

2026

Sponsorship Opportunities

November 1–3, 2026 | Boston, MA



EVENT OVERVIEW

In 2026, MarketingProfs B2B Forum will be back in Boston, drawing 900+ of the most influential and forward-thinking marketers from diverse companies and industries you want to reach.

WHY B2B FORUM?

It is THE event to reach hundreds of decision makers in the B2B space looking for your solutions. 97% of our 2025 attendees told us they're likely to recommend B2B Forum to friends and colleagues.

These are the marketers you want to reach, where you want to reach them, right when many are deep in strategic planning.

Limited sponsored speaking opportunities are available.



AGENDA-AT-A-GLANCE

SUNDAY, NOVEMBER 1

Exhibitor Move-in
Welcome Reception in the
Sponsor Hall

MONDAY, NOVEMBER 2

Opening Keynote
Sessions
Exhibit Hall Open
Super Fun Networking Reception

TUESDAY, NOVEMBER 3

Sessions
Exhibit Hall Open
Closing Keynote
Exhibitor Move-out

HOTEL INFORMATION

Omni Boston Hotel at the Seaport
450 Summer St
Boston, MA 02210

Room Rate: Between \$289 and
\$329 per night + tax depending
on room type

ATTENDEE STATS

97%

COME FROM
NORTH AMERICA

59%

ARE FROM COMPANIES
WITH 250+ EMPLOYEES

48%

ARE FROM MID- TO ENTER-
PRISE-SIZE COMPANIES (500+)

72%

ARE MANAGER-LEVEL
OR ABOVE

35%

ARE DIRECTOR-LEVEL
OR ABOVE

17%

ARE VP-LEVEL
OR ABOVE

29%

ARE FROM COMPANIES
WITH \$100M+ REVENUE

112

COMPANIES SENT
TEAMS OF 2+

97%

ARE LIKELY TO
RECOMMEND MPB2B

PAST ATTENDEES



TOP 5 REPRESENTED INDUSTRIES

TECHNOLOGY | MARKETING SERVICES | MANUFACTURING | HEALTHCARE | BANKING/FINANCIAL

SPONSORSHIPS AT-A-GLANCE

SOLD!

SPONSORSHIP PACKAGES	TITLE EXCLUSIVE	GOLD LIMITED	SILVER+	SILVER	BRONZE
Full list of attendees	✓	✗	✗	✗	✗
Welcome reception sponsorship	✓	✗	✗	✗	✗
Branding on event tote bags	✓	✗	✗	✗	✗
Pre-event mailing to registrants promoting attendance at B2B Forum	✓	✗	✗	✗	✗
Sponsored speaking session during day 1 luncheon keynote	✓	✗	✗	✗	✗
Sponsored speaking session in conference program	✗	✓	✗	✗	✗
200+ lead turnkey webinar in 2026	✗	✗	✓	✗	✗
Sponsored concurrent session with badge scans and optional seat drop	✗	✗	✓	✓	✗
Inclusion in a pre-event email to B2B Forum registrants	✓	✓	✓	✓	✓
Logo on website, signage, and promotional materials	✓	✓	✓	✓	✓
Option to include an insert in the event tote bags	✓	✓	✓	✓	✓
Full conference passes for staff	4	2	1	1	0
Full Conference Passes for Customers	4	2	1	1	0
Exhibit Hall Only Passes for Staff	4	4	3	3	2
On-site turnkey booth	10'x20' booth (2) 1m counters 2 stools	10'x10' booth (1) 1m counter 2 stools	8'x8' space (1) 2m counter 2 stools	8'x8' space (1) 2m counter 2 stools	6'x6' space (1) 1m counter 1 stool

SOLD!

EXCLUSIVE

TITLE SPONSORSHIP

- ✓ Full list of on-site attendees
- ✓ Speaking session during day 1 luncheon keynote with optional chair drop
- ✓ Exclusive welcome reception sponsorship
- ✓ 10'x20' booth
- ✓ Pre-event mailing to MPB2B registrants promoting attendance at event

PASSES

- ✓ 4 full conference passes for staff
- ✓ 4 exhibit hall only passes for staff
- ✓ 4 full conference passes for customers

ALSO INCLUDED

- ✓ Logo on website, signage, and promotional materials
- ✓ Option to include an insert in the event tote bags



10'X20' BOOTH INCLUDES

- ✓ Branded hardwall booth
- ✓ Two branded counters with two stools
- ✓ One power drop
- ✓ Two lead retrieval app licenses
- ✓ Wastebasket

Additional furnishings and exhibitor services will be available via the online Exhibitor Service Manual. Also, additional lead retrieval app licenses may be purchased at exhibitor's expense. Panel graphics are customized to sponsor's specifications.

