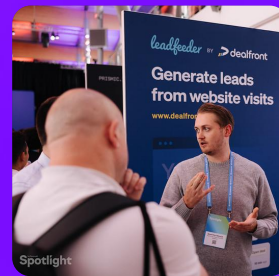


by Semrush Spotlight

October 29, 2025
Amsterdam, NL



Spotlight at a glance

Spotlight by Semrush unites 1,000 of Europe's marketing's brightest minds in Amsterdam for real problem-solving and big picture thinking. Through expert-led keynotes, intimate masterminds, and hands-on workshops, attendees gain practical strategies from industry pioneers across SEO, content, and social media that they can implement immediately

1,000+

Attendees:
marketers and
industry leaders

89 NPS

93% of attendees
highly satisfied
92% likely to
recommend

200+

leading
companies

100%

**Favorable
sentiment**
11,7M impressions
2,500 mentions
120K engagements

75+

key speakers
from Top Brands
& creators with
audiences of
100.000+



Spotlight Attendees

Connect with a wide range of digital marketing experts. Our event draws attendees looking to elevate their careers, brands, strategies, and campaigns.

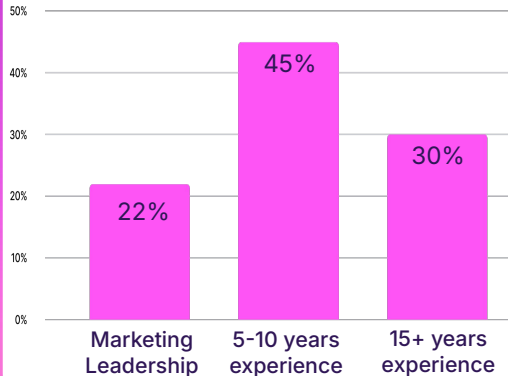
Key insights

- High concentration of decision-makers (**75% are involved in buying decision**)
- Strong representation of specialized digital marketing roles
- 37% are senior-level practitioners
- Direct access to enterprise leaders from Google, Adidas, LinkedIn + fast-growing scale-ups

Attendees profile

75%

Are decision makers and budget holders



Strategy Development

- Team Management
- Budget Oversight
- Technology Selection
- Performance Analysis

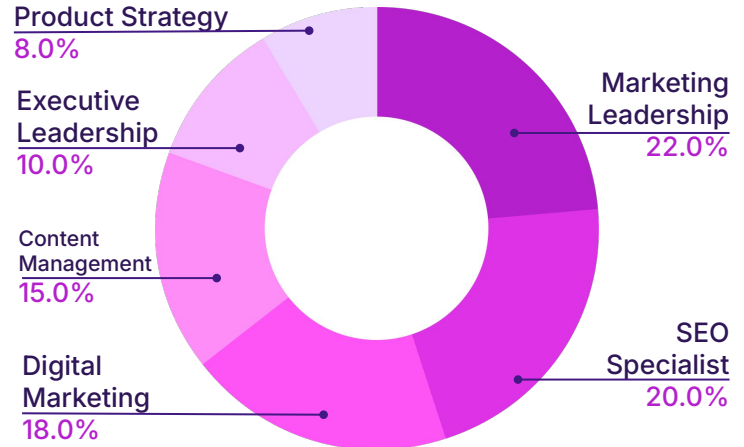
Marketing Strategy/Channels

- SEO/Search
- Content Marketing
- Growth/Performance Marketing
- Social media
- Advertising

Marketing Technology

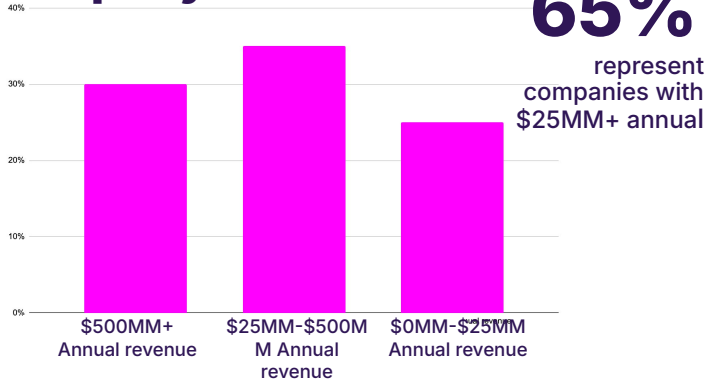
- Digital Transformation
- Content Strategy
- Analytics/Data

Job functions



Audience Buying Power

Company sizes



Key observations

- Notable presence of high-growth technology companies in the **\$25MM-\$500MM** bracket
- Healthy mix of established corporations and scale-ups
- Strong representation from both enterprise companies (**\$500MM+**) and growth-stage companies

Plan to purchase

Founders/Owners

Looking to take their business to the next level.

