



S M X[®]

SEARCH
MARKETING
EXPO

THE LARGEST CONFERENCE FOR SEARCH MARKETING IN GERMANY

MUNICH | 18-19 MARCH 2025

www.smxmuenchen.de

ORGANIZER: **rising**media



WHY SPONSOR SMX MUNICH?



The Sponsored Session did not only give us the opportunity to demonstrate our competence, but we also gained first-class customers directly afterwards.



Oliver Zenglein
CEO,
SEM Boutique



The Rising Media team really sets the bar high with every event they host. We were fortunate to take part in SMX Munich 2019 and were beyond impressed with the caliber of speakers, content, engaged attendees and the overall production of the conference. SMX Munich has been one of our most successful events to date and we look forward to working with the Rising Media team on future events.



Jennifer Hoffman
Marketing Director,
DeepCrawl



Peak Ace AG has been exhibiting at SMX Munich for years. Every year we generate new customers from various industries who need advice or support in international search engine or performance marketing. Also, we can position ourselves excellently in the professional environment and meet many of our existing customers. In addition to the strong, professional depth of the program and the international orientation, the multitude of networking opportunities makes the difference for us. Peak Ace – a convinced repeat offender!



Bastian Grimm
Director Organic Search,
Peak Ace AG



SMX Munich has been a must for us for years, both as an exhibitor and a visitor... With our stand we reach exactly our target group and can take valuable input home with us every year. In any case a must for agencies and tool providers!



Christian Scharmüller
Chief Client Officer,
Smarter Ecommerce GmbH



WHY SPONSOR SMX MUNICH?



WE TARGET YOUR PRODUCTS AND SERVICES:

- Search agencies working with large and / or multinational enterprises and brands
- Search, PPC and analytics tool providers
- Content providers
- Search and advertising platforms and networks
- Search engines



WE DELIVER YOUR TARGET GROUP:

- Senior Search Professionals and experts from large corporates, multinational enterprises and brands and pure-play internet companies.
- Budget holders who look for and buy tools and services for SEO, PPC and SEM
- Influencers who use and determine the tools and services for search marketing



WE OFFER:

- Bulls eye selection of your target audience
- Standard and bespoke packages for lead generation, knowledge transfer and branding
- Openness to new ideas for your appearance
- Competitive pricing
- Neutral and independent non-competitive event



WE DELIVER:

- Networking app and lead generation tools to maximise your involvement
- Ready-to-work stand
- Help with suppliers
- Professional and friendly operations support before, during and after the show



WE LOVE TO

- Help partners to reach their targets
- Provide great networking opportunities
- Cater excellent food and drinks
- Build long term relationships
- See customers coming back

PAST SMX SPONSORS INCLUDE





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OUR ATTENDEES



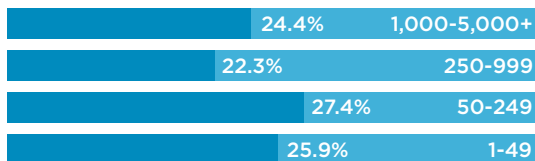
AMONG THE COMPANIES WHO ATTENDED





OUR ATTENDEES

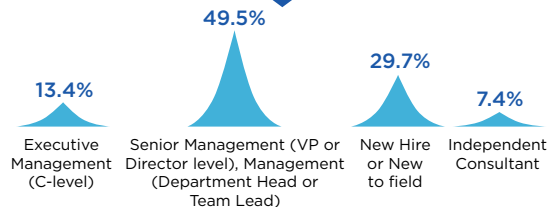
COMPANY SIZE (# EMPLOYEES)



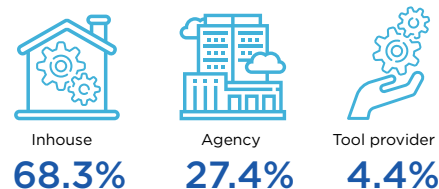
BUDGET RESPONSIBILITY



PROFESSIONAL LEVEL



INDUSTRY





MARKETING & TOOLS FOR SUCCESS

Marketing for YOUR success!

As an exhibitor or sponsor, you will benefit from:



Feature in our SMX newsletters



Logo, company description and link to your website on the conference homepage(s)



Social Media presence before, during and after the conference



Feature on break slides within the virtual platform

Tools for YOUR success!

