

DIGITAL MARKETING

EXPO & CONFERENCE

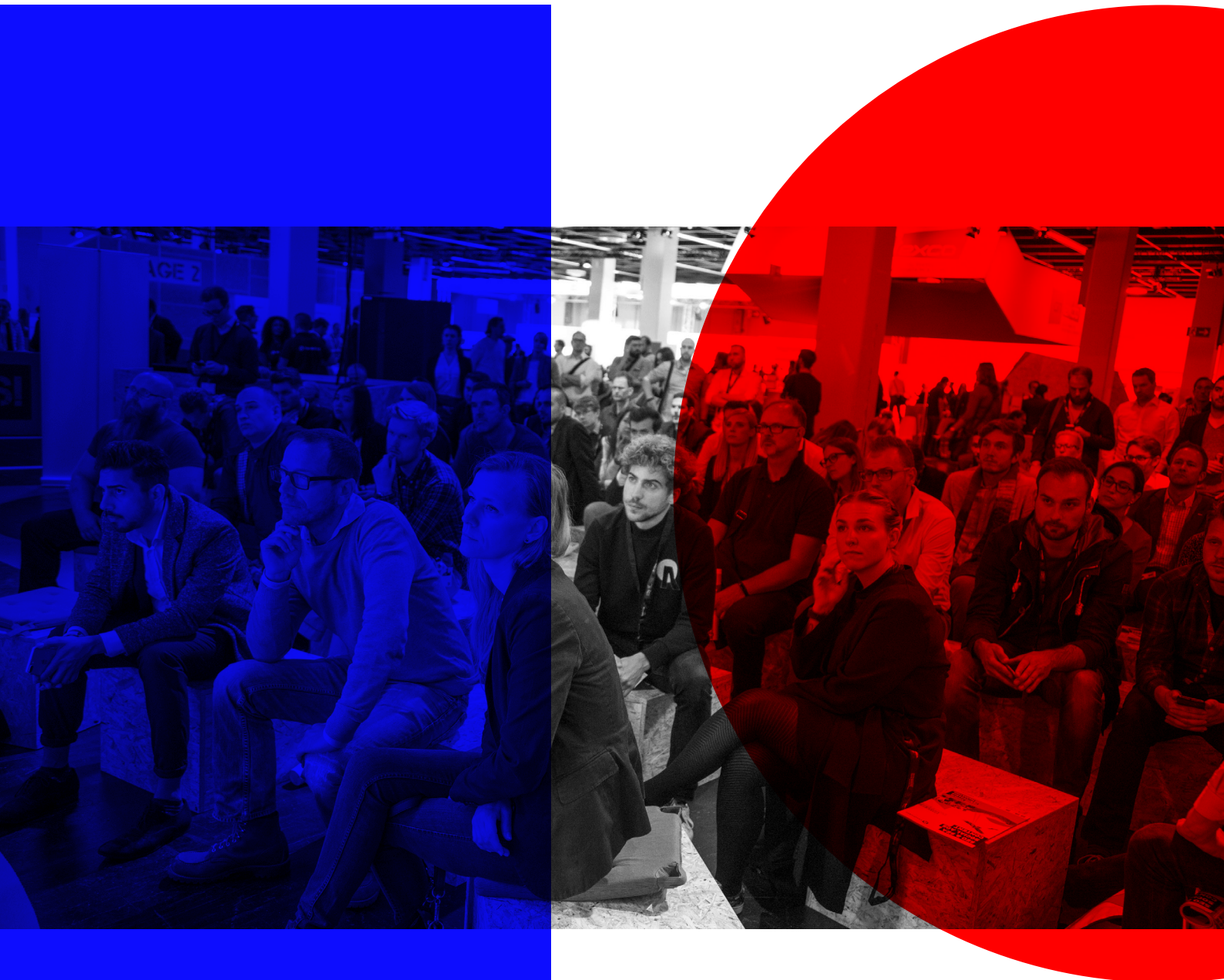


2018

DMEXCO

Where Industry meets
Marketing & Innovation

**PRESENTING
THE FUTURE**



September 12 & 13, 2018, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO trademark



With particular collaboration



About DMEXCO

As the global business and innovation platform of the digital economy, DMEXCO has served as an engine of ideas and growth providing impetus to the industry on both a local and global scale for nearly 10 years now. The world's largest advertisers, most influential technology companies, most exciting publishers, most innovative agencies, and hundreds of innovative start-ups provide the decisive impulses and strategies.