Heads/Leads/Directors

Executives seeking cost-effective marketing strategies that deliver results.

Marketing Strategists

Professionals looking for effective ways to grow online presence and audience.

Agencies

Aiming to increase their clients' ROI with the latest marketing tools and trends.

Purchasing power

75%

Decision makers

CEO/Founders

17%

Decision makers

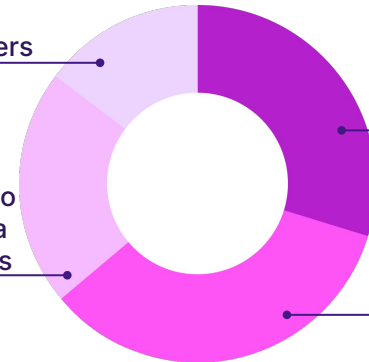
35%

Contribute to decision-making process

25%

Direct influence on decisions

40%



Who attended?

Leading brands with buying power

See the full 2024 line-up [here](#)



Venue & exhibitions opportunities

Spotlight is hosted in Amsterdam—one of the main business hubs. Perfect location, attracting leading digital marketers throughout Europe. Offering additional entertainment opportunities for meeting with clients and prospects.

Spotlight 2025 will take place at the Passenger Terminal Amsterdam (PTA). **Located in the city center**, just a 10-minute walk from Amsterdam Central Station, walking distance from bars, restaurants and cultural venues and 20 minutes by car from Schiphol Airport, the venue offers extensive space for the expo zone and a stunning view of the city.



From First Contact to Closed Deals

Find new clients, partners, promote your brand and showcase your industry leadership.

Step into the spotlight and position your company alongside the brands and experts that marketers look up to.

Fast-track your sales pipeline

Meet with Marketing Directors & senior practitioners. Connect with companies actively seeking marketing solutions

Drive the conversation

Influence marketers, and build relationships through mastermind sessions, networking and 1:1 meetings

Be the brand that gets recognised

Get unmatched exposure to an engaged audience of 1.500+ marketers, industry leaders, and key decision-makers.



Sponsorship Packages

Only 5 spots left

Diamond

~~€35,000~~

€29,500

Exclusive 3 spots

- Give exclusive 25-min presentation on one of the main stages
- Lead 1 mastermind session (50 min duration and 10 people)
- Special Big exhibitor booth
- 6 entrance tickets
- 2 VIP Passes

Gold

~~€27,500~~

€22,500

Only 5 spots left

- Lead 1 mastermind session (50 min duration and 10 people)
- Special Medium exhibitor booth
- Sponsor presentation & logo integrated in all event assets
- 4 entrance tickets

Silver

~~€16,500~~

€12,500

10 available,
7 already taken

- Special Medium exhibitor booth
- Sponsor presentation & logo integrated in all event assets
- 2 entrance tickets

Spark

~~€9,500~~

€6,950

- Featured as sponsor across the event website and sponsors page
- 2 entrance tickets

Brand

~~€6,000~~

€4,000

- Logo on Mobile App
- Logo on event website sponsor page
- Logo on event website
- 2 entrance tickets



Custom Varies

Tailor a bespoke package to perfectly meet your unique needs through online & offline visibility, activations, etc.

Get an exhibitor booth for lead generation. Build trust, showcase your product/solution, book new clients and feature in Semrush's mailing list and social media. Host a mastermind session to become a thought leader. Whatever your business goal, we have the perfect sponsorship package for you.

