



EMAS
BY DDMA

2026



The DDMA Email Marketing Automation Summit

At Thursday the 11th of June 2026 the 14th edition of the DDMA Email Marketing Automation Summit will take place at Circa in Amsterdam.

With 450+ visitors, we offer the opportunity to interact with national and international, expert-level speakers (B2C and B2B), attend exhilarating keynotes and have inspiring conversations with other Email specialists.

Important topics for example are: deliverability, security, cookieless, lead generation, database growth, design, creation, legal, privacy, analytics, tooling, omnichannel and many more.

Another part of the Email Marketing Automation Summit are the EMAS Awards. This competition gives participants the unique opportunity to demonstrate their best work in the field of e-mail marketing automation.

Of course, there is the opportunity to meet new professionals during the day and we end the day with a networking reception.

Check out the recap of 2025 [here](#).



Key Figures from the Email Marketing Automation Summit



Email Marketer
Content Marketer
CRM Marketer - CRM Manager
Marketing Automation Specialist
Marketing Manager
Digital Marketer

a selection of
attendee job titles



8

Average rating of
EMAS 2025



20

over

3

Number of speakers
across rooms



450+

Number of attendees at the Email
Marketing Automation Summit

DDMA Committee Email



Jeroen Verschoor

Freelance Email Deliverability
& Security Expert



Vivian Peeman

CXM Campagne Manager



Mark Kruisman

E-mailmarketing specialist



Tom Blijleven

Director of Marketing
Operations



Maartje Janssen

Customer Journey
Consultant



Laura Wijnands

Teamlead Content & Marketing
Automation Specialist



Ernst Muller

Senior Email Marketeer



Jasper Kolwijck

Lead Email & Messaging
Team



Alexandra Stuij

Manager Mail & Project



Ralph de Kruif

E-mail en Marketing
Automation Specialist



Beata Linz

Brand - Digital - Email
Marketing Consultant |
Global CRM Director |
International Speaker and
Event Organiser

Become a sponsor of the Email Marketing Automation Summit

Strengthen your relationship with your clients and meet new professionals.

As a sponsor of the DDMA Email Marketing Automation Summit you get the opportunity to interact with leading specialist and decision makers in the Email Marketing Automation field.

The DDMA Email Marketing Automation Summit is organized out of passion for the profession, without a profit motive (DDMA is an independent nonprofit industry association).

Your name will come to the attention of the entire DDMA network and especially to the leading specialists and decision makers in the Email Marketing Automation field.





Sponsor the Email Marketing Automation Summit

- Join an independent non-profit initiative together we inspire the industry and its professionals
 - Show your expertise in a content article posted by DDMA (Gold)
 - Join an onstage panel discussion at EMAS (Gold)
- Visibility during the Email Marketing Automation Summit with your logo on balloons, banners, displays and more
 - Your own network table at the event
- Branding in all Email Marketing Automation Summit specific communications as a 'Gold or Silver sponsor'
 - With your logo on the Email Marketing Automation Summit website, mailings, social media channels and press releases
- Use your tickets to invite your clients or prospects!

Our network

Online visibility:

- Listing at Email Marketing Automation Summit website: 6700 visitors and 46.000 page views p/y
- Listing at approximately 5 mailings - 2.000 e-mail opt-ins with interest in e-mail/emas

Email Marketing Automation Summit:

- Over 450 visitors
- 45/55 B2C and B2B
- Visitors are for example; Managers and specialists in CRM, Customer Value, Email, Campaign Development, Marketing Automation and Digital Marketing

Members of DDMA

- 360+ organisations
- Leaders from a variety of industries
- A mix of agencies and brands, from over 15 industries (Check out our members [here](#))



What visitors say about EMAS

Great day to catch-up on the latest in the world of marketing automation. Nice event to get new inspiration from both Dutch and international speakers.

Shaula Schotman | Volkswagen
Pon Financial Services

I've been coming back to the Email Marketing Automation Summit for the last 8 years. Great Content and speakers that provide a lot of value, showcasing excellent examples from the Dutch and international Email and CRM industry.

Beate Linz | AdBirds

This year's EMAS was great! It was my first time, but it was more than I expected it to be. It was inspirational, professionally organized, well communicated, useful sessions, and an overall good experience. I'm sure this won't be the last!

Mark van Gils | Semrush

Sponsors 2025

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 **Growing**
Minds

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The sponsorpackage

Content	Gold	Silver
	DDMA member: €5.500 Non-member: €6.500	DDMA member: €4.000 Non-member: €5.000
Tickets to attend the Email Marketing Automation Summit (single ticket price: €410,-)	10	8
Content article posted by DDMA “show your expertise” (deadline: 1st of May 2026)	✓	✗
Invitation for the onstage panel discussion at EMAS*	✓	✗
Visibility with your logo at EMAS	✓	Small
Your own network table at the event	✓	✓
Branding in al event related communications	✓	Small
Purchase extra tickets with 20% discount	✓	✓

* The panel discussion will take place in one of the break-out rooms. Topics of the panel discussion TBD in collaboration with DDMA/Committee.

Additional sponsor information

From DDMA, we communicate exceptionally content-rich stories that move industry professionals forward within their work. Therefore, purchased sessions, speaker spots e.d. are not part of the sponsor packages.