1.1K

Exhibitors

100K

sqm Exhibition
Space

40.7K

Trade Visitors
from 105 Countries

570⁺

International
Top Speakers

18

Stages

250⁺

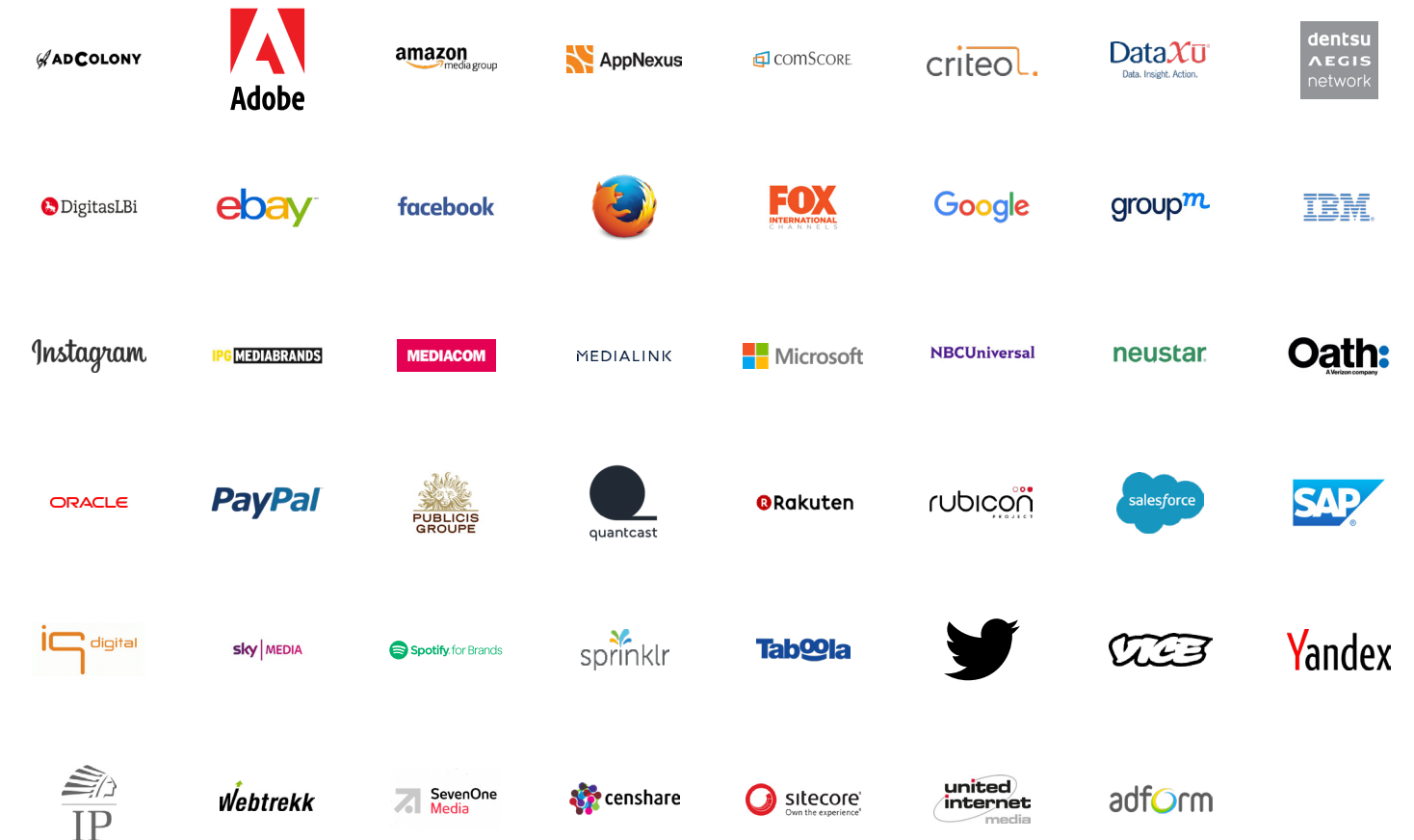
Hour-long Program

Experience DMEXCO
2017 on video: [Click Here](#)

Guarantee the Success
of Your Start-ups:
With the New Start-up
Village 2018 Bundles

The Who's Who of The Digital Economy

Extract from our Exhibitor List



Global Key Players
Google, Facebook,
IBM, SAP, Microsoft,
Spotify, Twitter

**German Media
Companies**
Axel Springer,
RTL Group, G+J,
ProSiebenSat.1

DMEXCO Brings Together the Digital & Media Industry's Leading Characters

Extract from our Speaker List



Sheryl Sandberg
Facebook



Marc Pritchard
Procter & Gamble



Alison Lewis
Johnson & Johnson



Bob Lord
IBM Corporation



Jack Dorsey
Twitter



Claudia Willvonseder
IKEA



Beatrice Guillaume-Grabisch
Nestlé



Seth Dallaire
Amazon



Sir Martin Sorrell
WPP

... and hundreds of other leading CEOs, CMOs and entrepreneurs

What Others are Saying about DMEXCO

“DMEXCO is the right place to be for us!”

Dirk Arnold, BMW