2025 Sponsorship Opportunities Networking • Leads • Thought Leadership • Branding	Diamond	Gold	Silver	Spark	Brand
Price	€35,000	€27,500	€16,500	€9,500	€4,000
Early bird discount	€29,500	€22,500	€12,500	€6,950	€2,500
Exhibit					
Booth	Medium	Medium	Medium	Small	No booth
Badge scanner/s	3	2	1	0	0
Thought Leadership					
Speech 25-minute presentation; integrated in to agenda, room set for 500+ or 200+					
Mastermind speaking—50-minute roundtable discussion, listed in mobile app, badge scans, seating for 10		✓			
Tickets to the speakers dinner	2	1			
Networking with All-Access passes					
Sponsor staff	8	4	2	2	2
Qualified Sponsor Customers or Prospects	10	6	2	N/A	N/A
50% discount for any additional tickets	✓	✓	✓	✓	✓
Branding					
Inclusion in the creatives across three stages = Thank you; Video Signage upon entry showcasing Keynotes	✓	✓			
Event entrance—Signage highlighting Diamond sponsorship	✓				
Logo on event website	✓	✓	✓	✓	✓
Logo branding on event email communications to registrants	✓	✓			
Editorial presentation rooms- Thank you to our sponsors slide	✓	✓	✓		
Signage in Breakfast/Lunch rooms	✓	✓	✓		
Logo on Mobile App	✓	✓	✓		✓

We Handle Everything.

You focus on growing your business

Zero Setup Hassle

- Fully equipped turnkey booths
- Send designs, show up, start connecting
- No hidden costs for furniture, screens, or WiFi
- Professional build and teardown included

Strategic Placement, Maximum Impact

- Expo area is located next to main stage and next to the main bar
- Proven engagement mechanics to drive traffic to your booth
- High footfall at every booth position—all booths are placed around experiences

Your Success is Our Priority

- Lead capture tools included for 3 sponsors' tiers
- Support team dedicated to your ROI
- Spotlight features for every sponsor tier



Diamond (Tier 1)

Own the Main Stage. Own the Conversation.

BEFORE

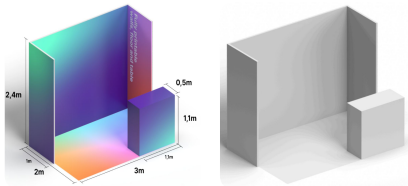
- Sponsor presentation & logo integrated in all event assets
- Featured as sponsor across the event website and sponsors page
- Brand mention to our registrant communications
- Pre-event email to registrants highlighting top sponsors
- 1 dedicated email featuring your brand as sponsor to the attendees
- Promo code ticket discount for some of your customers
- Tweet of the day—A tweet from the Semrush brand
- An IG story on the Semrush brand IG
- Dedicated mention as sponsor in our Spotlight SM accounts (FB/LI/IG)

DURING

- 25-min presentation slot on one of the main stages integrated into agenda, room set for 500+ or 200+
- Mastermind speaking—50-minute roundtable discussion, listed in mobile app, badge scans, seating for 10
- On site digital signage placement
- Event entrance- Signage highlighting Diamond sponsorship
- Special exhibitor booth—Big
- Exclusive centered location
- Lead collection package
- 3 badge scanners
- Print your logo with our special coffee machine
- Logo placement on our sponsors wall
- Logo placement on our claw machine
- Access to the pre and after party
- 8 Entrance tickets
- 50% discount for any additional tickets

AFTER

- Post-event email to registrants highlighting all sponsors



Big Booth 8 mt2 Customized Booth Next to Keynote Stage

- Full day exhibition booth on partner expo zone
- Full color branded walls and floor, artwork
- Turnkey production (build-up, Partner Wi-Fi, power, light)
- 4x bar stools
- 1 large screen

Cost € 29,500

Gold (Tier 2)

Transform Prospects into Partners

BEFORE

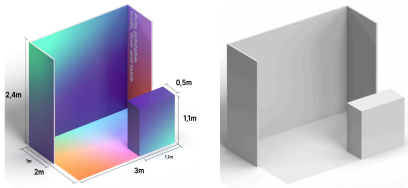
- Sponsor presentation & logo integrated in all event assets
- Featured as sponsor across the website event and sponsors page
- Brand mention to our registrant communications
- Pre-event email to registrants highlighting top sponsors
- Dedicated mention as sponsor in our Spotlight SM accounts (FB/LI/IG)
- Tweet of the day—A tweet from the Semrush brand

DURING

- Mastermind speaking—50-minute roundtable discussion, listed in mobile app, badge scans, seating for 10
- Sponsor presentation & logo integrated in all event assets
- Special exhibitor booth—Medium
- Exclusive centered location
- Lead collection package
- 2 badge scanners
- Access to the pre and after party
- Print your logo in our special coffee machine
- 4 Entrance tickets
- 50% discount for any additional tickets