LIMITED AVAILABILITY

GOLD SPONSORSHIPS

- ✓ Sponsored speaking session
- ✓ 10'x10' booth
- ✓ Inclusion in a pre-event email to MPB2B registrants

PASSES

- ✓ 2 full conference passes for staff
- ✓ 4 exhibit hall only passes for staff
- ✓ 2 full conference passes for customers

ALSO INCLUDED

- ✓ Logo on website, signage, and promotional materials
- ✓ Option to include an insert in the event tote bags



10'X10' BOOTH INCLUDES

- ✓ Branded hardwall booth
- ✓ One branded counter with two stools
- ✓ One power drop
- ✓ One lead retrieval app license
- ✓ Wastebasket

Additional furnishings and exhibitor services will be available via the online Exhibitor Service Manual. Also, additional lead retrieval app licenses may be purchased at exhibitor's expense. Panel graphics are customized to sponsor's specifications.

LIMITED AVAILABILITY

SILVER SPONSORSHIPS

- ✓ Sponsored concurrent session in the program with badge scans and optional seat drop (non-speaking)
- ✓ 8'x8' space
- ✓ Inclusion in a pre-event email to MPB2B registrants

PASSES

- ✓ 1 full conference pass for staff
- ✓ 3 exhibit hall only passes for staff
- ✓ 1 full conference pass for customers

ALSO INCLUDED

- ✓ Logo on website, signage, and promotional materials
- ✓ Option to include an insert in the event tote bags

 **Add a 200+ lead guarantee turnkey webinar and upgrade to Silver+**



8'X8' SPACE INCLUDES

- ✓ One branded 2m counter with two stools
- ✓ One power drop
- ✓ One lead retrieval app license
- ✓ Wastebasket

Exhibitor may bring one standard size pop-up banner to place behind counter. Additional furnishings and exhibitor services will be available via the online Exhibitor Service Manual. Also, additional lead retrieval app licenses may be purchased at exhibitor's expense. Panel graphics are customized to sponsor's specifications.

LIMITED AVAILABILITY

BRONZE SPONSORSHIPS

- ✓ 6'x6' space
- ✓ Inclusion in a pre-event email to MPB2B registrants

PASSES

- ✓ 2 exhibit hall only passes for staff
- ✓ *Full conference passes for staff can be purchased at a discounted rate*

ALSO INCLUDED

- ✓ Logo on website, signage, and promotional materials
- ✓ Option to include an insert in the event tote bags



6'X6' SPACE INCLUDES

- ✓ One branded 2m counter with two stools
- ✓ One power drop
- ✓ One lead retrieval app license
- ✓ Wastebasket

Exhibitor may bring one standard size pop-up banner to place behind counter. Additional furnishings and exhibitor services will be available via the online Exhibitor Service Manual. Also, additional lead retrieval app licenses may be purchased at exhibitor's expense. Panel graphics are customized to sponsor's specifications.

Brand Intelligence
for B2B

HOW TO SPONSOR

Contact
Your
MarketingProfs
Adviser

Craft Your
Sponsorship
Package

Summer
2026
Booth
Selection
Begins*

September 18,
2026
Sponsorship
Deadline

November
1–3, 2026
B2B Forum
2026

CONTACT A MARKETINGPROFS ADVISER TODAY

to build a sponsorship package that will put you
in front of today's marketing decision-makers.

Limited sponsored speaking opportunities are available.

***Booths will be assigned according to your
sponsorship level, and booth selection order
will be based on the following criteria:**

1. Sponsorship level
2. Up-to-date with payment terms
3. Returning sponsor
4. Contract sign date

TERMS & CONDITIONS

Sponsorship Agreement

MarketingProfs B2B Marketing Forum is managed by MarketingProfs. Upon signing and submitting the sponsorship contract for the event, sponsor is accepting the terms and conditions outlined below and the terms become binding. All terms may be subject to change.

Eligibility

MarketingProfs B2B Marketing Forum serves the marketing community; MarketingProfs reserves the right to deny a sponsorship application that does not meet this criterion.

Invoicing

Invoices will be sent electronically to the sponsor contact specified on the sponsorship contract.

Payment

Payment is due NET30 upon delivery of the invoice. If the contract is signed within 60 days from the event start date, payment is due upon receipt of the invoice. Please see contract for payment methods.

Cancellation

MarketingProfs must receive notice of cancellation in writing. No refunds will be made after receipt of payment. MarketingProfs will not be bound to any verbal agreements, representations, or statements between MarketingProfs, sponsors, or any supplier. MarketingProfs staff, unless confirmed in writing, will not be bound to any agreement.