“DMEXCO is not about tech, it's about the people we used to call consumers.”

David Shing, Oath

“DMEXCO is the leading international marketing event, bringing together the top brands, agencies and marketers from around the world.”

Tim Kendall, Pinterest

DMEXCO Stands For Digital Topics Right Around:

Marketing

Media, Connectivity, Commerce, Data, Privacy, Ad Tech

Trends

AI, Machine Learning, eSports, eMobility, Voice Assistance

Innovations

Virtual & Augmented Reality, IoT, Blockchain, Chatbots

Start-ups

and much more...

92 Billion Euros in Media Spending is Brought Together at DMEXCO



Advertising Industry

Mercedes-Benz, Beiersdorf, Lufthansa, P&G, L'Oréal, Unilever, BMW

Agency Networks

WPP, Omnicom Group, Publicis, Interpublic Group, Dentsu Aegis Network, Havas

DMEXCO as an Innovation Driver

A few of our formats and topics



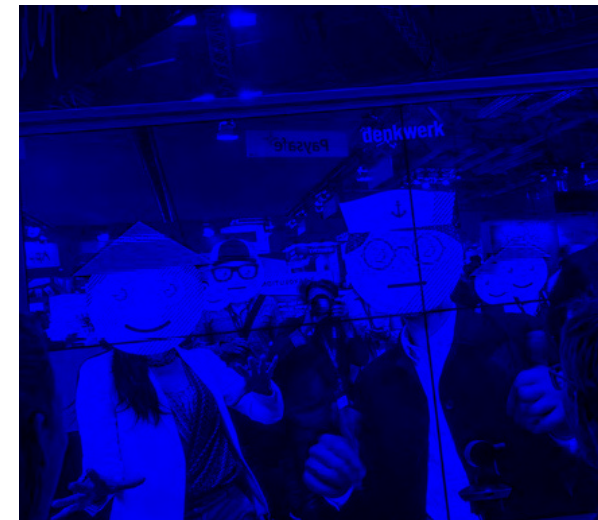
Start-up Village

The Companies of the Future

The Start-up Village is right at the heart of the exposition and includes the hottest newcomers from marketing, media and tech. It serves as a meeting point for founders, investors, potential partners and new customers.

