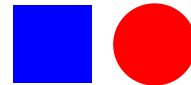


GET READY FOR DMEXCO 2022

The 365 event roadmap for
your business success



DMEXCO22
September 21 & 22, 2022

Organizer



Ideational and professional
partner, owner of the
DMEXCO brand



With special participation of
the Circle of Online Marketers
(OVK)



The wait is over!

It's been a while since we've had the chance to meet face-to-face. But finally, the wait is over: Save the date and start preparing for DMEXCO 2022.

Our event will take place in Cologne on September 21 & 22 as a two-day, full on-site experience – followed by a one-day digital summary afterwards. What to expect? More outcome for your business, more experience for your customers - and a long-awaited homecoming for our community.

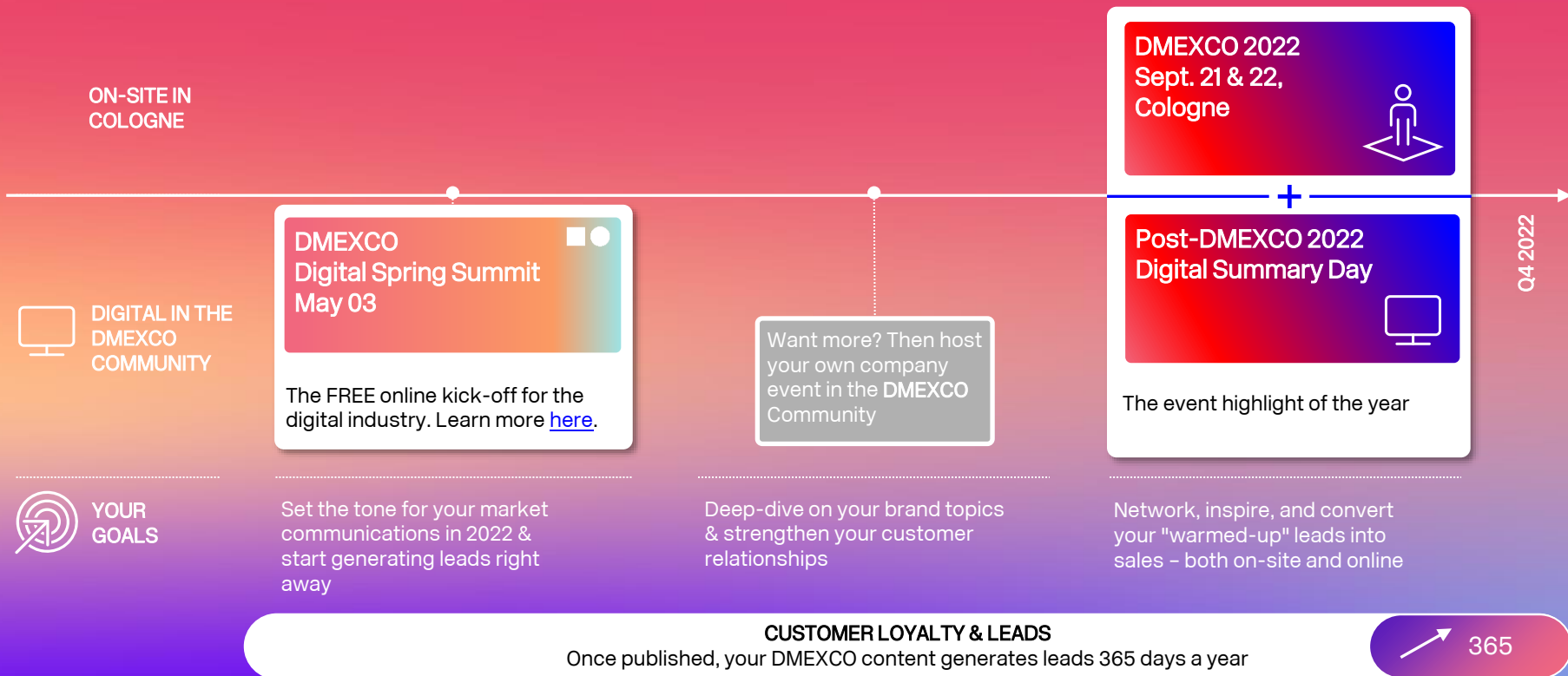
Ready? Fasten your seatbelt and join the ride!



WELCOME BACK TO COLOGNE

Our event roadmap for your success in 2022

Pick a single module from our 365 roadmap - or combine all of them for maximum impact and savings.



