



MEET AMERICA'S
BRIGHTEST CITY



**Informa Tech Holdings, LLC.
Content Marketing World 2025**

**Monday, September 15th – Wednesday, September 17th, 2025
Anticipated Attendance: 3,000**

Group Description

Informa Tech Holdings LLC is a global information services company specializing in providing insights, analysis, and expertise across various industries, especially in the technology sector. It operates numerous brands and platforms, such as conferences, exhibitions, digital media, research reports, and training courses, aiming to empower professionals and businesses with knowledge and connections to drive innovation and make informed decisions. As a subsidiary of Informa PLC, it fosters growth, innovation, and connectivity within the global technology community by offering valuable insights, resources, and platforms for professionals and businesses to thrive. Content Marketing World is one of the premier conferences organized by Informa Tech, specifically catering to content marketing professionals, providing insights, strategies, and networking opportunities to excel in their field. Informa Tech leverages its event management expertise and industry knowledge to create valuable experiences for attendees, facilitating learning, connection, and advancement in their respective industries.

Attendee Profile

Attendees include content marketers who are involved in the creation, management, and strategy of content. Digital marketers focusing on online channels and brand managers overseeing brand strategy will also be present.

Guest Room Block

Participating Hotels	Peak Room Night
Total Peak Nights = 1,064	
AC Hotel San Diego Downtown	50
Andaz San Diego	50
Bristol Hotel	100
Hard Rock Hotel San Diego	100
Hilton San Diego Gaslamp Quarter	125
Hotel Indigo - San Diego Gaslamp Quarter	125
Hotel Z	40
Margaritaville Hotel San Diego Gaslamp Quarter	104
Moxy San Diego Downtown Gaslamp Quarter	50
Omni San Diego Hotel	200
Palihotel San Diego	50
Residence Inn San Diego Downtown/Gaslamp Quarter	70

Schedule of Events

Date	Mon Sep 15	Tue Sep 16	Wed Sep 17
Attendee Open Meals	All Meals	Dinner	Dinner
Convention Center Agenda		6:00AM-7:00AM #CMWorld Running Club	6:00AM-7:00AM #CMWorld Running Club
		7:15AM-8:45AM Continental Breakfast	7:15AM-9:00AM Continental Breakfast
	7:30AM-5:00PM Registration Opens	7:30AM-6:00PM Registration	7:30AM-5:00PM Registration Opens
	9:00AM-12:15PM Workshops, Masterclasses and Lectures	8:20AM-12:35PM Lectures and Seminars	8:20AM-12:35PM Lectures and Seminars
	12:15PM-1:15PM Lunch— <i>on attendees own</i>	12:30PM-2:00PM Lunch and Connections	12:30PM-2:00PM Lunch and Connections
	1:15PM-4:15PM Workshops and Lectures	1:15PM-2:00PM Dessert and Networking	1:00PM-2:30PM Dessert and Networking
	4:30PM-5:00PM First-Time Attendees: Welcome Session	2:05PM-4:50PM Break Through Lectures	2:05PM-4:50PM Lectures and Seminars
		5:00PM-6:00PM Cocktails and Networking	4:00PM-5:00PM Headliner
		7:00PM-10:00PM CMWorld Party	

[*Schedule is subject to change](#)

Off-Site Scheduled Events

Tuesday, September 16th - #CMWorld Running Club | **Marriott Marqui San Diego Marina**

Tuesday, September 17th – CMWorld Party | **Location: TBD**

Shuttle Information

No shuttle provided.

Contact Information

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