

EVENT DATA INTELLIGENCE PLATFORM SPROXXY LAUNCHES SPROXXY FOR STARTUPS AT WEB SUMMIT 2025

LISBON, PORTUGAL, NOV. 13 — SPROXXY, the intelligence platform that maximizes conference and tradeshow ROI, launched its SPROXXY for Startups program this week at Web Summit 2025. Beginning on November 11, Web Summit attendees will be able to sign up for early heavily discounted access to SPROXXY's state-of-the-art platform. The program will launch to the general public January 2026.

SPROXXY's event intelligence platform delivers clear metrics and insights to ensure that every decision users make is data-informed and every connection is purposeful. With SPROXXY, sales teams, conference planners, agencies, event speakers, and marcomm teams can:

- Know in advance which conferences will deliver real business impact, whether you're sponsoring, speaking or just attending.
- Streamline prep and calm the chaos of finding, attending, and researching conferences while tracking resulting ROI.
- Prioritize opportunities that make conference and tradeshow participation profitable.

"We used SPROXXY to attend, participate and launch SPROXXY on the main stage in 2023. Our ROI from WEB Summit resulted in 10x our growth. Launching SPROXXY for Startups here this year, surrounded by speakers, investors, comms professionals and event planners, is the right move to make," Melanie Samba, SPROXXY's founder and CEO, said.

SPROXXY, a New York City, based startup, completed its pre-seed raise of 1.3m in 2024. Samba, a communications professional with 20 years of experience working with top companies, was recognized in 2023 as one of the top 25 most influential leaders in commstech by PRWeek.

Make the most out of events. Sign up for SPROXXY today: <https://www.sproxxy.com/startups>