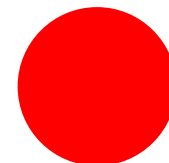




# Facts & Figures

PRESENTING  
THE FUTURE



# 1,100

Exhibitors in 2017

# 39

Countries

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In 2017 DMEXCO broke yet another record in its ninth year with 1,100 exhibitors from over 39 countries during two days.

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THE FUTURE

Google



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Sheryl Sandberg  
COO, Facebook

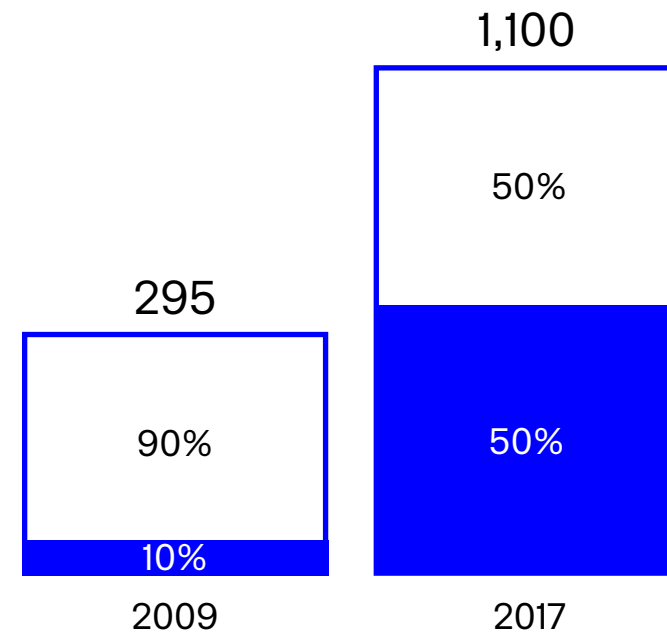




# Exhibitor Growth

# 373%

Exhibitors growth from 2009 - 2017



 Share of National Exhibitors

 Share of International Exhibitors

ORACLE®  
DATA CONCIERGE  
Connect with Us

Join us for happy hour  
18:30 to 20:00  
Wednesday

PRESENTING  
THE FUTURE



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# 40.7K

Visitors 2017

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DMEXCO attracts more brands, agencies, media and tech players from the industry than any other trade show – in 2017 we welcomed 40,700 visitors from 105 countries.

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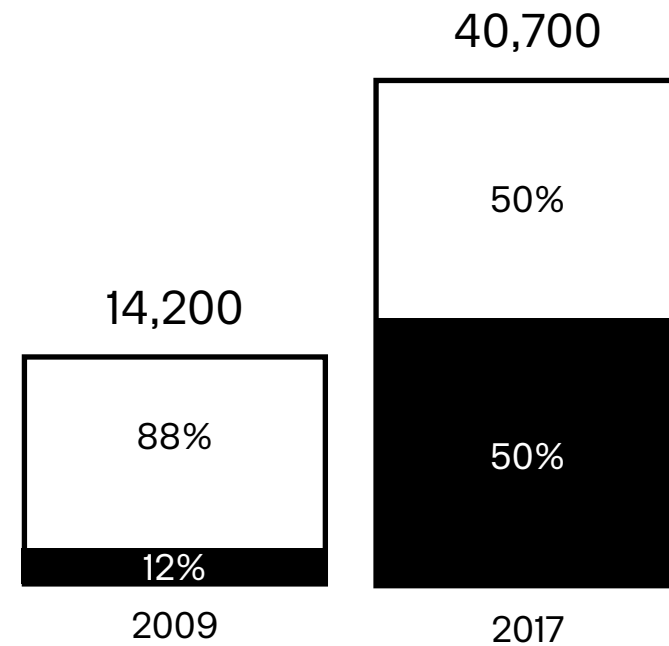




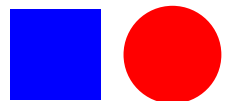
# Visitor Growth

# 287 %

Visitor Growth from 2009–2017



■ International Visitors



# 40.7K

Trade Visitors from

# 105

Countries



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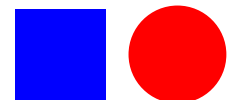
# 50%

Share of International Visitors

---

## The Strongest International Visitor Groups – TOP 10:

- |    |                       |    |             |
|----|-----------------------|----|-------------|
| 01 | GB / Northern Ireland | 06 | Switzerland |
| 02 | Netherlands           | 07 | Israel      |
| 03 | USA                   | 08 | Poland      |
| 04 | Austria               | 09 | Italy       |
| 05 | France                | 10 | Spain       |



# 40.7K

Executive Level Visitors

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30%

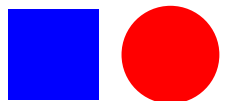
C-Level

42%

Senior Management

89.5%

Have an Impact to the Purchase of Media & Technology Services



# Conference

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# 18

Stages

---

DMEXCO Conference brings together all the major theme worlds and disruptive trends of the digital economy and presents them on a total of 18 stages.

