

B2B MARKETING
EXCHANGE

NEXT-LEVEL ABM

B2BMX: Speed Dating Tips

How to Connect with Sponsors at #B2BMX

Click On Digital Marketplace

- Browse solution providers and click to view booths and available meeting times

The screenshot shows the user interface of the B2B Marketing Exchange digital marketplace. At the top, the event title "#B2BMX: Next-Level ABM" is displayed with an "Edit event" link. The user's name "Sheri" is visible in the top right corner. A navigation bar includes a home icon, a chat icon with a notification badge, and a bell icon. The main content area is divided into two sections: "Title" and "Platinum".

Title Section:

- DEMANDBASE** (Demandbase)
- Hushly**
- RollWorks**
- terminus** (Terminus)

Platinum Section:

- sense** (6sense)
- alyce**
- campaignstars** (Campaign Stars)
- DRIFT™** (Drift)

On the left side, there is a search bar with the text "Refine the list (min. 2 characters)" and a "Search" button. Below the search bar is a "Filters" section with a dropdown menu for "SPONSORSHIP LEVEL". A call-to-action box on the left reads: "Click to bookmark your favorites. Bookmark companies that interest you ahead of the event. You'll find your selection on the app when it's time to connect on-site or online during the event."

Choose a “Speed Date” Meeting Time

- Click on an available meeting time (click “see more slots” for the full list)

ABM Strategies

MAXIMIZING ABM SUCCESS:
7 Experts Reveal Lessons for Creating Compelling Content at Scale

CONTENT4 DEMAND

CONTENT4 DEMAND Gold

BOOKMARK

Solution Zone Documents Team

Book a meeting
Select a time slot to set up a meeting with Content4Demand

Monday, June 7, 2021

1:45 PM 4:15 PM 4:30 PM

Tuesday, June 8, 2021

11:30 AM 11:45 AM 12:00 PM 12:15 PM 12:30 PM 12:45 PM

1:00 PM 1:15 PM 3:00 PM 3:15 PM 5:30 PM 5:45 PM

Wednesday, June 9, 2021

11:30 AM 11:45 AM 12:00 PM 12:15 PM 12:30 PM 12:45 PM

Select Attendee to Sponsor Virtual Meeting

- Include a message letting the team know what you're most interested in discussing.
- Once your message is complete, click "Send Meeting Request"

The image shows two screenshots of a virtual meeting interface. The top screenshot displays the meeting details: "Monday, 7th June · 1:45 PM to 2:00 PM" with an "Edit" link. Below this, it says "Select a place to meet at the event." and shows a "Video Call" option. A prominent blue button labeled "Attendee to Sponsor Virtual Meeting" is visible. The bottom screenshot shows the same meeting details, but with a "Video Call · Attendee to Sponsor Virtual Meeting" location selected. Below the location, there is a "Message (optional)" field containing the text "Hi - I'm looking to connect with an agency that can help with content strategy plans". A blue button labeled "SEND MEETING REQUEST" is positioned at the bottom of the message field.

Await Confirmation

- Your request will appear in My Event/My Meetings as “Pending”

The screenshot displays a web application interface with a navigation menu at the top. The menu items are: Home, My Event (circled in blue), Agenda, Speakers, Digital Marketplace, Solution Zone, Networking, Attendees, and Virtual Swag. Below the navigation menu is a sidebar with four items: My schedule, My meetings (circled in blue), My networking, and My bookmarked companies. The main content area shows a date filter for Monday, February 22, 2021, with a toggle for 'Display empty slots' and a link to 'Make unavailable all day'. A meeting listing is shown for 1:30 PM to 1:45 PM, titled 'Meeting', with a 'PENDING' status (circled in blue) and a video call icon. The meeting is organized by 'TEST - Sheri TEST' from 'G3 Communications'. Below this, there is an 'Available for a meeting' section for 1:45 PM to 2:00 PM with a 'Make unavailable' link. On the right side, there is an 'Export' section with a description and a 'DOWNLOAD PDF' button.

Home My Event Agenda Speakers Digital Marketplace Solution Zone Networking Attendees Virtual Swag

My schedule >

My meetings >

My networking >

My bookmarked companies >

Display empty slots

Monday, February 22, 2021 [Make unavailable all day](#)

1:30 PM Meeting **PENDING**

1:45 PM Video Call · Virtual Meeting

TEST - Sheri TEST
TEST
G3 Communications

1:45 PM Available for a meeting

2:00 PM [Make unavailable](#)

Export

Export your sessions, meetings and bookmarks in a single printable PDF file.