WELCOME TO DMEXCO 365

DMEXCO 2022

01



Live & exclusive in Cologne
on Sept 21 & 22



Digital Summary Day
In September

Host your own event

02

Marketing services

03

Planning schedule

04

The homecoming of the
digital industry

At DMEXCO 2022 you are about to
experience a best-of-breed event
comprising the strengths of both an
on-site and digital experience – the
highlight of your DMEXCO 365
journey.

DM ■ ●
EXCO 22

DMEXCO 2022: Two audiences = double win

Our first ever hybrid DMEXCO lets you engage with two different audiences at the same time



September 21 & 22, 2022

A vibrant on-site experience in Cologne

Exhibition halls

+



+



- Inspire the DMEXCO Community with your Expo booth & Conference content EXCLUSIVELY on-site in Cologne
- Network, exchange, and do business – live and in person on-site
- Use our event platform & app to organize meetings, scan booth leads, and exchange with the DMEXCO Community



Digital Summary Day in September

A digital extension after the on-site event

DMEXCO Community Platform

- Digital Summary Day: the content highlights of the DMEXCO main stages are curated and streamed
- Ideal way to address and inspire customers that could not make it to Cologne
- Re-engage with your contacts from DMEXCO in Cologne and boost your performance

Video-on-demand library: All Conference content is recorded and available 365 days for your lead generation



September 21 & 22, 2022

A UNIQUE IN-PERSON EXPERIENCE

EXPO

NETWORKING

CONFERENCE



MARKETING #DMEXCO19 Congress

JOIN
DMEXCO IN
COLOGNE ON
SEPT. 21 & 22





September 21 & 22, 2022

EXPO

More than any other industry event DMEXCO stands for business. Each year we set the benchmark for the digital economy by creating opportunities for exchange, engagement, education, and inspiration.

In 2022 we are ready to welcome you again to our vibrant Expo halls in Cologne and get back to what we do best – drive growth and create market value for your business.



On-site in Cologne: Your Expo solutions

AS EASY AS IT GETS: PLUG & PLAY BOOTHS

100% EASY:

Are you looking forward to the return of live events, but could definitely do without the administrative fuss? Then our "Plug & Play" packages (includes booth, space, and digital presence) are the perfect fit for you!



- ✓ Booth construction
- ✓ Individual branding
- ✓ Additional services

Starting from 16 sqm

Regular price: € 508.50 / sqm*

Early Bird Price by March 18: € 494.50 / sqm*

→ [Learn more here](#)

ONE OF A KIND: INDIVIDUAL BOOTHS

100% INDIVIDUAL:

Go your very own way and create your individual DMEXCO experience.



- ✓ Go your very own way and create your individual DMEXCO experience.

Starting from 20 sqm

Regular price: € 311.00 / sqm*

Early Bird Price by March 18: € 297.00 / sqm*

DMEXCO WORLDS: SPECIAL AREAS FOR DIGITAL VERTICALS & START-UPS

100% SPECIAL:

Targeted audiences need a targeted approach. The DMEXCO Worlds focus on specific verticals to provide maximum guidance and exclusivity. Learn more about the DMEXCO Worlds on the next slide!



- ✓ Stand construction
- ✓ Individual branding
- ✓ Additional services

Packages and prices upon request!

Co-exhibitors possible at an additional cost: € 1,500 per each co-exhibitor; co-exhibitors possible starting from 20-sqm booth space

*Plus additional costs per sqm: energy charge € 15.50, AUMA fee € 0.60, marketing package + digital package € 150.00 (see slide 22 & 23).

DMEXCO Worlds – the highlight areas for your success

Present your brand in the most relevant environment for your business

Each DMEXCO “World” is dedicated to a specific digital industry vertical to create optimal guidance for visitors and potential business partners. It combines the essential elements of DMEXCO:

- Centrally located EXPO area with different booth options attracts your audience straight to your booth
- Integrated CONFERENCE stage focusing on each vertical’s topics gives you the opportunity to put your brand & products into the spotlight
- An open NETWORKING space for exchange creates a vibrant atmosphere in each world



World of Agencies

... is the exclusive meeting place for agencies to connect with existing and potential customers. Agencies of every kind can choose between ready-to-present design booths (Agency Spaces) or private areas (Agency Houses). [→ Learn more](#)



