



Why Attend GO NYC 2025

Date: October 7, 2025

Location: The William Vale, Brooklyn, NYC

GO NYC is a one-day event designed for enterprise sales, marketing, and revOps leaders. Focused on what's working in modern go-to-market, this is your opportunity to gain new strategies, connect with top-performing teams, and explore how to turn GTM ambitions into measurable outcomes.

What You'll Gain

- Practical, proven strategies to improve pipeline performance and campaign effectiveness
- Insight into how AI is actively transforming GTM execution
- Real examples from high-growth companies on aligning teams for scalable growth
- Access to cutting-edge research, expert frameworks, and peer-tested tactics

Agenda Overview

The event begins with registration opening at 8:00 AM, followed by a full-day of programming from 9:00 AM to 4:00 PM. The morning features mainstage sessions and the afternoon offers a choice of breakout sessions tailored to your role and focus. After the content wraps up, join us for a rooftop afterparty overlooking the NYC skyline and continue the conversations.

Morning Programs

- Opening Keynote: *The Next Era of GTM*
- GTM Market Trends & Buyer Behavior
- Product Innovations
- Industry Trends: *What's working in B2B marketing today*
- Customer Case Studies
- Partner-Led Success Stories

Afternoon Breakout Tracks

GO Execute: Tactical Excellence for Today's GTM Teams

- Revenue conversion in real-time
- Campaign optimization and performance
- Modern advertising strategies
- Buyer intent and sales alignment

GO Lead: Strategic Alignment for Scalable Growth

- Campaign success strategies
- Building future-ready GTM organizations
- Organizational efficiency and structure
- ABM maturity and GTM evolution

GO Innovate: AI & Innovation in Action

- AI's expanding role in revenue teams
- AI-enhanced marketing approaches
- AI agents driving pipeline results
- Future-proofing GTM with AI

Agenda subject to change

Full schedule coming soon.

Featured Speakers

GO NYC brings together forward-thinking leaders who are shaping the future of B2B go-to-market. Hear exclusive insights from experts at the forefront of innovation, research and execution.



Who You'll Meet

Engage with a curated mix of GTM professionals and innovative sponsors through the day. Network over coffee, expert-led sessions, and during our rooftop afterparty.

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsor



Exclusive Access

Take advantage of direct access to the Demandbase team

- Meet 1:1 with our expert team to dive into your toughest challenges
- Book time with our executive team to discuss strategy and vision

Booking links coming soon.

ABM Certification

Held the day before the main conference, this in-person ABM certification workshop, led by Demandbase experts, is the perfect way to jumpstart your GO NYC experience. Expect hands-on learning, real-time feedback, and insights from top ABM practitioners. You'll leave with a recognized credential and confidence to lead more personalized, effective go-market motions.

Limited spots available

Ticket Cost & Inclusions

Cost

Early Bird: \$299

General Admission: \$399

Your ticket to GO NYC includes the following:

- Access to all sessions at GO NYC
- Access to the networking sponsor zone
- Complimentary lunch
- Coffee, water and light bites
- Access to the rooftop afterparty

If you select the ticket with the ABM Certification Course, then you will have access to all benefits listed above and the certification workshop.

Summary of Benefits

- Access to latest GTM research, tools and trends
- Real-world frameworks to apply immediately
- Valuable peer-to-peer and sponsor networking
- An *optional* credential to support your career and team goals