

SMX LONDON

Obsessed With Search Marketing

18-19 SEPTEMBER, 2025
VICTORIA PARK PLAZA
LONDON



Search Marketing Expo

- Exceptional Content
- Unrivalled Industry Insight
- Invaluable Connections

SPONSORSHIP PROSPECTUS

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MEDIA

www.smxlondon.com

Superior Programming = Qualified Attendees



Sandra Finlay

Sandra Finlay Sandra Finlay began her professional career many years ago in the field of b2b conferences and programmed the first ever Internet World Berlin. After several years in London, where she worked for Jupiter Research, she returned to Munich in 2000 and was responsible for business development for Overture Services (now Yahoo Search Services). Today Sandra works for Rising Media supervising the content of their events in Europe. In addition, she is the program chair for SMX Munich, SMX Advanced Europe, SMX London and the virtual conference series Search Seekers.



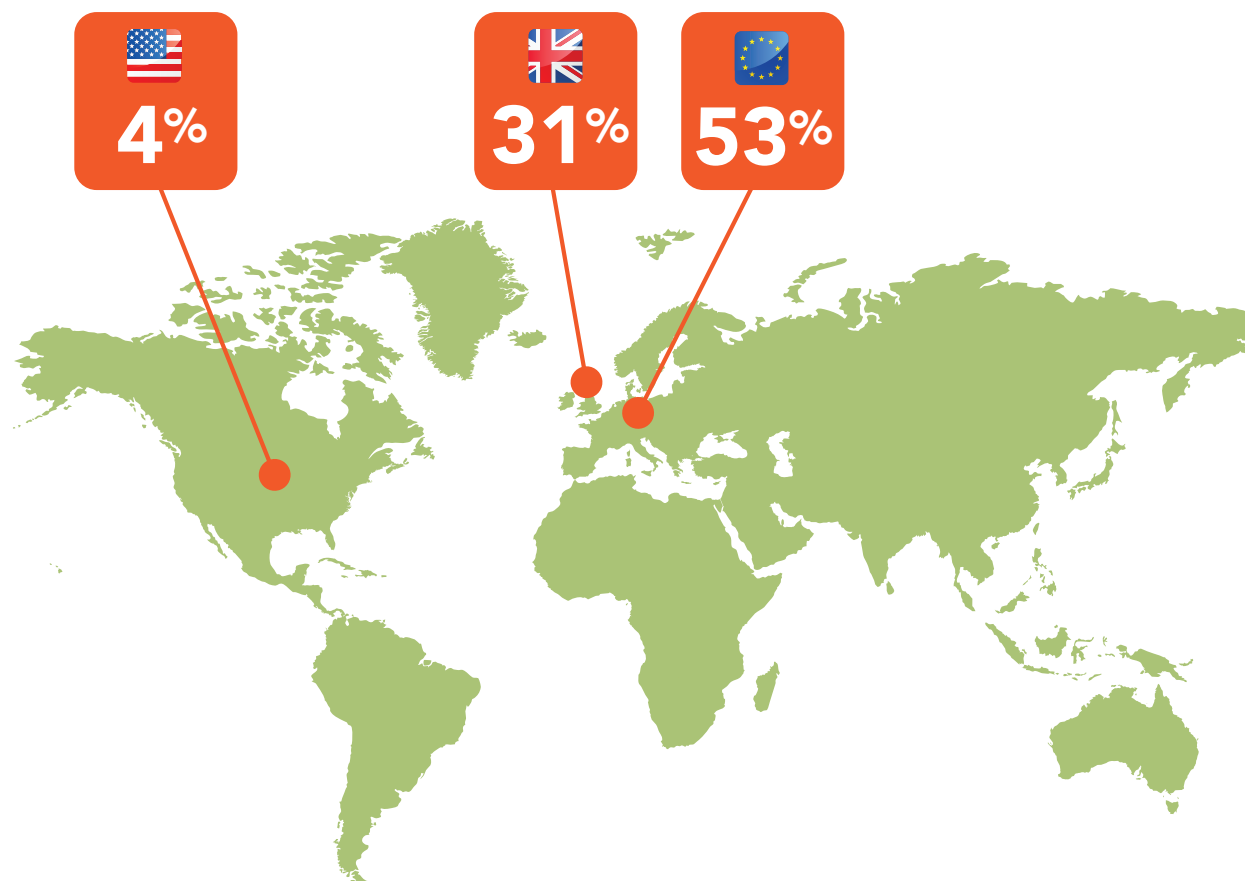
Some of Our Previous Attendees



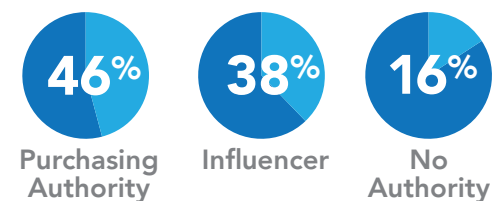
The SMX Ecosystem

SMX events attract search marketing professionals who are purchase decision makers from agencies and companies. They also deliver business development opportunities by aggregating the community of suppliers to the industry. Here's who comes to SMX events...