From leading international CEOs to founders of up-and-coming start-ups, and from digital prophets to creative masterminds, exceptional individuals and top decision-makers from all segments of the global digiconomy will illuminate the most important economic trends at DMEXCO.

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Marc Pritchard  
Chief Brand Officer  
Procter & Gamble



# Conference

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570<sup>+</sup>

International Top Speakers

250<sup>+</sup>

Hour-long Program

9

Formats:

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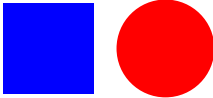
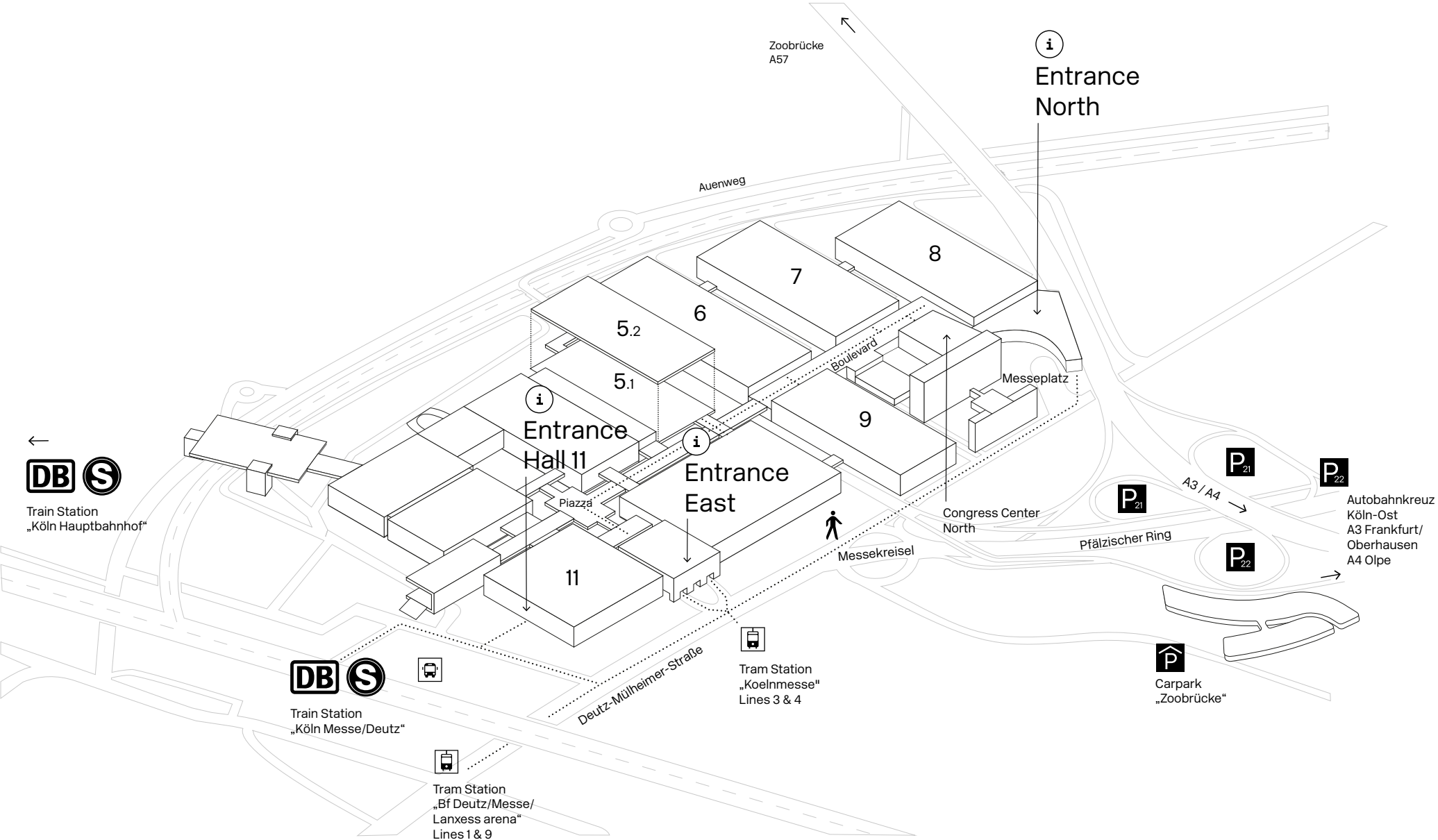
- CS** Congress Stage
- S** Seminars
- DS** Debate Stage
- SV** Start-up Village
- ES** Experience Stage
- TV** TV Studio
- MS** Motion Stage
- WL** Work Labs
- SF** Speakers' Forum

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# Site Plan 2018

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# DMEXCO Team

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## Project Management

## Sales Team



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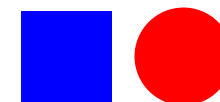
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