AFTER

- Post-event email to registrants highlighting all sponsors



Medium Booth 6 mt2

Centered location

- Branded exhibition booth on partner expo zone
- Full color branded walls and floor, artwork
- Turnkey production (build-up, Partner Wi-Fi, power, light)
- 2x bar stools
- 1 medium screen

Cost € 22,500

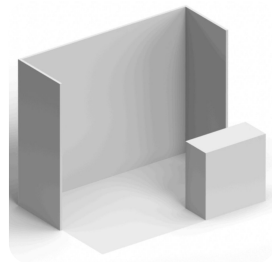
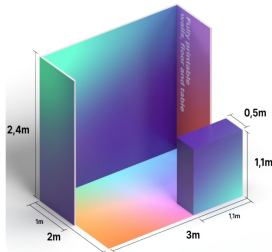
Silver (Tier 3)

BEFORE

- Sponsor presentation & logo integrated in all event assets
- Featured as sponsor across the event website and sponsors page

DURING

- Sponsor presentation & logo integrated in all event assets
- Special exhibitor booth—Small
- Lead collection package
- 1 badge scanner
- Print your logo in our special coffee machine
- 2 Entrance tickets
- 50% discount for any additional tickets
- Access to the pre and after party



Medium Booth 6 mt2

- Full day exhibition booth on partner expo zone
- Turnkey production (build-up, Partner Wi-Fi, power, light)
- 2x bar stools
- 1 screen

Cost € 12,500

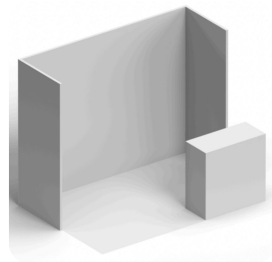
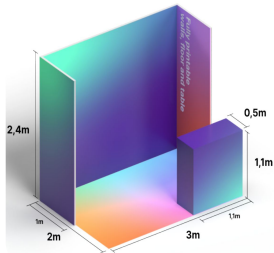
Spark (Tier 4)

BEFORE

- Featured as sponsor across the event website and sponsors page

DURING

- 2 Entrance tickets
- 50% discount for any additional tickets
- Access to the pre and after party



Small booth 4 mt2

- Full day exhibition booth on partner expo zone
- Turnkey production (build-up, Partner Wi-Fi, power, light)
- 2x bar stools
- 1 screen

Cost € 6,950

Speaking Slot

Diamond only

Your 25-minute main stage presentation places you in front of 500+ engaged decision-makers in a prestigious theater setting. This prime speaking opportunity allows you to showcase your thought leadership and industry expertise to a carefully curated audience of professionals.

Combined with comprehensive branding and social media benefits in the Diamond package, a main stage presentation establishes your company as a dominant force at the conference. Your visibility, market authority, and industry influence will be impossible to miss!

Become a Thought Leader

Showcase your organization's expertise and position someone from your company as a thought leader, boosting individual and organizational profile.

Amplify Your Visibility

Gain prominent exposure by being featured on the conference program, directly associating your brand with cutting-edge industry discussions alongside some of the biggest names.

Influence the industry

By taking the main stage, you'll shape industry conversations and establish your organization as a true market leader, influencing how hundreds of decision-makers think about and approach key challenges in the space.



Mastermind session

Diamond
& Gold tier
only

Mastermind sessions are expert-led roundtable discussions where a group of 10 attendees gather to have an expert-led conversation that allows them to connect with other professionals facing similar challenges.

In combination with all branding and social media opportunities in the Diamond and Gold tier packages, hosting a mastermind session gives you unparalleled visibility at the conference. Your company's presence, products and industry leadership will be undeniable!

Become a Thought Leader

Showcase your organization's expertise and position someone from your company as a thought leader, boosting individual and organizational profile.

Amplify Your Visibility

Gain prominent exposure by being featured on the conference program, directly associating your brand with cutting-edge industry discussions alongside some of the biggest names.

Connect with people who are interested in your topic, expanding your professional network. Generate leads by demonstrating your expertise in problems relevant to their needs.