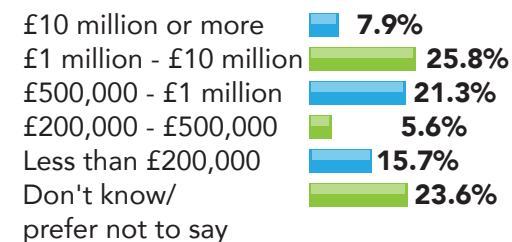
Where Are The Attendees From?



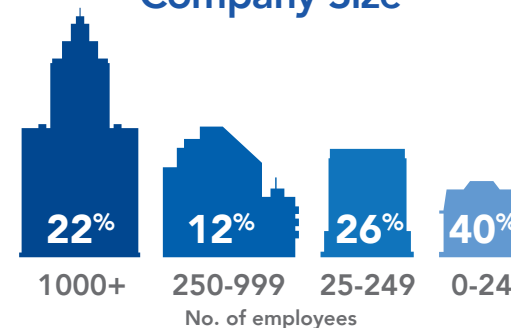
Purchase Decision Makers



Annual Marketing Spend



Company Size



Reach Your Target Audience

SMX events offer a number of sponsorship and exhibit opportunities to help you achieve your marketing objectives...and fit your budget. Generate leads, meet purchase decision makers and build brand awareness when you're a sponsor at SMX London.



Inclusion in Newsletters to SMX

London Database

Your Slide In Conference Deck

All Access Pass Discounts

All Access Passes Included

Stand Space

Networking app where you can network and make appointments with attendees on-site

	Premier Exhibitor	Exhibitor
	£9,500	£4,500
Inclusion in Newsletters to SMX London Database	Yes	Yes
Your Slide In Conference Deck	shared slide, logo	logo
All Access Pass Discounts	15%	15%
All Access Passes Included	2	1
Stand Space	2m deep x 6m wide	2m deep x 3m wide
Networking app where you can network and make appointments with attendees on-site	Yes	Yes

Furniture Packages

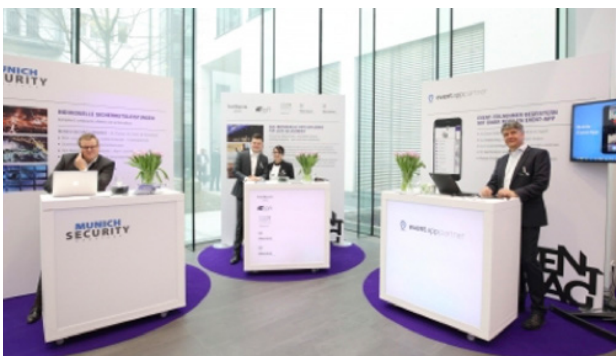
How to equip your exhibition space!

All exhibition packages include access to Wifi and electricity. In addition, here's what we offer to help you equip your booth!

LARGE FURNITURE PACKAGE & BACKWALL

- Back Wall branded (3x2.4m)
- 2 Bar stools
- 1 Bar Table
- 1 Counter branded
- 1 trash bin

1.500 GBP



MEDIUM FURNITURE PACKAGE

- 1 Counter
- 2 Bar Stools
- 1 Bar Table
- 1 Trash bin

500 GBP



SMALL FURNITURE PACKAGE

- 1 Bar table
- 2 Bar stools

175 GBP



Sponsorship Opportunities



Lanyard Sponsorship (exclusive) £3,000

This high-visibility sponsorship puts your company logo on the lanyard used for the official attendee badges given to all participants. The sponsor is responsible for cost and production.



Chairdrop Sponsorship £1,900

Distribute your chairdrop to SMX attendees.



Photo Wall (exclusive) £10,000 / 4 Sponsors £3,000

After their keynotes, some of the SMX VIPs will be available for a photoshoot with attendees in front of the photo wall. Your logo and branding on the wall will spread when attendees share their photos on social media channels. If multiple sponsors, the organizer holds exclusive sales rights to this sponsorship until all four sponsors have signed contracts.