We offer our exhibitors various opportunities to connect with the attendees:



Conference app

Our event app showcases the sponsors, you can see the conference attendees and message them directly.



Conference App - Meet participants

Request and schedule meetings with attendees in advance or during the conference and organize your presence at the SMX as effectively as possible.



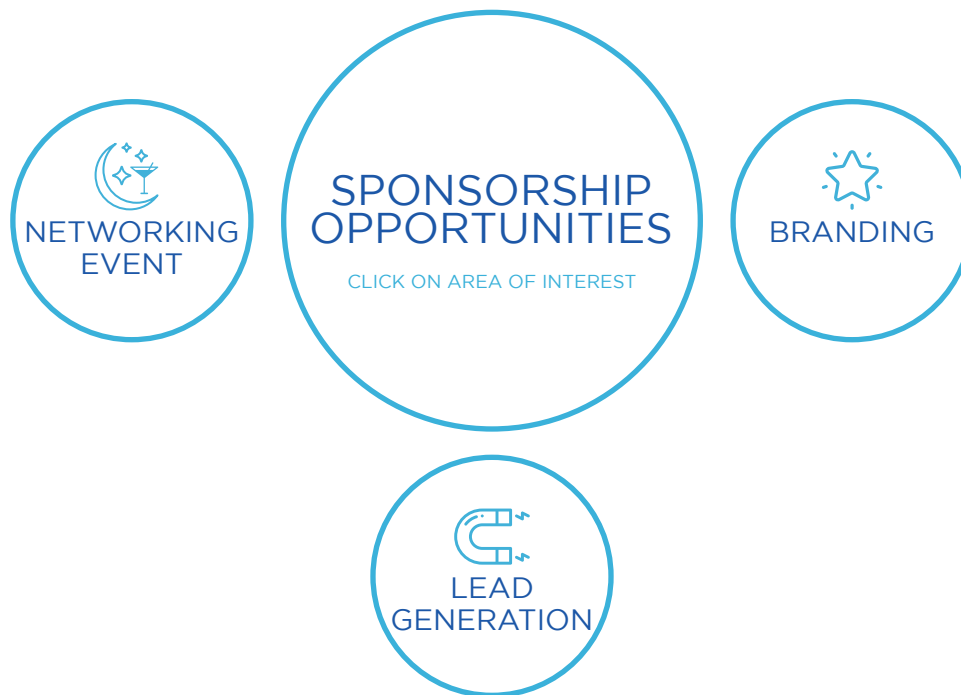
Conference App = Lead Scanner

Our Conference App allows you to scan attendees' barcodes directly from your mobile phone and generate leads quicker than ever.



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EXPO PRESENCE

MUNICH 2025

EXPO PACKAGE DIAMOND

- ✓ 3x Conference tickets
4x Expo+ tickets
4x After Dark tickets
15% discount on additional conference tickets
- ✓ 3m deep x 6m wide **exhibition space** ([More Info](#))
- ✓ 2x table + 4x chairs
- ✓ Marketing for success ([More Info](#))
- ✓ Tools for success ([More Info](#))
- ✓ Special feature in newsletter prior the conference
- ✓ Attendee opt-in list

€13.500
(excl. VAT)

EXPO PACKAGE PLATINUM

- ✓ 2x Conference tickets
3x Expo+ tickets
3x After Dark tickets
15% discount on additional conference tickets
- ✓ 2m deep x 4m wide corner **exhibition space** ([More Info](#))
- ✓ 1x table + 2x chairs
- ✓ Marketing for success ([More Info](#))
- ✓ Tools for success ([More Info](#))
- ✓ Special feature in newsletter prior the conference
- ✓ Attendee opt-in list

€9.500
(excl. VAT)

EXPO PACKAGE GOLD

- ✓ 2x Conference tickets
2x Expo+ tickets
2x After Dark tickets
15% discount on additional conference tickets
- ✓ 3m deep x 3m wide **exhibition space** ([More Info](#))
- ✓ 1x table + 2x chairs
- ✓ Marketing for success ([More Info](#))
- ✓ Tools for success ([More Info](#))

€6.500
(excl. VAT)



FURNITURE PACKAGES

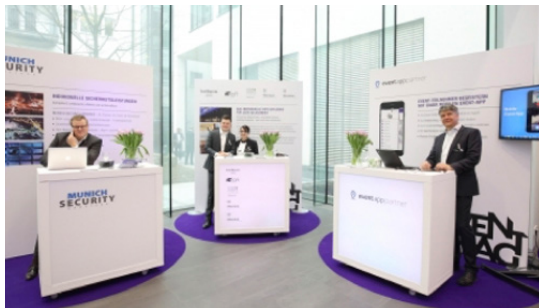
How to equip your exhibition space!

