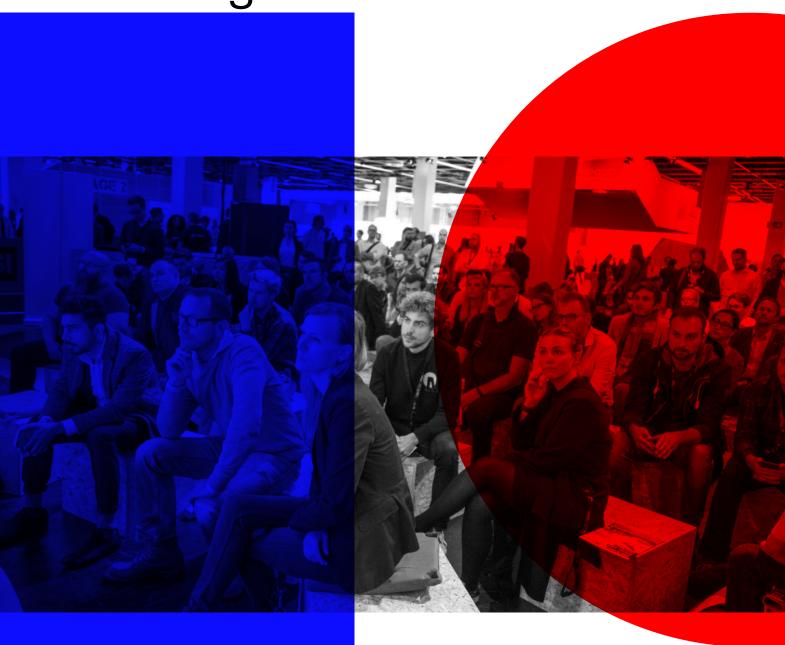


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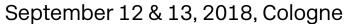
# **DMEXCO**

PRESENTING THE FUTURE

Where Industry meets Marketing & Innovation







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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

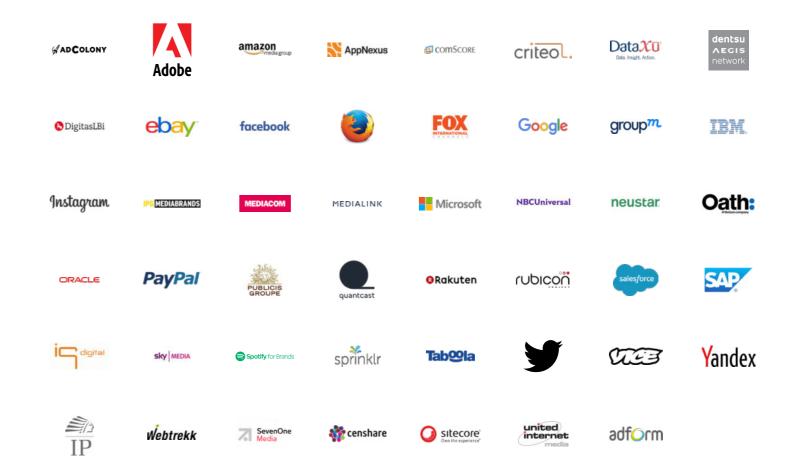
18

Stages

250<sup>+</sup>
Hour-long Program

# The Who's Who of The Digital Economy

#### Extract from our Exhibitor List



Experience DMEXCO 2017 on video: Click Here

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

Where Industry meets Marketing & Innovation

#### Extract from our Speaker List



Sheryl Sandberg Facebook

Bob Lord



Marc Pritchard Procter & Gamble



Alison Lewis Johnson & Johnson



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

#### **Innovations**

Virtual & Augmented Reality, IoT, Blockchain, Chatbots

#### **Trends**

Al, Machine Learning, eSports, eMobility, Voice Assistance

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 startups 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 <u>7 start-up</u> tables
- 1 place on the jury for the Startup 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 startups 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

