



CONFERENCE II AWARDS II EXPO  
November 2023, Bengaluru



**ABOUT  
B2B WORLD SUMMIT & AWARDS**

WHY PARTNER  
WITH  
B2B WORLD  
SUMMIT?

LARGEST  
NEUTRAL  
EVENT TO  
GROW  
B2B  
ECOSYSTEM  
IN INDIA

200+ B2B MARKETERS  
AT INAUGURAL EDITION

C-SUITE SPEAKERS  
FROM BRAND SIDE

LIMITED PARTNERSHIP  
SLOTS

COMPLETELY  
KNOWLEDGE  
&  
SHARING  
ORIENTED

SUPPORTED BY  
LEADING B2B  
THOUGHT  
LEADERS FROM  
GLOBAL  
BRANDS

PRESENCE OF ALL ECOSYSTEM  
PARTNERS INCLUDING  
ENTERPRISES, B2B AGENCIES,  
PUBLISHERS, TECH. PLATFORMS,  
CONTENT CREATORS

B2B AWARDS  
25 CATEGORIES

INDIA'S FIRST  
RECOGNITION  
PLATFORM  
FOR B2B  
MARKETING  
PROFESSIONALS

ANNUAL THEMES  
TO KEEP ALL  
STAKEHOLDERS  
INVOLVED

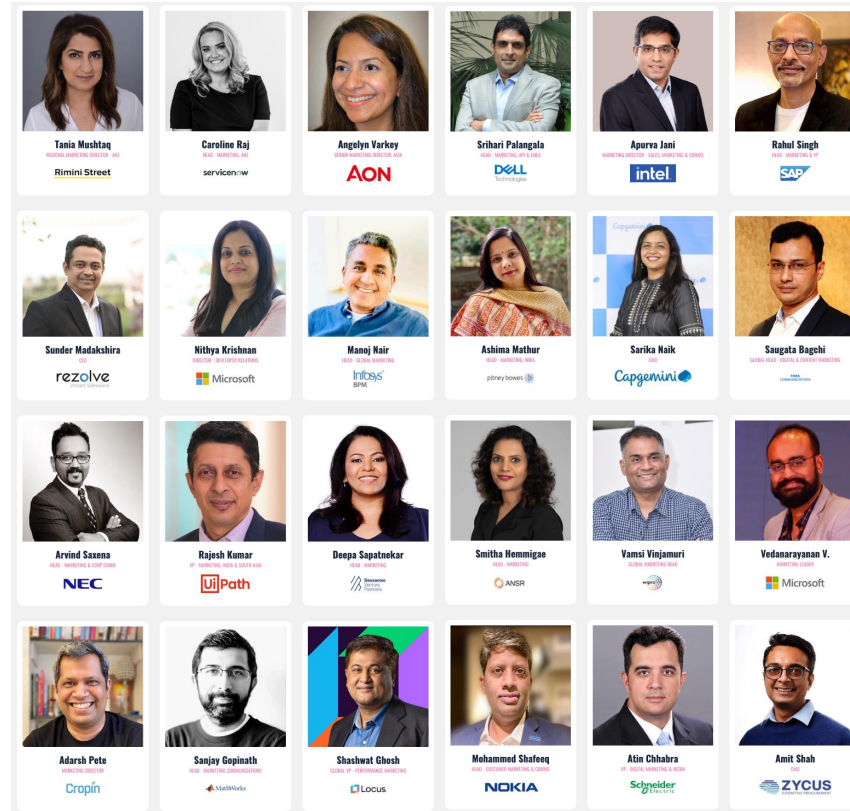
INDIA'S  
LARGEST B2B  
EXPO



# **B2B LEADERS AT THE EVENT**



# Past Speakers & Jury Members



40+ CXOs participated at the inaugural edition

[View all speakers](#)

# **B2B AWARDS CATEGORIES**



**B2B Marketer of the Year**

Individual Award. This award is for a marketer who has done remarkable work in B2B Space in 2021-22.

