

solutions day

# Marketing Acceleration Proposal

INVITATION FOR  
AI GTM SPOTLIGHT

By  
SOLUTIONS DAY

# OVERVIEW

## INNOVATION MEETS ITS MARKET

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In the fast-paced world of AI-driven GTM (Go-To-Market) technology, standing out is everything. **AI GTM Spotlight** is an online event with Action-Oriented Format—Inspired by *ProductHunt's* discoverability and *Shark Tank's* pitch intensity, tailored for B2B SaaS customer acquisition. It's a launchpad for the most innovative GTM tech stack solutions to connect directly with their ideal customers.

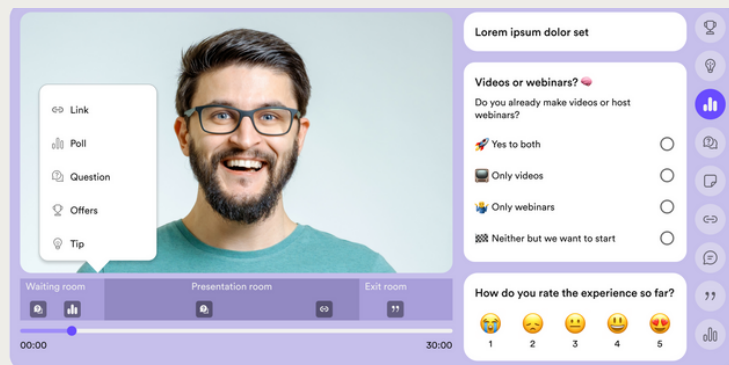
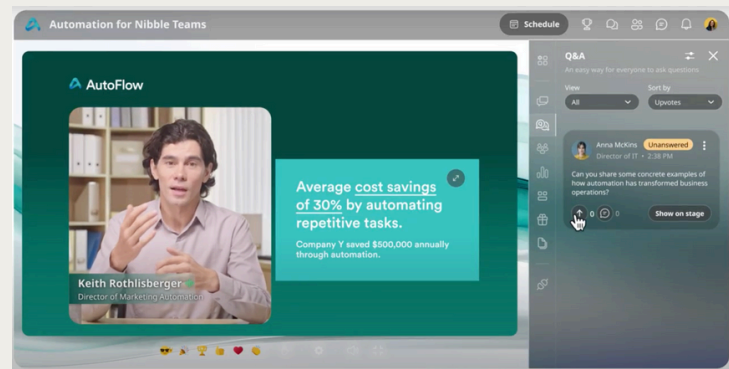
# The Spotlight Format

## 7-MINUTE SPOTLIGHT *RECORDED*

- **1-min Introduction:** Concisely present your company and solution.
- **3-min 'How it works':** Showcase your product's key features and benefits.
- **3-min Case Study:** Highlight real-world impact and customer testimonials.

## 3-MINUTE ENGAGEMENT *LIVE*

- **Open Floor:** Address questions from our engaged audience.



Shine Bright, Scale Fast

# Why Pitch @ AI SPOTLIGHT



## **DIRECT PIPELINE GENERATION**

**#01**

- Connect with MQLs, SQLs, and potential customers across the entire funnel
- Drive free trial sign-ups and newsletter subscriptions in real-time

## **UNPARALLELED EXPOSURE**

**#02**



- Showcase your innovation to a curated audience of GTM leaders and decision-makers.
- Gain instant feedback from industry experts and potential customers



## **ACCELERATED MARKET PENETRATION**

**#03**

- Compress months of outreach into a single, high-impact presentation
- Leverage the event's momentum for sustained growth post-spotlight

# Scheduled Roadmap

## LOCK THE SPOT

📍 01 Oct- 10 Nov



## DEMO CHECK

📍 5 Nov-15 Nov



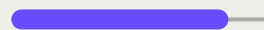
## EVENT DAY

📍 20 November



## REPLAY (ON DEMAND)

📍 21 Nov- 15 Dec



## CLOSING

📍 20 December



# Spotlight Advantage

<b>Solution Awareness</b>
Premium Exposure to Laser-Focused Audience of 200-300
Pre/Post Event Email Marketing to 1200-1500 Registrations
Post Event Reels on SM to 33k Airmeet Followers

<b>Organic reach in 3 months</b>		
<b>Social Media</b>	<b>Impressions</b>	<b>Reach/Views</b>
LinkedIn	40K	19K
Youtube	15K	4K

\*Subject to offer

# Audience

- **Founder(s)/CXO(s):** Seeking cutting-edge AI solutions to optimize their GTM strategies
- **Sales and Marketing VP(s)/Director(s):** Looking for tools to streamline operations and boost ROI
- **Mid Management and Growth Hackers:** Hungry for innovative ways to scale rapidly and efficiently

By Location			
NAM	Europe	APAC	Others
50%	20%	20%	10%

By Function		
Marketing	Sales	Others
40%	40%	20%

By Seniority			
VP/CXOs	Founders	Directors & Managers	ICs /Growth Hackers
20%	25%	35%	20%

\*Above numbers include data from Airmeet community, user base, previous event attendees and projections from spotlight event marketing.

# Curious? Get Involved

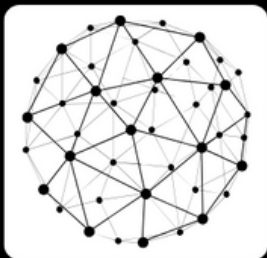
Our team would love to schedule a call to discuss how we can tailor this opportunity to best showcase your unique offering.

Contact:

Ashwani@airmeet.com 

Nitin@airmeet.com 

We look forward to the possibility of highlighting your game-changing AI solution for GTM!



## solutions day





### **B2B Tech Showcase Experts**

Proven success in demonstrating complex solutions

### **Pipeline-Building Platform**

Advanced lead capture and engagement

### **GTM-Optimized Features**

Customizable to various Go-To-Market strategies

### **Global Reach, Personal Touch**

Worldwide audience with meaningful interactions

### **Data-Driven ROI**

Actionable analytics for measurable event impact

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[www.airmeet.com](http://www.airmeet.com)