#### **Bronze Bundle**

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

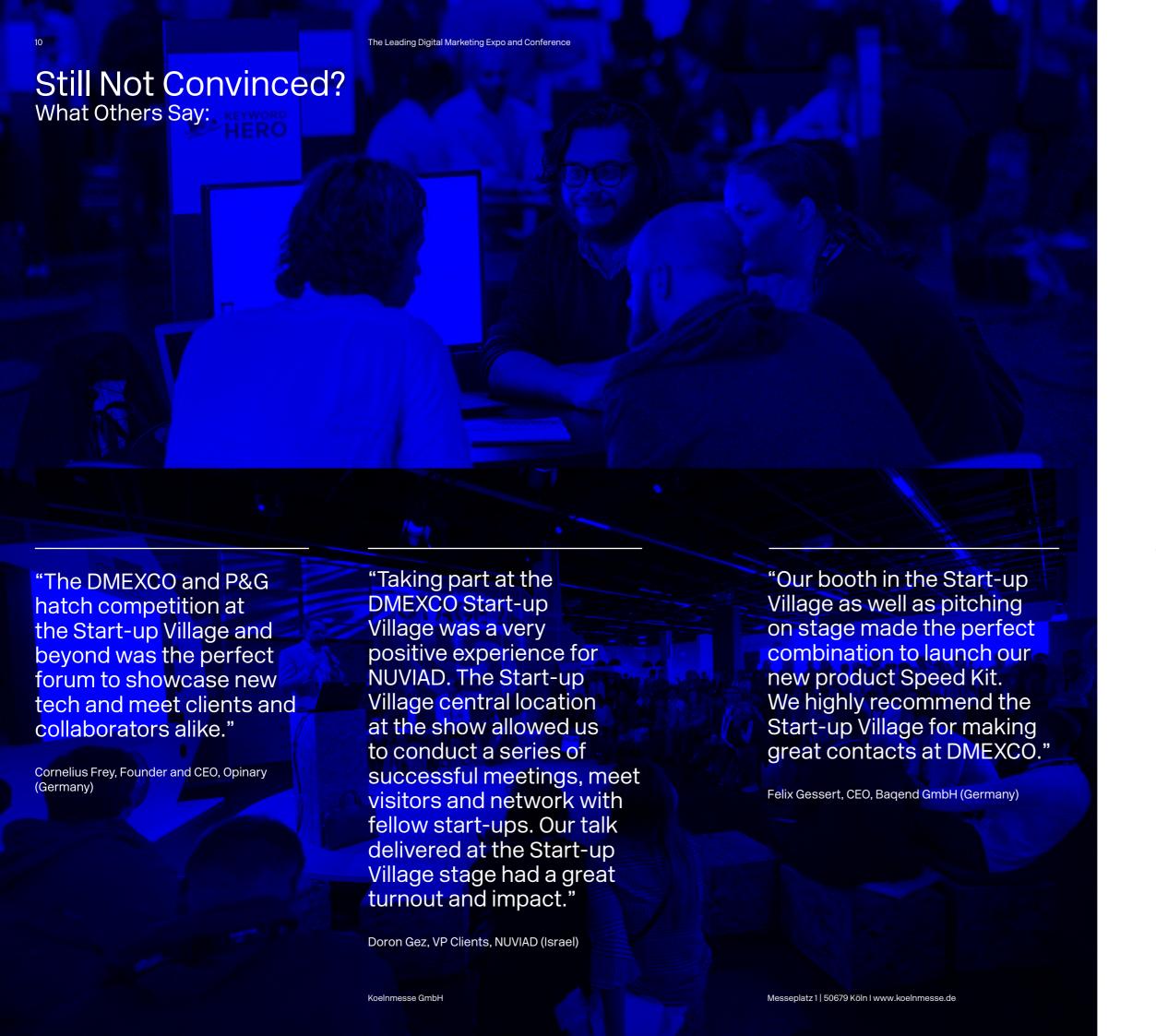
#### For your 5 start-ups:

- 5 exclusive units for 5 startups 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

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.



#### 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

