

# Utrecht Selected as Location for the Groundbreaking Martech Expo on September 7th and 8th

*Martechfest Unveils Inaugural Martech Expo in The Vibrant City of Utrecht, Netherlands; Proposing a New Era in Marketing Technology*

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/EINPresswire.com/ -- Excitement builds as [Martechfest](#), the seminal marketing technology event, is set to ignite the world of business marketing with its inaugural [Martech Expo](#).

Organized by [Emailexpert](#) UK, renowned for successful marketing events across Europe, Martech Expo is scheduled to take the stage on the 7th and 8th of September at the iconic Kinepolis Jaarbeurs, situated in the heart of Utrecht, Netherlands.

Utrecht lends the perfect canvas to set the tone for Martechfest. Known for its pulsating culture, rich heritage, architectural grandeur, and its thriving technology scene, this vibrant city juxtaposes the traditional with the cutting-edge. Utrecht mirrors the essence of Martechfest, reflecting the fusion of tried-and-tested business wisdom with the innovative advancements in marketing technology, making the city the ideal setting for premiering Martechfest.

Leading the festivities at Martechfest, the Martech Expo promises a prism of pioneering technologies and platforms that hold the potential to redefine the future of the industry. Drawing together a plethora of 60 highly-esteemed industry exhibitors, the Expo is poised to break the mold and offers an engaging reimagining of what marketing technology can achieve.



Networking at a previous expo from the organisers



Agency owners networking

The Martech Expo inches past its contemporaries by evolving into an immersive platform, presenting marketers and individuals with real-time insights into the revolutionary advancements shaping their domain. Therefore, empowering them even further with critical tools and knowledge they need to navigate the vertiginous pace of the marketing technology sector.

An exciting highlight of the Martech Expo is the Expo Pitchfest. These are specially curated pitch sessions designed meticulously for both B2B and B2C marketers. The rapid-fire structure introduces attendees to 15 dynamic solutions within a laser-focused hour-long session, creating a potent mix of knowledge-acquisition, time-efficiency, and value-rich experiences for the participants.

Further to Martech Expo, the inaugural Martechfest adds to the industry excitement with a kaleidoscope of insightful events. These include the Festival of Email and CRM, Festival of Marketing, Festival of Technology, and the B2B Festival. Attendees at these events can expect enlightening discussions and presentations demystifying varied aspects of the marketing technology industry, covering e-mail marketing, customer relationship management, B2B marketing, pioneering technological trends, and more starting September the 5th and continuing to September the 9th.

Exhibit spots for Martech Expo are rapidly being snapped up by potential exhibitors making haste to secure their places. This underlines the golden opportunity that lies within this global platform in showcasing breakthrough solutions and innovative technologies. Registration for the Martech Expo is now open on the official Martechfest website at <https://martechexpo.eu>

Whether your looking at big adata, AI/ML, pricing, web, chat, messaging, sms, omnichannel, w3, experiential, the future of marketing to the global south or the impact of sustainability on marketings future, they are all topics that can be explored at the expo.

About Martechfest:

Martechfest is the meeting point for trailblazers, thought leaders, and marketing experts in the evolving martech landscape. Spearheaded by Emailexpert UK, Martechfest's mission orbits around exploring the latest trends, unravelling innovations, and understanding strategies shaping the future of the marketing technology frontier. Martechfest combines education, networking, and inspiration, empowering marketers to defy the limitations and ace success in the digital panorama.

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