

December, 5-6 2023

B2B Online Europe

Join us!



Spryker

About B2B Online

THE B2B eCommerce and Digital Marketing Conference

A unique opportunity To Learn from, and Network with B2B Heads of Marketing, Sales, eCommerce and Digital from Europe's Leading Manufacturers & Distributors.

Access to senior decision makers. The seniority of the speaker facility is also reflected in the audience - heads of Digital, Marketing and eCommerce from leading B2B companies - so you get the best networking experience.



Key Facts



Date & Time

December 5-6, 2023

8 am - 18 pm

Location

NHow Berlin

Target Audience

150+

Senior digital leaders
from B2B
Manufacturers &
Distributors

Objective

Build & increase
pipeline, networking,
relationship building
with prospects and
customers

B2B Online Europe - Booth



On-site

- **Joint booth branding (backwall)**
- Includes 1x high table & 2 high chairs, WiFi and electrical point



Promotion

- **Logo placement** on our landing page
- **Logo placement** across Spryker's promotion channels (newsletter, social media, website)
- **Joint follow up**



Participants

- **2** delegate tickets
- **Attendees list** prior to the event *
- Final attendees list post-event *
- * with attendee name, title, company, phone number and postal address but NO email addresses.

18K €

B2B Online Europe - Mixology Workshop



On Site

- **60 min** composable mixology workshop in the afternoon on Day 1
- **20** participants



Invitation Management

- Spryker & Partner will handpick the audience for the joint workshop from the attendee list and event organiser will logistically co-ordinate all of the invitations



Participants

- **1** delegate ticket for speaker
- **Attendees list** prior to the event *
- Final attendees list post-event *
- * with attendee name, title, company, phone number and postal address but NO email addresses.

12K €

B2B Online Europe - Dinner



On Site

- Networking dinner on **Day 1** in the evening
- **15** participants
- Attendees from B2B Online Europe and/ or external prospects within our ICP



Invitation Management

- Split and coordinated invitation management between Spryker & Partner to fill the seats



Participants

- max. 2 internal attendees from partner

3K €

What are your **benefits**?



Orchestration

The overall execution and project management remains with Spryker.



Invitations & Attendee Management

Spryker and partner will join forces to secure the targeted number of registrations. Spryker will track and monitor incoming submissions.



Logistics & Organization

Spryker will take care of organisational & logistical aspects of the event and the coordination with the providers



Marketing

We will provide promo banners of different formats including your logo in order for you to leverage them in your outreach. Spryker will also create a registration landing page

Impressions 2022





Spryker

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