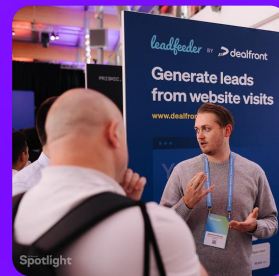


by Semrush Spotlight

October 29, 2025
Amsterdam, NL



We Aim to Make Spotlight Even Bigger in 2025!

Spotlight by Semrush unites 1,200 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, AI, content, and social media that they can implement immediately.

1,200+

Attendees expected

100+

Top speakers

150+

Mastermind sessions

200+

Top, global brands

89 NPS

93% of attendees highly satisfied
92% likely to recommend

100% Favorable sentiment

11.7M impressions, 2,500 mentions,
& 120K engagements

Spotlight Attendees

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

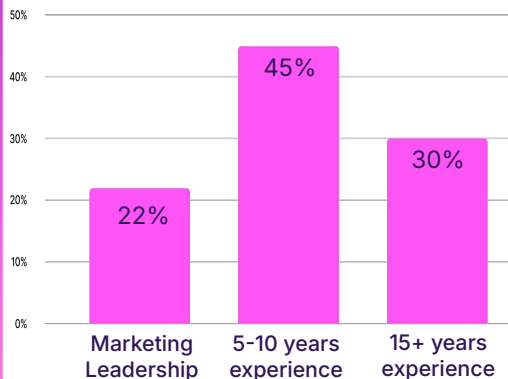
Key insights

- 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

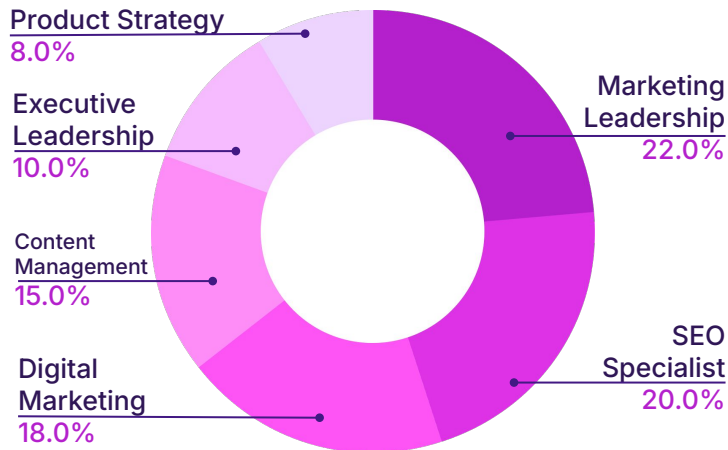
Marketing Strategy/Channels

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

Marketing Technology

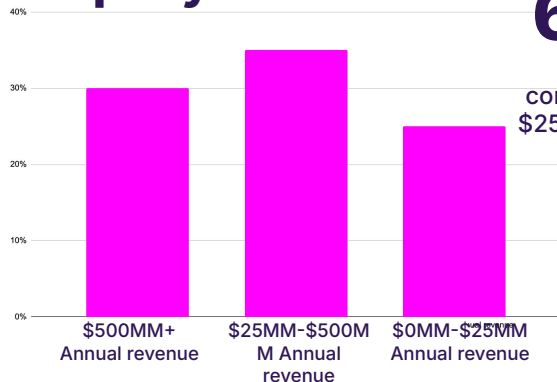
- Digital Transformation
- Content Strategy
- Analytics/Data

Job functions



Audience Buying Power

Company sizes



65%

represent
companies with
\$25MM+ annual

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

Purchasing power

75%

Decision makers

CEO/Founders

17%

Decision makers

35%

Contribute to
decision-making process

25%

Direct
influence on
decisions

40%

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.

Who Attended?

Leading Brands With Buying Power

See the full 2025 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

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.

Only 1
spot
left!

Diamond

~~€35,000~~

€29,500

- 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

Only 1
spot
left!

Gold

~~€27,500~~

€22,500

- 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

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

10 available,
7 already taken

Spark

~~€9,500~~

€6,950

- Special Small exhibitor booth
- Featured as sponsor across the event website and sponsors page
- 2 entrance tickets

Sold
out!

Brand

~~€6,000~~

€2,500

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



Custom Varies

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

2025 Sponsorship Opportunities Networking • Leads • Thought Leadership • Branding					
	Diamond	Gold	Silver	Spark	Brand
Price	€35,000	€27,500	€16,500	€9,500	€6,000
Early bird discount	€29,500	€22,500	€12,500	€6,950	€2,500
Exhibit					
Booth	Big	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 reception	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 two 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	✓	✓	✓		✓

Sold out!

1-1 Curated Meetings

Let us connect you with the right people.

We'll arrange high-value, double opt-in 1:1 meetings with decision-makers, speakers, and other key attendees.

One month before Spotlight, we'll share a list of attending companies (no names or emails) so you can highlight who you'd like to meet.

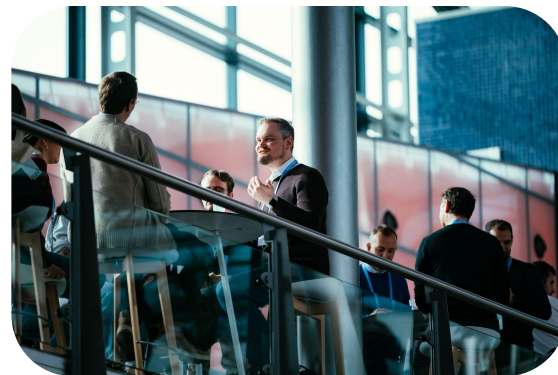
7 curated meetings

Cost € 8,500

10 curated meetings

Cost € 10,000

*And if you don't see a company you're hoping to meet, just provide us your wishlist and we'll invite them to Spotlight for you.



