

# San Diego Convention Center

111 W Harbor Drive  
San Diego, CA 92101

**OCTOBER 21-23, 2024**



## CONNECT WITH SENIOR-LEVEL BUYERS FROM ACROSS THE GLOBE



**2400+**

Attendees expected from  
countries around the world



**39**

of the Fortune 100 Companies  
Have Attended CMWorld In the  
Last 3 Years



**65%**

Decision Makers



**87%**

B2B/B2C Marketers



**70%**

Mid/Large Enterprise  
Companies

[CLICK HERE](#) to discover the benefits of  
sponsoring Content Marketing World 2024.

# THE INDUSTRIES YOU WANT TO REACH

Looking to connect with a specific audience or vertical?  
Here's are some of the industries and companies that attend.



## ACCOUNTING/BANKING/FINANCE

Bank of America • CitiGroup •  
Charles Schwab & Co • Mastercard • PwC



## HEALTHCARE

Aetna • AstraZeneca • Cardinal Health  
Cleveland Clinic • Humana • Novartis



## INTERNET/ONLINE

Amazon • Google • TikTok • Monster  
LinkedIn • WebMD • Yahoo!



## TELECOM

AT&T • Comcast • Ericsson • Mitel • Nokia  
Qualcomm • Scripts Networks Interactive •  
Verizon



## AGENCY

360i • Campbell Ewald • Doner • Ogilvy  
Publicis • TBWA



## TECHNOLOGY

Accenture • Adobe • Apple • Cisco  
Dell • Microsoft



## MANUFACTURING

3M • Akzonobel • Boston Scientific • Caterpillar  
Johnson & Johnson • Kohler • Nestle



## RETAIL

Adidas • Bissell • Dick's Sporting Goods • Ebay  
IKEA • LEGO • QVC • Walmart



## TRAVEL/TOURISM

Airbnb • BCD Travel • Delta Airlines • Expedia  
Marriott International Sabre • tripadvisor

## GOVERNMENT

Army • Canada Post • CDC • Depart. of  
Commerce EPA • NASA • National Institute of  
Health

# REACH BUYING TEAMS

Here are some of the titles that attend.



## STRATEGY THE C-SUITE

Chief Content Officer  
Chief Executive Officer  
Chief Growth Officer  
Chief Innovation Officer  
Chief Marketing Officer  
COO  
Chief Data Officer  
VP Communications  
VP Content  
VP Corporate Marketing  
VP Demand Generation  
VP Digital Marketing  
VP Marketing  
VP Marketing Analytics  
VP Marketing Operations  
VP Product Marketing  
VP Sales & Marketing



## PLANNING THE TACTICIANS

Audience & Data Manager  
Dr. Content Marketing/Strategy  
DAM/CMS Specialist  
Digital Media/Strategy Manager  
Event & Field Operations  
Market Research Analyst  
Marketing & Promotions Mgr  
Marketing Analyst  
Marketing Automation Manager  
Marketing Campaign/Ops Mgr  
Marketing Manager/Strategist  
Paid Media Manager  
PR/Comm Manager  
Product Marketing Manager  
Research Director  
SEO Manager/Director  
Social Media Manager/Director



## CONTENT CREATION THE CREATIVES

Brand Strategist  
Content Marketing Strategist  
Copywriter  
Creative Director  
Creative Services Manager  
Digital Content Producer  
Director Content & SEO  
Director Content + Creative  
Dr. Content Mktg & Strategy  
Director Creative Services  
Director Digital Content  
Journalist  
Marketing Strategist  
Senior Creative Manager  
Senior Digital Designer  
Web Content Strategist



## PROMOTION/DISTRIBUTION THE LEAD GENERATORS

ABM Manager  
Acquisition Mktg Manager  
Director, Demand Generation  
Dr. Field & Partner Marketing  
Director, Growth Marketing  
Dr. Mktng Ops & Technology  
Director, Revenue Marketing  
Director, Digital Marketing  
Dr., Marketing & Operations  
Email Marketing Manager  
Lead Gen & Ops Manager  
Manager, Digital Marketing  
Mktng Operations Manager  
Sr. Manager, Demand Gen  
Sr. Marketing Manager, ABM  
Sr. Mktng Ops Manager



## OPTIMIZATION/ MEASUREMENT/REPORTING THE ANALYSTS

Analytics Manager  
Audience Growth Manager  
Data Science Manager  
Data Strategist  
Dr. Digital Analytics  
Dr. Marketing Analytics  
Dir. Marketing Operations  
Head of Data & Analytics  
Head of Data Science  
Head of Marketing Analytics  
Manager, Digital Analytics  
Marketing Analytics Manager  
Marketing Operations Mgr  
Data & Optimization Mgr  
Operations Manager  
Sr. Data Analyst  
Sr. Decision Science  
Sr. Manager, Data Solutions

# CMWORLD OPTIONS BY OBJECTIVES

## I. EXHIBITING

- Platinum
- Gold
- Silver
- Bronze
- Start Me Up

## V. NETWORKING & ENTERTAINMENT

- All Attendee Opening Party
- Robert Rose "Tell It Well" Party
- Expo Hall Cocktail Reception
- Influencer/Speaker Party
- Women in Content Marketing
- Custom
- Running Club Sponsorship

## II. SPEAKING

- Classroom
- Thought Leadership Session
- Tech Talk Session
- Executive Forum
- Workshops & Masterclasses
- Women in Content Marketing

## IV. BRAND AWARENESS

- Expo Hall/Lounge Sponsor
- Branded Impact Areas (i.e. Charging Stations, Column Wraps, Escalator Clings, Digital Signage)
- Attendee/Mobile App
- Lanyards
- Content Marketing Awards
- Carbon Offset Sponsorship
- Fill It Forward Sponsorship

## III. LEAD GENERATION

- Track Sponsorship
- Speaking
- Custom