World of Tech

Innovations deserve attention to the fullest – and that is exactly what you get in the World of Tech: the show area for AI, BLOCKCHAIN & WEB3, VR/AR/MR, NFT, Connectivity & IOT, and much more. [→ Learn more](#)



World of Media

... is where the media industry meets advertisers. Whether you are a media company or publisher, data & targeting expert, or tech & tool provider - you’ve come to the right place to boost your business. [→ Learn more](#)

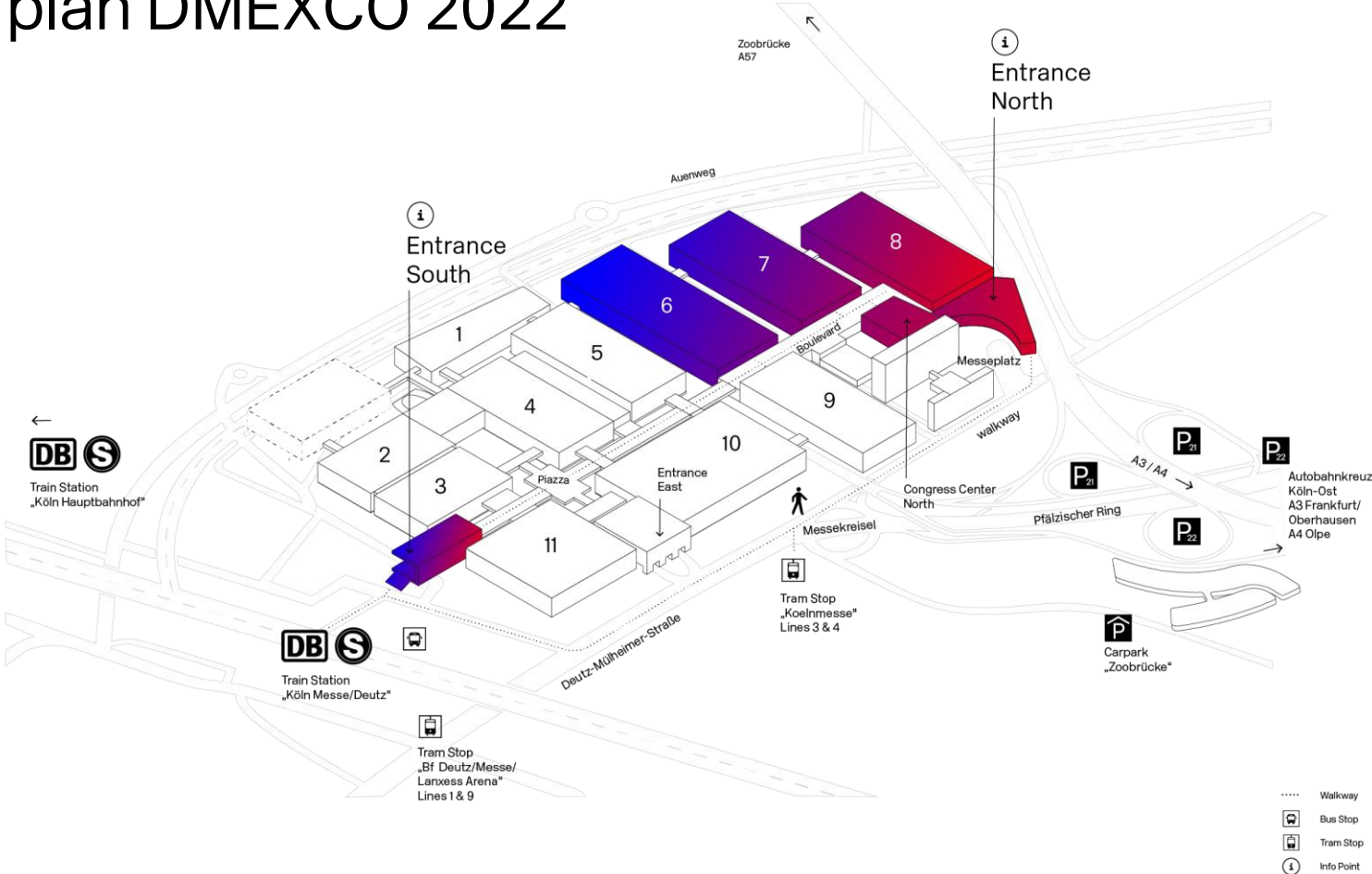


World of E-Commerce

... is the home to the world’s best e-commerce companies at DMEXCO. An ideal platform for online retailers, service providers, and payment firms to put their brands and products into the spotlight. [→ Learn more](#)

Start-up special:
Packages and prices upon request!