[DOWNLOAD PDF](#)

Dates are displayed in your time zone (America/New_York)

Check Back & Review Your Notifications

- Once the sponsor accepts the meeting you will receive a notification and “Pending” will change to “Confirmed” (you may need to refresh screen)

The screenshot displays the user interface for the event "#B2BMX: Next-Level ABM". The top navigation bar includes a home icon, a notification bell with a red "1" badge, and the user's profile "Sheri". Below this is a menu with options: Home, My Event, Agenda, Speakers, Digital Marketplace, Solution Zone, Networking, and Activities. A left sidebar contains "My schedule", "My meetings", "My networking", and "My bookmarked companies". The main content area shows a calendar for "Monday, February 22, 2021" with a meeting slot from 1:30 PM to 1:45 PM labeled "Meeting" and "Video Call · Virtual Meeting". The meeting status is "CONFIRMED" in a green box. The meeting is with "TEST - Sheri TEST" from "TEST G3 Communications". Below the meeting is an "Available for a meeting" slot from 1:45 PM to 2:00 PM. A notification overlay on the right shows a message: "Congratulations! TEST - Sheri accepted your meeting." with details for the meeting on Monday, Feb 22, 2021, from 1:30 PM to 1:45 PM.

#B2BMX: Next-Level ABM
Edit event

Home My Event Agenda Speakers Digital Marketplace Solution Zone Networking Activities

My schedule >
My meetings >
My networking >
My bookmarked companies >

Dates are displayed in your time zone (America/New_York)

Display empty slots

Monday, February 22, 2021 [Make unavailable all day](#)

1:30 PM **Meeting** **CONFIRMED**
1:45 PM Video Call · Virtual Meeting

T-S **TEST - Sheri TEST**
TEST
G3 Communications

1:45 PM **Available for a meeting**
2:00 PM [Make unavailable](#)

Notifications [Mark all as read](#)

Activities (15 new)

New meeting 2 minutes ago
Congratulations! TEST - Sheri accepted your meeting.
Mon, Feb 22, 2021 1:30 PM to 1:45 PM
Virtual Meeting

T-S **TEST - Sheri TEST**
TEST
G3 Communications

Export & Add Meetings to Your Calendar

- Be sure to “Export to Calendar” (upper right corner of My Event/My Meetings) to add all meetings to your personal calendar

The screenshot displays the user interface for the event "#B2BMX: Next-Level ABM". At the top, there is a navigation bar with a home icon, a chat icon, a notification bell with a red '1', and a user profile for "Sheri". Below this is a secondary navigation bar with tabs for Home, My Event, Agenda, Speakers, Digital Marketplace, Solution Zone, Networking, Attendees, and Virtual Swag. The "My Event" tab is active, showing a calendar view for Monday, February 22, 2021. A meeting is listed from 1:30 PM to 1:45 PM, titled "Meeting" and marked as "CONFIRMED". The meeting details include "Video Call · Virtual Meeting" and the participant "TEST - Sheri TEST" from "G3 Communications". To the right of the calendar, a panel titled "Export" is circled in blue. It contains the text: "Add your upcoming sessions and meetings to your calendar application." Below this is a button labeled "EXPORT TO MY CALENDAR". Further down, it says "Export your sessions, meetings and bookmarks in a single printable PDF file." and a button labeled "DOWNLOAD PDF". On the left side of the calendar, there is a sidebar with options: "My schedule", "My meetings", "My networking", and "My bookmarked companies". At the bottom left, a note states: "Dates are displayed in your time zone (America/New_York)".

#B2BMX: Next-Level ABM
[Edit event](#)

Home **My Event** Agenda Speakers Digital Marketplace Solution Zone Networking Attendees Virtual Swag

My schedule >
My meetings >
My networking >
My bookmarked companies >

Dates are displayed in your time zone (America/New_York)

Display empty slots

Monday, February 22, 2021 [Make unavailable all day](#)

1:30 PM **Meeting** **CONFIRMED**
1:45 PM
Video Call · Virtual Meeting

TEST - Sheri TEST
TEST
G3 Communications

1:45 PM **Available for a meeting**
2:00 PM [Make unavailable](#)

Export
Add your upcoming sessions and meetings to your calendar application.
EXPORT TO MY CALENDAR
Export your sessions, meetings and bookmarks in a single printable PDF file.
DOWNLOAD PDF

How to Launch a Meeting

- A few minutes before the meeting, go to the profile of the participant you are meeting with and click on the highlighted “Meeting Call” button, which will launch the video call from directly within the platform (only available if the meeting is confirmed)