Assignment of Space

For exhibiting sponsors, booth space will be assigned by MarketingProfs. The preferences given for booth space location are for guidance and are not guaranteed.

Use of Space

All demonstrations, exhibits, and promotional activity must be confined to the contracted space. No signs, collateral, furniture, equipment, or promotional items may be placed or distributed outside of the contracted exhibit space. No exhibiting sponsor shall assign, sublet, or share the whole or any part of the contracted exhibit space. If an exhibiting sponsor chooses to have a food and beverage function within their contracted booth space, it must be approved by MarketingProfs, coordinated with the event venue, and stay within the confines of the contracted exhibit space.

Sponsor Conduct

Exhibiting sponsors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibiting hours. The booth must be maintained by at least one company representative at all times during exhibiting hours. MarketingProfs reserves the right to remove any exhibit that contains objectionable material to attendees and other sponsors, causes excessive noise, blocks the line of sight for other exhibitors, is a safety concern or hazard, or detracts from the event as a whole. Sponsor will not distribute giveaways, prizes, or collateral that would be considered dangerous or destructive including, but not limited to, helium balloons, knives, glitter, hazard substances, stickers, etc.

Speaking Session

If sponsor's package includes a speaking session, sponsor will adhere to all deadlines and guidelines associated with their speaking session. Failure to meet the published deadlines and content guidelines will result in your session not being included in the live event. These deadlines include, but are not limited to, the following: session/speaker details, draft/outline of presentation, final slides for content review. Speaking session time slots are assigned based on sponsorship level and determined by the programming team.

Adherence to Deadlines:

All sponsors are required to adhere to all deadlines communicated by MarketingProfs and their partner vendors. Failure to adhere to deadlines will result in increased costs for services rendered and/or MarketingProfs being unable to fulfill the sponsorship deliverable.

Partner Vendors:

All sponsors are required to work with the partner vendors as assigned by MarketingProfs for this event. This includes, but is not limited to, event services contractor, booth installation, booth graphics, furniture rental, electrical, a/v, lead retrieval, drayage, material handling, etc.

Shipping & Handling:

All sponsors are responsible for the shipping of items needed to fulfill their sponsorship at the event. This includes the cost of shipping and working with the official drayage company as designated by MarketingProfs for the event.

Care of Exhibit Space:

The sponsoring exhibitor must, at their expense, maintain and keep in good order their contracted exhibit space.

Move-in/Move-out:

All exhibiting sponsors must adhere to the move-in and move-out schedule communicated by MarketingProfs. No sponsoring exhibitor shall set up before the move-in hours or tear down prior to the designated move-out time.

Security:

All exhibiting sponsors must make provisions for the safeguarding of their goods, materials, equipment, display, and personnel. MarketingProfs will keep the exhibit hall locked during the overnight hours.

Liabilities:

- A. Neither MarketingProfs, the official service contractors, exhibit venue, nor the members, representatives, and/or employees thereof will be responsible for injury, loss, or damage that may occur to the sponsor or the sponsor's representatives or property, from any cause whatsoever, prior, during, or subsequent to the period covered by the sponsorship contract.
- B. MarketingProfs and its agents and employees will not be liable for failure to hold the event as scheduled and will not be responsible for loss or damage resulting from failure to perform as a result of riot, strike, civil disorder, acts of war, failure of facilities, earthquake, hurricane, storm, fire, flood, acts of God, epidemic, or any law, regulation, or public authority that makes it impossible or impractical to hold the event. In such event, MarketingProfs will make reasonable efforts to reschedule the event. Should it be ultimately impossible to hold the event due to force majeure, MarketingProfs may retain or will be due such portion of the sponsorship fee as necessary to compensate for expenses reasonably incurred up to the time the force majeure event occurred. All payments in excess of such expenses will be refunded.
- C. Damage to inadequately packed property is the sponsor's own responsibility.
- D. Damage to the venue housing the event caused or done by the sponsor shall be replaced or repaired by the sponsor. Additionally, the sponsor agrees to protect, save and hold harmless MarketingProfs, its employees and agents, and the event venue of and from all loss and/or damage whatsoever caused to the venue housing the event, or any part thereof, directly or indirectly.

Permission to Use Materials:

Sponsor grants MarketingProfs permission to use sponsor's name, brand, logo, product names and descriptions, and trademarks in print and electronic media for the promotion of sponsor's participation in the event.

CONTACT A MARKETINGPROFS ADVISER TODAY!

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