Site plan DMEXCO 2022





September 21 & 22, 2022

NETWORKING

Networking is at the heart of DMEXCO. Since 2009 we bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda.

Whether you want to exchange with your business partners and prospects in the DMEXCO Business Zones or throw one of the legendary booth parties by yourself – we've got you covered.

IT'S TIME TO
RECONNECT



September 21 & 22, 2022

CONFERENCE

While your Expo booth is the hotspot for business and growth, the DMEXCO Conference puts your brand in the spotlight.

With our on-site & online model, we are taking our Conference to a new level - and turning your unique stage content into a 365-lead generation powerhouse with even greater reach.

In 2022, we're offering you various bookable formats and stages to help you achieve multiple goals at the same time without any additional effort.



IT'S TIME TO INSPIRE

All sessions will be available in the VOD library after the event



On-site in Cologne: Conference formats

FORMAT	CONCEPT	SPEAKING TIME	PARTICIPATION FEE	PERFECTLY SUITED FOR
Keynote (1 speaker)	Introductory talk on one of DMEXCO's two main stages	18 min.	€ 25,000 ** by invitation only	<ul style="list-style-type: none"> Thought Leadership Brand Awareness
Presentation * (1 speaker)	Expert presentation on one of DMEXCO's two main stages	18 min.	€ 15,000 ** by application	
Fireside Chat * (1 speaker)	Talk between DMEXCO moderator and guest on one of DMEXCO's two main stages	18 min.	€ 15,000 ** by application	<ul style="list-style-type: none"> Thought Leadership Brand Awareness
Panel (3 speakers)	Moderated discussion with three experts on one of DMEXCO's two main stages	36 min.	By invitation only	
Lecture * (max. 3 speakers)	Corporate lecture, curated by exhibitor on one of DMEXCO's four topic stages	18 min.	€ 5,000 *** by application	<ul style="list-style-type: none"> Lead Generation Engagement
Masterclass * (max. 5 speakers)	Corporate workshop, curated by exhibitor	30 min.	€ 6,500 by application	<ul style="list-style-type: none"> Lead Generation Engagement

Application
Deadline:
July 01, 2022

Find more info in the Conference booklet:

[Browse the Conference booklet](#)

* Participation is for exhibitors only. Session times are assigned by DMEXCO.

** Only a small number of sponsored slots are available.

*** Special rates for start-ups and agencies may apply. Please contact your designated sales manager.

Where tomorrow's digital agenda is shaped today

Join the discussion at the DMEXCO Conference stages! Comprising three tracks with multiple topics, our 2022 framework covers the complete spectrum of the digital economy and explores the newest trends and innovations on the market.

MARKETING & MEDIA

AD TRADING

AGENCIES & ADVERTISING

AUDIO & PODCASTS

BRAND SAFETY

CONTENT MARKETING

CREATIVITY & DESIGN

CREATOR ECONOMY & INFLUENCER MARKETING

CRM & CEM

DATA ANALYTICS

DIRECT MARKETING

E-COMMERCE & PAYMENT

MOBILE & APP ECONOMY

OUT OF HOME

PERFORMANCE MARKETING

PERSONALIZATION

PUBLISHING

PURPOSE DRIVEN MARKETING

SEARCH & SEO

SOCIAL MEDIA

TRACKING & TARGETING

VIDEO & CONNECTED TV / ADDRESSABLE TV

TECH & FUTURE OF WEB

5G & CONNECTIVITY

ARTIFICIAL INTELLIGENCE

AUTOMATION

BLOCKCHAIN & WEB3

CHATBOTS & RPA

CLIMATE TECH

CLOUD COMPUTING

CRYPTOCURRENCIES & NFT

CYBER SECURITY

DECENTRALIZATION

INTERNET OF THINGS

METaverse

SAAS & PAAS

VR / AR / XR

BUSINESS & SOCIETY

COMPLIANCE & PRIVACY

DIGITAL TRANSFORMATION

DIVERSITY, EQUITY & INCLUSION

EDUCATION

LEADERSHIP

MARKETPLACES

NET DEMOCRACY

NEW WORK

PUBLIC POLICY

RECRUITING & HR

START-UPS & VC'S

SUSTAINABILITY & GREEN ECONOMY



Post-DMEXCO Digital Summary Day in September

DIGITAL ACTIVATION

On-site + digital = a better performance

A hybrid DMEXCO means getting the most out of your attendance. While our Cologne event connects you with the visitors on-site, our Digital Event Platform & App enable you to engage with our global community for even greater reach.

