
- Extensive collaboration with various industry associations
- Event website: www.emerce.nl/b2bmarketingforum with detailed information on speakers, sponsors and partners.
- (Print) advertising campaign in Emerce magazine

SPONSORSHIP

Gold Sponsor

During the event

- 1 session (in sponsored track) of 30 minutes
- Premium position Infolounge
- Premium logo on welcome sign
- Premium logo on presentation slides in the halls
- List of session attendees
- 20 entrance tickets for guests
- 3 crew tickets

Marketing communications

- Mentioned as Gold sponsor
- Premium logo position on all marketing communications related to the event, for example:
 - E-directmail
 - Website
 - Advertising campaign
- Online campaign before/after the event: run-of-site (50.000 impressions)
- 1/1 page advertisement in Emerce
- 2 advertorials in Emerce newsletter

SPONSORSHIP

Silver Sponsor Branding

During the event

- 1 session (in sponsored track) of 30 minutes
- Position on Infolounge
- Logo on welcome sign
- Logo on presentation slides in the halls
- List of session attendees
- 5 entrance tickets for guests
- 3 crew tickets

Marketing communications

- Mentioned as Silver sponsor
- Logo position on all marketing communications related to the event, for example:
 - E-directmail
 - Website
 - Advertising campaign
- Online campaign before/after the event: run-of-site (50.000 impressions)
- ½ page advertisement in Emerce
- 1 advertorials in Emerce newsletter

SPONSORSHIP

Silver Sponsor Content & Leads

During the event

- 1 session (in sponsored track) of 30 minutes
- Position on Infolounge
- Logo on welcome sign
- Logo on presentation slides in the halls
- List of session attendees
- 5 entrance tickets for guests
- 3 crew tickets

Marketing communications

- Mentioned as Silver sponsor
- Logo position on all marketing communications related to the event, for example:
 - E-directmail
 - Website
 - Advertising campaign
- 1x article on Emerge.nl written by and published by the customer's expert in a relevant topic
- 25 leads

SPONSORSHIP

Sponsor network reception

During the event

- Listing of network reception offered by..
- Logo on welcome sign
- Logo on presentation slides in the halls
- Branding at Reception:
 - Possibility placement of own banners
 - Drink coasters with logo of sponsor
 - Crew shirts
- 5 entrance tickets for guests

Marketing communications

- Mentioned as sponsor
- Logo position on all marketing communications related to the event, for example:
 - E-directmail
 - Website
 - Advertising campaign

SPONSORSHIP

Sponsor keycord

During the event

- Logo on event lanyard (1 color)
- Logo on welcome sign
- Logo on presentation slides in the halls
- 2 entrance tickets for guests

Marketing communications

- Mentioned as sponsor
- Logo position on all marketing communications related to the event, for example:
 - E-directmail
 - Website
 - Advertising campaign



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CONTACT



FOR MORE INFORMATION ABOUT THE POSSIBILITIES OR ADVICE ABOUT PARTICIPATING
PLEASE CONTACT

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