Food, Beverage, Sweepstakes from £3,000

Want to attract visitors to your booth with special attractions? Talk to us! An exclusive event will get great results. Sponsor supplies napkins, cups and/or glasses

What SMX attendees and sponsors say:

The SMX team is made up of consummate event management professionals who deliver an excellent product of significant value. Key to this is their unparalleled understanding of the search marketing industry and their commitment to help their exhibitors succeed in innovative and creative ways.

Bill Muller, CMO, iProspect

SMX provides SEOmoz with direct access to the best and brightest minds in SEO – in-house, agency and independent – around the world. SMX draws the finest speakers and attendees, making it the most cost effective method to reach our target market. Our results have been very, very impressive!

Gillian Muessig, President, MOZ

I have been involved with conferences from the very beginning. SMX has quickly emerged as a leading must-attend event, and one that we have identified as critical to our emerging industry. This is where the decision makers go for advanced content and timely information.

*Bruce Clay
President
Bruce Clay, Inc.*

We've been extremely pleased with our participation in SMX events. We've found that SMX events bring together some of the most sophisticated search marketing professionals and provide a great venue for us to further develop our professional relationship with the leading search marketers, web marketers, and advertisers.

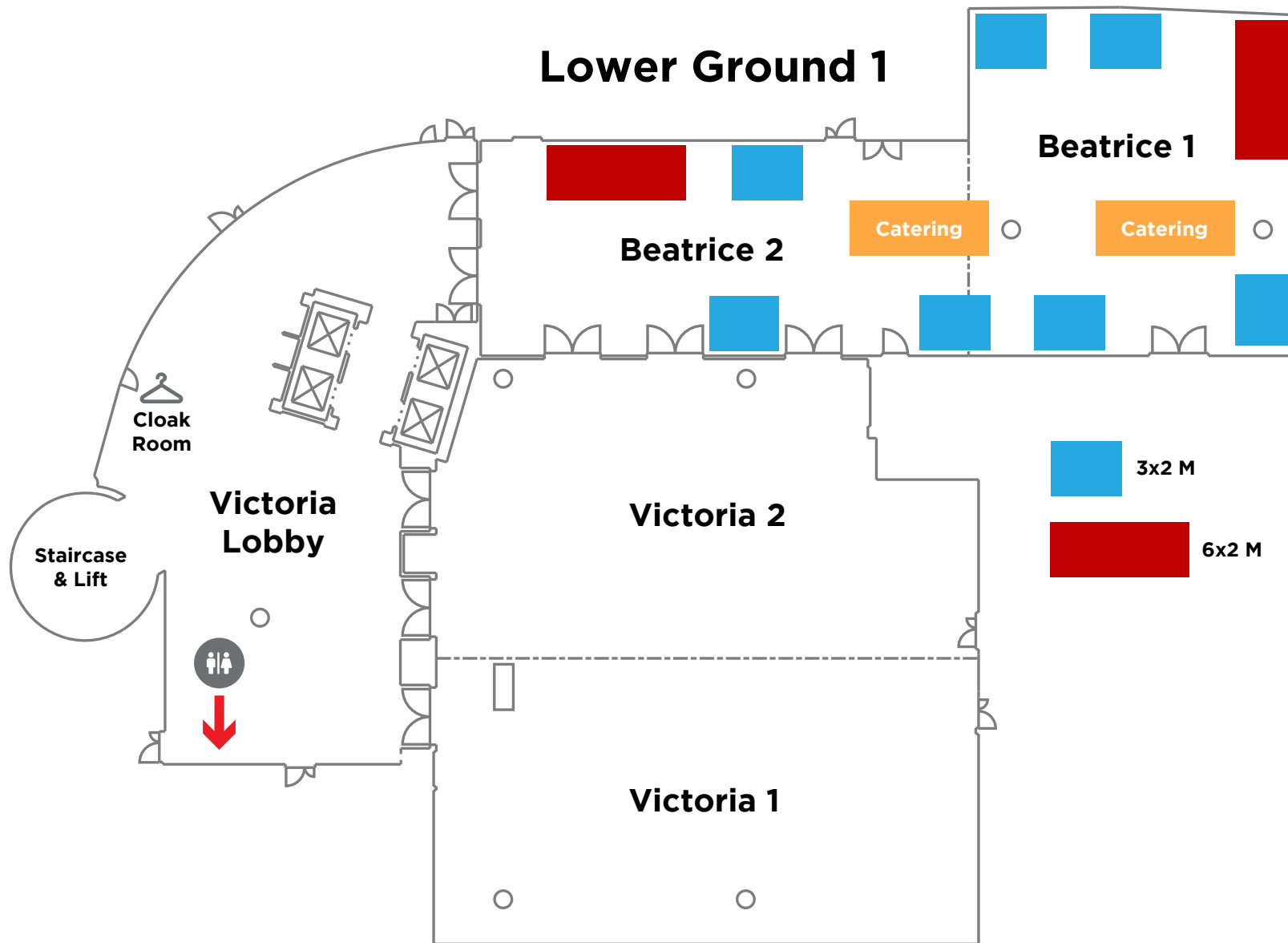
Jon Kelly, President, SureHits

SMX events attract our target audience of larger search advertisers and agencies – that's why we exhibit at the shows.

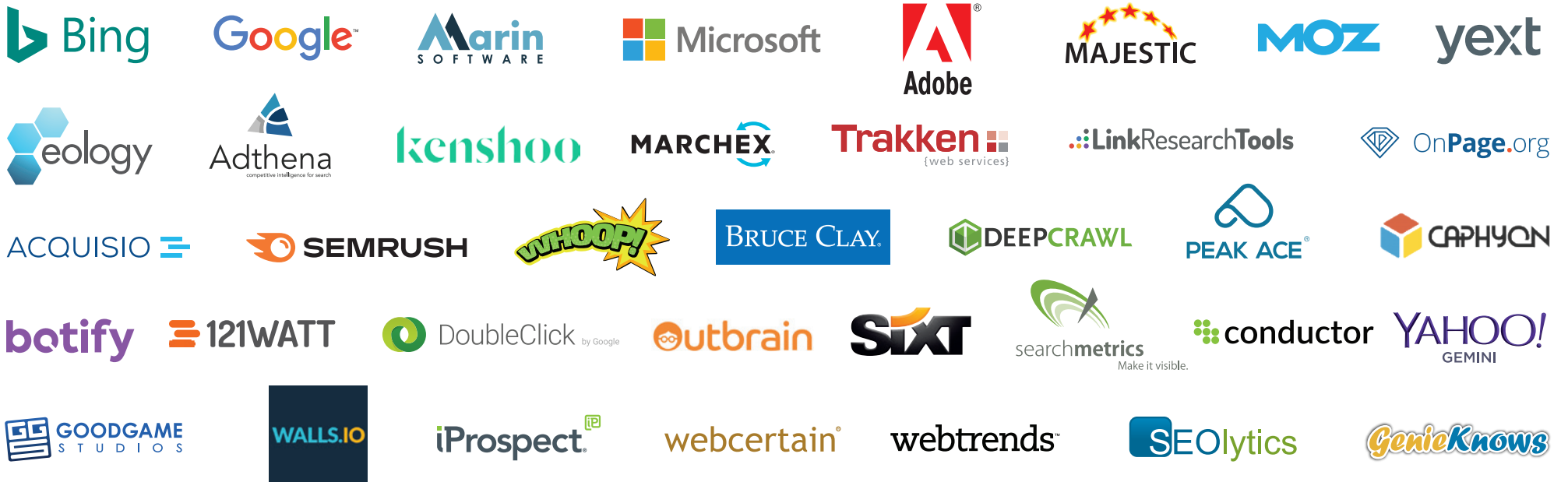
*Christopher Lien, Co-Founder
and CEO, Marin Software*

Want to customise? Call us and we'll work with you to develop just the right programme to achieve your goals.





Sponsors & Exhibitors From Previous SMX Conferences



Victoria Station is a 5 minute walk from Victoria Park Plaza Hotel.

Victoria Station is served by the Victoria, District, and Circle Lines on London Underground and by the Gatwick Express from Gatwick Airport. It is also easily accessible from the other London airports: Heathrow, Stansted, City and Luton and from all mainline railway stations.

Conference Venue

Victoria Park Plaza
239 Vauxhall Bridge Rd, Pimlico
London SW1V 1EQ





Your perfect sponsorship package not here?

Call us and we'll build one just for you.



Sponsorship inquiries

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Advanced Europe ✦ 30 Sept - 1 Oct 2025

London ✦ 18 - 19 Sept 2025

Munich ✦ 18 - 19 March 2025

Paris ✦ 25 - 26 March 2025



Rising Media is a global events producer excelling in internet and technology-related events.



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