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

- LED counter
- Back wall
- 2 bar stools
- Brochure stand
- Waste bin
- Multi socket

€1.650



MEDIUM FURNITURE PACKAGE

- Big counter
- 2 bar stools
- Brochure stand
- Waste bin
- Multi socket

€500



SMALL FURNITURE PACKAGE

- Small counter
- 2 bar stools
- Brochure stand
- Waste bin
- Multi socket

€400



BRANDING



Press/Photo wall sponsor | €6.900



Lanyards Sponsor* | €5.500



Photo booth sponsor | €5.900



Bags Sponsor* | €5.900



Pads and pens sponsor* | €3.000



Wifi sponsor | €8.000



Water bottles sponsor | €9.900



Coffee cups sponsor | €9.900

*Please note that the sponsor is responsible for the production and on-time delivery of the promotional material. The layout has to be agreed with Rising Media beforehand.

LOCATION BRANDING



Screen Ad in expo area
€4.900



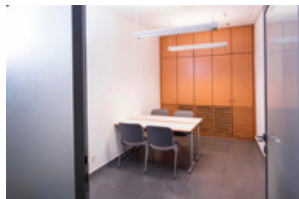
Entrance door branding | €5.900
Please note that this is a shared branding for
SMX and AllFacebook Marketing Conference



Stairs branding | €10.900
Please note that this is a shared branding for
SMX and AllFacebook Marketing Conference



LEAD GENERATION OPPORTUNITIES



RENTAL OF MEETING ROOM

- €950
- 1/2 day incl. branding & soft drinks

Take your clients and prospects to your own private meeting room. It's discrete, convenient and away from all the noise. Spoil your visitors with some exclusive catering and make the visit to your SMX haven even more attractive!



CONTENT DRIVEN ATTENDEE TARGETING

- €1.500
- (only one sponsor per session)

What if you could target exactly those SMX attendees that are interested in a problem you have the solution or the tool for? Choose any of the breakout sessions in the SMX conference program and we personally hand out your promotional material to all attendees of that session. Whether it's a leaflet offering a free trial, information about you or your product or even a special gift – this is your chance to get to the people that matter most.



KEYNOTE HANDOUT / CHAIRDROP

- €2.000

Only during the keynotes you will have the attention of each and every SMX attendee. If you want to get your message out to 1.600 search- and online marketing influencers, this is your chance. We will distribute your flyers / handouts to all conference attendees before the keynote.



AGENCY CORNER BRANDING

- 2 days - €3.900 (incl. 2x 2-Days Expo+ tickets)

SMX is a busy buzzing place – here is your own small meeting lounge. Cozy, exclusive, yet in the middle of it all – the perfect place to meet prospects and close deals. All options include branding of the agency corner with your logo.



VENDOR SPEAKING SLOT / WORKSHOP / DEEP DIVE

- 20 minutes - €6.500 (incl. 5 mins Q&A)
- 45 minutes - €7.500 (incl. 5 mins Q&A)

Attract participants to your products and services by giving them hands-on case studies or hold an interactive workshop in an exclusive room.

- Includes conference pass for the speaker / workshop leader

Generate leads by scanning the QR code of all attendees who will enter your session with the conference app.

SMX AFTER DARK



BE THE HOST OF THE EVENT!

Whether you want to brand bar elements, napkins or exterior walls or sponsor a photo booth or lounge area on-site – we can make almost everything possible!

Just inquire with your interest in sponsoring the networking event, which takes place after the first conference day, at exhibit@risingmedia.com and we are happy to discuss further options - and your ideas!





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VENUE



ICM Munich
Messegelände
81823 Munich
Germany



YOUR PERFECT SPONSORSHIP PACKAGE NOT HERE?
CALL US AND WE'LL BUILD ONE JUST FOR YOU.



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