



MARKETING UNDERGROUND

MARKETING UNDERGROUND – The new marketing event of the capital

Marketing fairs and conferences are a dime a dozen. The Marketing Underground will start to revolutionize this area. As one of the capital's first major marketing events, the creative marketers will be given a new playground for networking and knowledge transfer.

Passion for marketing instead of sales order, because only those who love what they do, will create real value.

On **December 3, 2019**, the first part of the Marketing Underground, the **creative expo**, will take place in one of the hippest Berlin venues, the Arena Berlin. Many trade fair organizers have stifled the fire of passion through maximum commercialization. Nowadays, the budget often determines the size and thus the perception of a trade fair stand. Especially small and medium sized companies cannot compete with the "giants" because their marketing budgets do not have such high dimensions.

The Marketing Underground relies on a concept that offers only two different stand sizes, whether SMEs or globalplayers. The result: The exhibitors do not present their booth here, but their company. In addition, beside the Expo, lectures by experts in online and offline marketing will be held all day long on two stages. Thus, the Marketing Underground creates a world in which up to 5000 visitors get maximum inspiration and passionate vendors make their solutions come alive.

On **December 4, 2019**, the Marketing Underground will set new standards with the **conference show**, which will enthuse over 2,000 participants. Instead of the usual speeches with ordinary Powerpoint slides, there will be an exciting mix of different program formats, in which top speakers pass on their personal insights and tips.

From the inventor of FieldNotes, AaronDraplin, to strategy consultant Julius van de Laar, to Youtube star and presenter Aaron Troschke, exciting insights will be presented in new formats such as "ThePulpit", "TheRound", "TheHack" and many more.

Who does not have a ticket should definitely strike. The visit to the Expo is free of charge after registration, 2-day-tickets are available from 79€ plus VAT.

More Information at: www.marketing-underground.de

be a grounder.