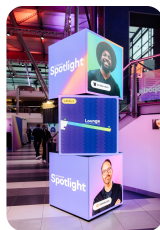
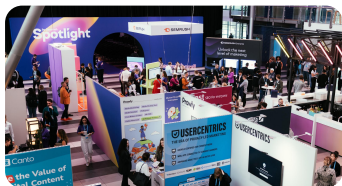


Stand out with how you show up

Don't want the booth but excited about Spotlight?

Choose from additional and custom options to maximise exposure and amplify user-generated content.

We know how to make people engaged and we want your brand to shine—at the event and online.



Branded supermarket items

Choose any food or drink item? Is your brand a bag of chips or a smoothie? People will be carrying your logo around and taking it online

Beverage Sponsor

Feature your signature beverages through branded bars, custom cocktail menus, and dedicated sampling opportunities.

Breakfast Sponsor

Make a memorable first impression by fueling attendees' mornings with a premium breakfast experience during their most energized networking hour.

Morning Zen Zone Sponsor

Your brand gets the good karma of helping 1500 professionals kick start their day with meditation and mindfulness moments before their big ideas start flowing. How? You decide.

Pre or after party sponsor

Want a larger exposure and ownership of our networking moments? We will ensure people are buzzing about your brand.

Lounge/Charging station sponsor

Brand the area where people go to rest. How you do it—the choice is yours. We're here to negotiate the options.

Fully custom

Haven't found what you're looking for? We will discover your needs and if it's a match, offer something truly out of the ordinary.

Attendee Feedback

"Spotlight was special, it had a VIBE! Being in the same room with smart, curious people, and feeling that sense of belonging in the air. As Victoria Blinova rightly called it, this was a marketing Coachella"

"This was one of the best events till yet! I found out so many things to implement in my business, and I now know what we can do best with marketing"

"Top tier speakers with genuinely interesting insights and good dose of marketing realism. Not the usual marketing clichés—more educated marketing realism with something new and reasoned to say."

"It was incredibly impressive... Entertainment, lineup, knowledge-sharing, the blend of the program based on different areas of marketing (not only SEO!!!), every little detail, simply wow."

"That it wasn't just about giving a high level overview of trends. It got very granular, I gained practical tips and insights I could apply immediately."

Sponsor Feedback

"We loved the quality of the audience, the busy traffic on the event floor."

"It's a great opportunity to build the brand presence and get into networking."

"It's way above my expectations. The event was great, on every angle, no weak points. The way how the booths were prepared and "gamification" pushing attendees to visit every booth—simply amazing!"

"B2B companies attendees, relevant attendee job titles; the brand Semrush has assured us the event'd be worthy"

"Great atmosphere, excellent with the right mix of attendees. The relaxed, professional atmosphere. No hard selling by anyone and a genuine feeling that everyone was there to learn, share and exchange."



We aim to make Spotlight even bigger in 2025!

1,200+

Attendees expected

100+

Top speakers

120+

Masterminds sessions

30+

EU countries present

Program Concept

Keynote Stages

keynote speakers: ~30

Full stack Marketer

For: marketing generalists exploring holistic strategies for business growth: end-to-end marketing funnel, brand and creative, data-driven, and technical approaches to drive results.

Topics: omnichannel campaigns, performance marketing, AI, customer journey mapping, ROI optimization, etc.

Nr. Speakers: 18

SEO & Content

For: technical SEOs and content marketers exploring the strategies to dominate search rankings. From algorithm updates to advanced link-building, uncover techniques to maximize visibility and organic growth.

Topics: International SEO, programmatic SEO, SERP trend analysis, AI in search, E-E-A-T content strategies, etc.

Nr. Speakers: 10-12

Mastermind Sessions

Masterminds speakers: ~70

- Content Strategy & Creation
- Social Media & Community
- AI & Marketing tools
- Digital & Performance Marketing
- Brand & Creative Marketing
- 2026 Marketing Trends & Strategy
- B2B Marketing
- Agency & freelance
- Influence and authority
- CRO and Automation
- Leadership & Career Growth
- E-commerce & Retail Marketing
- Product Marketing
- Analytics / Revenue Attribution
- ABM Marketing
- Demand Generation
- Growth and Acquisition
- Connection table



Level Up Your Market Position And Boost Your Brand

Let's work together

Step into the spotlight and position your company alongside the brands and experts that marketers look up to.

We are determined to help you maximize ROI!



Jasper Willems
Brand Partnerships Director

✉ semrush@network-events.eu



www.spotlightconf.com



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