Your place to be:

The following pages provide information on all the bundles



World of Experience

Innovations You Can Touch

Automakers are becoming mobility platforms, food brands are taking over the smart kitchen with content and commerce, consumer electronics companies are changing into health professionals using data analysis and the travel industry is using virtual reality to stir desire for travel. This opens up exciting perspectives for marketing communication.



Experience Stage

Future Meets Business

Internet of Things, wearables, AI, VR and AR – in the connected world, the focus is on consumers and their personal experience. The Experience Stage presents brands and innovators who are already successfully using these technologies and communication options.

Be part of the Start-up Village 2018

Gold Bundle

- 1 branded lounge with sofas and small tables
- 1 branded reception counter
- Co-branding on the 10 start-up tables
- 2 places on the jury for the Start-up Hatch semifinal
- 2 tickets to the VIP Opening Party on the evening before the start of DMEXCO
- Gold ad space on the Start-up Village hall map (available at DMEXCO)

For your 10 start-ups:

- 10 exclusive units for 10 start-ups in the Start-up Village
- All 10 units with branding, a conference table and 5 seats including internet access and power supply
- 10 presentation slots on the Superhero Stage
- Logos of all 10 start-ups on one of the two walls of the Superhero Stage
- Inclusion in the DMEXCO Guide and the Exhibitor Search
- Free access to the DMEXCO Exhibitor Portal including company profile and press releases

Price:

€20,000

excl. VAT

Silver Bundle

- 1 branded reception counter
- Co-branding on the 7 start-up tables
- 1 place on the jury for the Start-up Hatch semifinal
- 1 ticket to the VIP Opening Party on the evening before the start of DMEXCO
- Silver ad space on the Start-up Village hall map (available at DMEXCO)

For your 7 start-ups:

- 7 exclusive units for seven start-ups in the Start-up Village
- All 7 units with branding, a conference table and 5 seats including internet access and power supply
- 7 presentation slots on the Superhero Stage
- Logos of all 7 start-ups on one of the two walls of the Superhero Stage
- Inclusion in the DMEXCO Guide and the Exhibitor Search
- Free access to the DMEXCO Exhibitor Portal including company profile and press releases

Price:

€14,000

excl. VAT

Koelnmesse GmbH

Bronze Bundle

- 1 branded reception counter
- Co-branding on the 5 start-up tables
- 1 place on the jury for the Start-up Hatch semifinal
- 1 ticket to the VIP Opening Party on the evening before the start of DMEXCO
- Bronze ad space on the Start-up Village hall map (available at DMEXCO)

For your 5 start-ups:

- 5 exclusive units for 5 start-ups in the Start-up Village
- All 5 units with branding, a conference table and 5 seats including internet access and power supply
- 5 presentation slots on the Superhero Stage
- Logos of all 5 start-ups on one of the two walls of the Superhero Stage
- Inclusion in the DMEXCO Guide and the Exhibitor Search
- Free access to the DMEXCO Exhibitor Portal including company profile and press releases