**B2B Brand of the Year**

Company Award. Based on yearly consistency of running successful marketing campaigns in 2021-22

**Best Digital Transformation Initiative**

Corporate Award. For a great Digital Transformation project in 2021-22 led by Marketing team.

**Best Experiential Campaign**

Corporate Award. Based on effective utilisation of Live or Online Events (webinars etc.)

**Best Use of Data/AI/ML**

Corporate Award. Based on effective utilisation of Data or Artificial Intelligence or Machine Learning.

**SaaS Marketer of the Year**

Corporate Award. Based on number of Paid Clients acquired & retained in 2021-22

**B2B Marketing Agency of the Year**

Corporate Award. Based on overall growth of the agency.

**Best Demand Generation Campaign**

Corporate Award. Effectiveness of a campaign in lead generation & lead nurturing.

**Best Digital Marketing Campaign**

Corporate Award. Based on effective utilisation of more than 2 digital marketing channels.

**Best CSR Campaign**

Corporate Award. Based on visible impact of a CSR activity in 2021-22

**Best PR Campaign**

Corporate Award. Based on effectiveness of a PR Outreach activity in 2021-22

**Rising B2B Star of the Year**

Individual Award. For a marketer with exemplary achievements in his/her field in 2021-22

**Best Social Media Campaign**

Corporate Award. Based on effective utilisation of social media as a marketing channel.

**Best Mobile Marketing Campaign**

Corporate Award. Based on effective utilisation of mobile as a marketing channel.

**Best TV/Video Campaign**

Corporate Award. Based on effective utilisation of TV or Video as a marketing channel.

**B2B Industry Contributor**

Individual Award. For a marketer having contributed to B2B Marketing field immensely.

**Best Use of ABM**

Corporate Award. Based on effectiveness of Account Based Marketing activity in 2021-22

**B2B Marketing Team of the Year**

Corporate Award. Based on the effectiveness of campaigns run by a team

**Best Print Media Campaign**

Corporate Award. Based on effective utilisation of Print Media as a marketing channel.

**Best Radio/Audio Campaign**

Corporate Award. Based on effective utilisation of Radio/Audio as a marketing channel.

**Best OOH/Outdoor Campaign**

Corporate Award. Based on effective utilisation of OOH/Outdoor as a marketing channel.

**B2B Martech Platform of the Year**

Corporate Award. Based on number of clients acquired & retained in 2021-22

**Best Content Marketing Campaign**

Corporate Award. Based on effectiveness of a Content Marketing campaign across any medium

**B2B Sales Person of the Year**

Individual Award. Based on number of Paid Customers acquired in 2021-22

# Partnership Package – Solo Speaking Slot

- Solo speaking slot for Senior personnel
- Complimentary Exhibition booth at the venue for delegate interaction
- Partner logo to be part of the event logo to ensure maximum branding & visibility across promotions: Online & On-ground
- 1 Partner video to be played twice during the event – Max 60 secs duration
- Opportunity to engage delegates before the event (based on the idea)
- Number of complimentary delegate passes – 5
- Access to Delegate database after the conference
- Option to distribute Marketing Collaterals at the Registration desk
- Acknowledgement in Press Releases pre & post event
- Investment: TBD



## Partnership Package – Panel Slot

- Panel speaking slot for Senior personnel
- Complimentary Exhibition booth at the venue for delegate interaction
- On ground branding across event area
- Opportunity to engage delegates before the event (based on the idea)
- Number of complimentary delegate passes – 5
- Option to distribute Marketing Collaterals at the Registration desk
- Investment: TBD

# Exhibition Booth

- Branded backdrop with LED Screen
- Logo on event website in Partners Section
- Number of complimentary delegate passes – 2
- Option to distribute Marketing Collaterals at the Registration desk
- Investment: \$700

# Partnership Package - Custom

- Key deliverables to be discussed
- +
- Online & On ground visibility
- Opportunity to engage delegates before the event
- Number of complimentary delegate passes – 2
- Option to distribute Marketing Collaterals at the Registration desk
- Investment: TBD

# Let's Talk



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