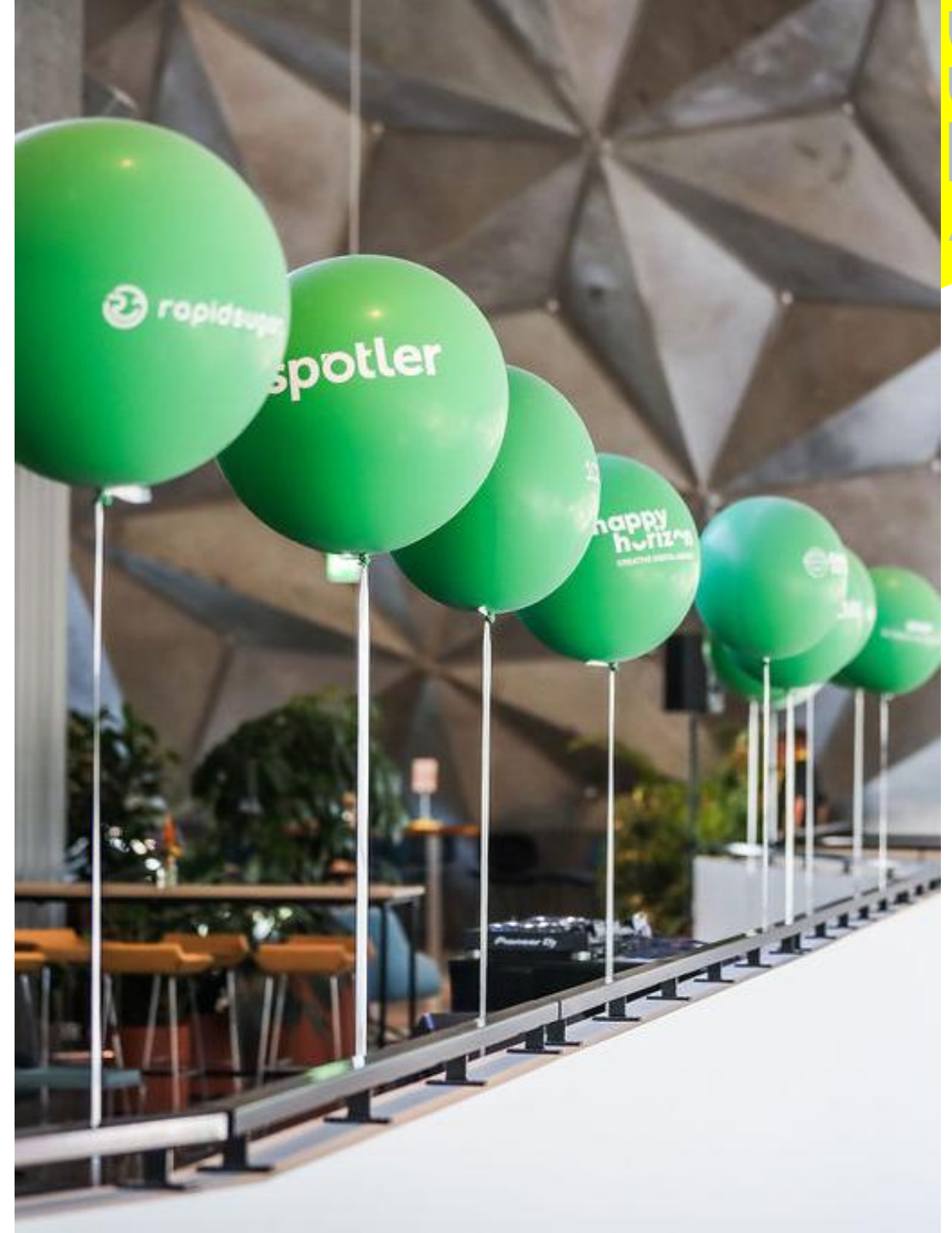
The deadline for submitting the content article is the 1st of May 2026.

Please use your networking table to interact with the visitors. So, do not hand out flyers, gifts (goodiebags), food and drinks.

Together with the committee we'll explore which **panel discussion** you could potentially join at EMAS.

Advantage for you as a gold sponsor: you get the opportunity to show your expertise and knowledge. In addition, DDMA makes sure your logo will be displayed before, after and at the event.

We arrange everything at the event. You only must deliver your logo to DDMA.



Interested?



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BY DDMA

For more information please
contact Merel or Laura at:

sponsoring@ddma.nl

020 4528413

The WHY of DDMA

“DDMA strives for a world in which consumers and organizations can take full advantage of the benefits of data.

Data is the key to innovation, relevant products and customer focused services.

Together with our members, we are convinced that data enriches and empowers people's lives – if they can trust organizations to use their data responsibly and put customer needs first.”

For more information about DDMA and our events please contact: membership@ddma.nl



DDMA

**Sponsor one of our
other conferences**



**DDMA EXPERIMENTATION HEROES | DDMA EMAIL MARKETING AUTOMATION SUMMIT |
DDMA DIGITAL ANALYTICS SUMMIT | DDMA NEXT & DDMA CUSTOMER DATA AWARD**