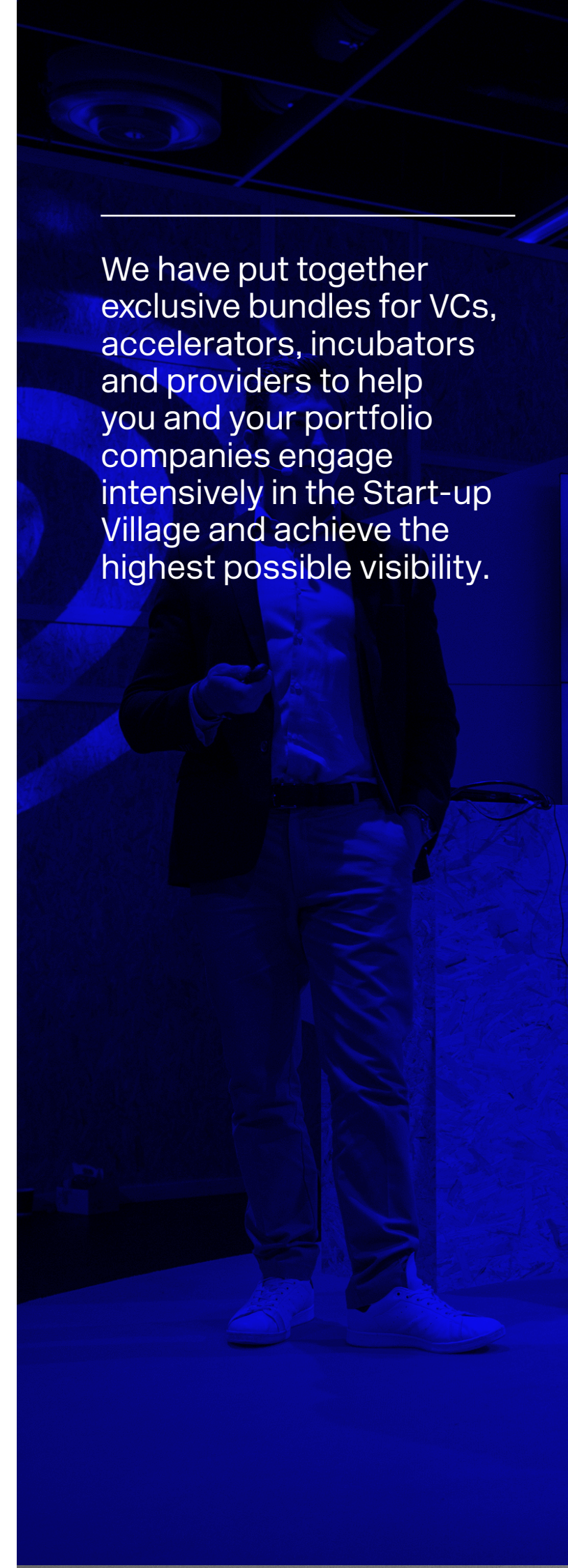
Price:

€10,000

excl. VAT

Messeplatz 1 | 50679 Köln | www.koelnmesse.de

We have put together exclusive bundles for VCs, accelerators, incubators and providers to help you and your portfolio companies engage intensively in the Start-up Village and achieve the highest possible visibility.



Still Not Convinced?

What Others Say:

KEYWORD
HERO

“The DMEXCO and P&G hatch competition at the Start-up Village and beyond was the perfect forum to showcase new tech and meet clients and collaborators alike.”

Cornelius Frey, Founder and CEO, Opinary (Germany)

“Taking part at the DMEXCO Start-up Village was a very positive experience for NUVIAD. The Start-up Village central location at the show allowed us to conduct a series of successful meetings, meet visitors and network with fellow start-ups. Our talk delivered at the Start-up Village stage had a great turnout and impact.”

Doron Gez, VP Clients, NUVIAD (Israel)

“Our booth in the Start-up Village as well as pitching on stage made the perfect combination to launch our new product Speed Kit. We highly recommend the Start-up Village for making great contacts at DMEXCO.”

Felix Gessert, CEO, Baqend GmbH (Germany)

Requirements

- For start-ups which have a digital business model and offer a solution, a product or a service in the fields of Digital Marketing, Media, E-Commerce, Advertising and Internet of Things.
- For Start-ups which are in an early growth phase or ramp up (and were founded in the past years).

Contact



Joachim Vranken
Advisor Start-up Scheme

P +49 221 975 833 30
F +49 221 821 99 1333
j.vranken@dmexco.de



Jan Garnefeld
Sales Manager

P +49 221 821 39 24
F +49 221 821 99 1333
j.garnefeld@dmexco.de

See you at DMEXCO! September 12 & 13, 2018 Cologne