



AUGUST 11-15, 2025

Want to inspire and invigorate your prospects during the tell-tale summertime lull? Join us for #B2BMX Summer Camp, a week-long online experience that invites marketing and sales executives to enjoy the art, science, sport and friendly competition of their craft.

Tapping into the spirit of our B2B Marketing Exchange (B2BMX), this new webinar series will invite attendees to step away from the day-to-day and into an educational and entertaining environment that encourages reconnecting with creativity and exploring the trends, tech, and tactics B2B teams are using in the wild to bring their GTM success to life.

Have a few GTM survival stories (and lessons) to share? Pull up a seat by the fire — we're gathering some of the brightest minds in B2B to join our counselor crew this summer.

THE PROGRAM

Sponsors can lead one (or several) sessions within our immersive Camp Program, which will include:



ARTS & CRAFTS

Smash creative boundaries by exploring all things branding and content strategy



DRAMA CLUB

Make the world your stage by creating next-gen digital and physical events and innovative tactile marketing strategies



SCIENCE CORNER

Embrace Artificial Intelligence (AI), emerging channels and data to become a true marketing scientist



CAPTURE THE FLAG

Master the art of strategy by aligning sales and marketing and developing a framework for ABM success



FIELD DAY

Bringing it all together to optimize campaign design and orchestration

THE AGENDA

Sessions will be structured to align with different formats:

- **CAMPFIRE CHATS**

Fireside conversations with practitioners and subject-matter experts

- **BIG FISH STRATEGIES**

Spotlight winning strategies from key client success stories

- **SURVIVAL SKILLS**

Provide tactical tips and best practices to help attendees tackle industry-wide challenges and pain points

- **GROWTH EXPEDITIONS**

Explore new opportunities by tapping into new trend data and insights

- **CAMP COUNSELOR ROUNDTABLES**

Thought leadership panel discussions featuring industry experts and influencers





**1000+ REGISTRANTS
EXPECTED**



**PROMOTED TO
60,000+ SUBSCRIBERS**



**WEEK-LONG
DIGITAL EVENT**



**PRODUCED BY
DEMAND GEN REPORT**



**ENGAGEMENT REPORT
FOR YOUR SESSION**



**REGISTRATION LIST
FOR ALL SESSIONS**



**ALWAYS-ON ASSET FOR
ON-DEMAND PROMOTION**



**FULL RIGHTS TO RECORDING
OF YOUR SESSION**

SPONSORSHIP BENEFITS

- **Custom 30-minute webcast:** DGR editor to moderate and facilitate Q&A
- **Guided content:** DGR to work with you on the title and focus of webcast
- **Custom engagement report:** Contact information of those who register and attend your session
- **Shared lead pool:** To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to their session
- **Custom HTML invite and social image:** DGR will provide you with assets to promote your session to your database
- **Logo inclusion:** On joint promotional page
- **MP4 file of the webcast:** To host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** Opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Guest post:** Opportunity to submit a byline for DGR's Demanding Views Column
- **Solution Spotlight:** Opportunity to submit your solution to be posted on DGR site
- **Multi-channel Promotion:** DGR will promote the series through all available channels, including our weekly newsletter (60k+subscribers), the Demand Gen Report site, dedicated emails and social channels.

**WE'VE GOT THE PLATFORM. YOU BRING THE INSIGHTS.
LET'S JOIN FORCES TO MAKE CAMP COUNT.**

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