Socials Sponsorship Packages

Pre-Party Sponsorship

€24,000

- Branding on all pre-party promotional materials
- Logo placement at the venue entrance and on digital screens
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in pre-event communications and social media shoutouts
- Opportunity to distribute branded merchandise
- Mention in the after event mailing

Sponsor Lounge

€5,500

- Branding on lounge signage and furniture
- Logo on digital screens within the lounge
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in event communications and social media
- Opportunity to provide branded giveaways
- Mention in the after event mailing

Breakfast Sponsorship

€2,500

- Branding on breakfast area signage and menus
- Logo on breakfast tableware and napkins
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in morning event communications and social media
- Opportunity to provide branded breakfast items
- Mention in the after event mailing

Socials Sponsorship Packages

After-Party Full Sponsorship

€20,000

- Branding on all after-party promotional materials
- Logo placement at the venue and on digital screens
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in post-event communications and social media shoutouts
- Opportunity to host a branded activity or contest
- Mention in the after event mailing

After-Party Drinks Sponsorship

€12,000

- Branding on drink menus and bar areas
- Logo on cocktail napkins and drinkware
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in event communications and social media
- Opportunity to create a signature cocktail
- Mention in the after event mailing

After-Party Food Sponsorship

€8,000

- Branding on food station signage and menus
- Logo on napkins and tableware
- Logo and link on the event website
- Mention in digital communications and social media
- Mention in event communications and social media
- Opportunity to feature a branded dish
- Mention in the after event mailing

Branded Essentials

Coffee Station(s)

Be the brand that fuels the day.

Our coffee stations* are one of the most visited spots on site, the perfect place to **boost your visibility** and **connect with attendees**

Cost € 3,450
per station

Water Station(s)

Be where every conversation starts.

With hundreds of attendees stopping by our water stations* throughout the day, this is a great opportunity to **put your brand front and center**

Cost € 2,450
per station

Supermarket Item(s)

Be the brand they enjoy all day long.

Any supermarket food or drink item of your choice can be branded and available for attendees on-site. People will **carry your logo** around all day.

Cost upon request



*Each station includes branded signage, branded cups, and is available throughout the day. Your logo and a link to your company website will also be included on the Spotlight website.

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

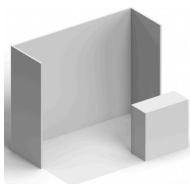
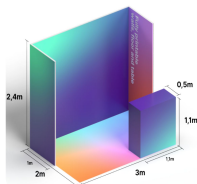


Diamond (Tier 1)

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

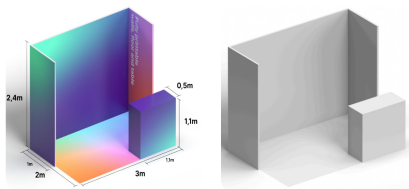
- Sponsor presentation & logo integrated in all event assets
- Featured as sponsor across the website event and sponsors page
- Brand mention to our registrant communications
- Pre-event email to registrants highlighting top sponsors
- Dedicated mention as sponsor in our Spotlight SM accounts (FB/LI/IG)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

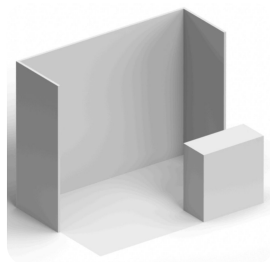
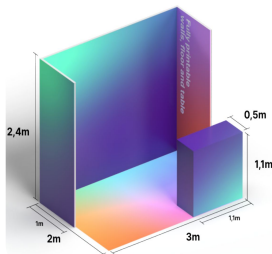
Silver (Tier 3)

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—Medium
- 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

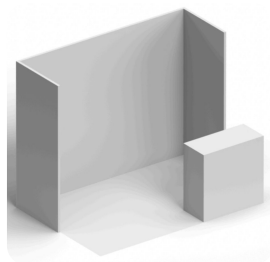
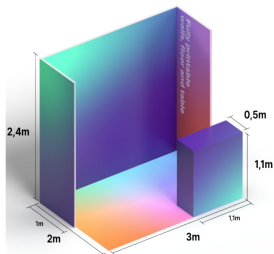
Spark (Tier 4)

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!

Only 1
spots
left

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.

Only 2
spots
left

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.

Influence the Industry

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.



Program Concept

Keynote Stages

Keynote speakers: ~30

Main Stage

This stage is designed for marketing generalists, SEOs and content marketers exploring holistic strategies for business growth.

Topics: omnichannel campaigns, performance marketing, AI, customer journey mapping, ROI optimization, international SEO, programmatic SEO, SERP trend analysis, Core Web Vitals, E-E-A-T content strategies, etc.

600 ppx

Enterprise

This stage addresses the complexities of scaling marketing efforts. Explore how to navigate cross-departmental challenges, manage massive budgets, and implement innovative strategies in high-stakes environments.

Topics: martech stack integration, scaling personalization, enterprise analytics, data governance, multi-location marketing, etc.

200 ppx

Mastermind Sessions

Masterminds speakers: ~70

- Content Strategy & Creation
- SEO & Organic Growth
- Social Media & Community
- AI & Marketing tools
- B2B Marketing
- Brand & Creative Marketing
- Data & Analytics
- Campaign & Performance
- Marketing Strategy & Trends
- Marketing Mix
- Enterprise Marketing
- Connection table





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."

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

✉ jasper.willems@semrush.com



www.spotlightconf.com



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