With a brand-new setup comprising an on-site event and a Digital Summary Day as a follow-up, DMEXCO 2022 makes it easy to address both audiences.

This lets you easily streamline your team resources to generate even more leads you would otherwise miss.

Sounds great? It gets even better: Our Digital Event Platform helps you foster the relationship with your audience all year long and generate leads with your VOD Conference content!



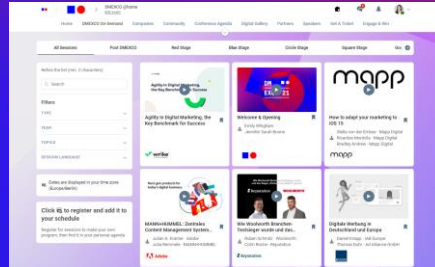
DMEXCO Digital Event Platform– your benefits at a glance!

On-site lead generation with the DMEXCO App

The DMEXCO App connects you with our community 365 days a year. **Actively register your booth visitors via the lead scan function**, organize & keep track of your meetings - and stay in touch with your leads at any time.



Included in the marketing and digital package.

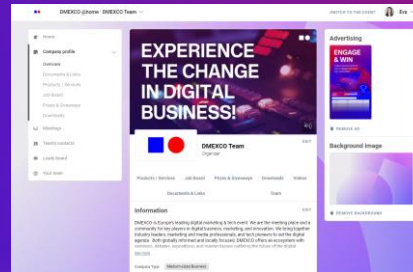


365-day lead generation via VOD library

Generate **valuable leads** and measure your **ROI** in real time – not only during the event, but **365 days** a year with your Conference session in our video-on-demand library. DMEXCO @home provides you with all the GDPR-compliant data you could ever want.

Maximum brand visibility

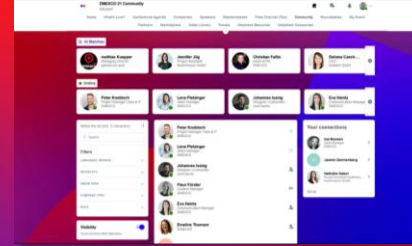
Stand out with your **individual company profile**: Add products, tools, downloads, and job offers and provide your prospects with the exact information they are looking for. All interactions with your content **are tracked and made available to you in real time!**



DMEXCO Digital Event Platform– your benefits at a glance!

Targeted networking

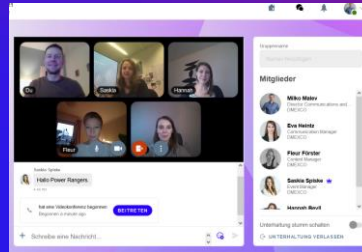
See who's online in real time and who's attending which session so you can **get in touch** right away. Intuitively search and set filters for **people, companies, interests**, etc. Moreover, our **AI-powered platform** suggests relevant contacts to you.



Included in the marketing and digital package.

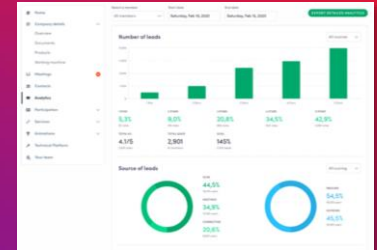
Group meeting rooms

Organize your own group meetings with up to 10 attendees – perfect for (follow-up) demo sessions, product pitches, or contract negotiations.



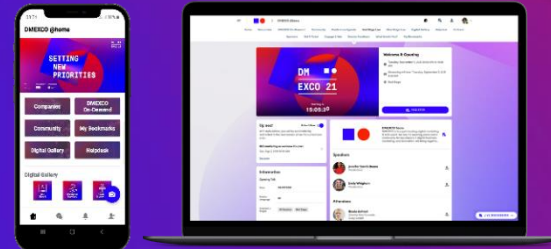
Organize meetings centrally

Never lose track of your meetings! **Supervise and track** your team's meetings and get all of your team's meetings in an analytics report.



Greater reach

Engage with our **global digital community** and your **own audience** – 365 days a year, on mobile and desktop.



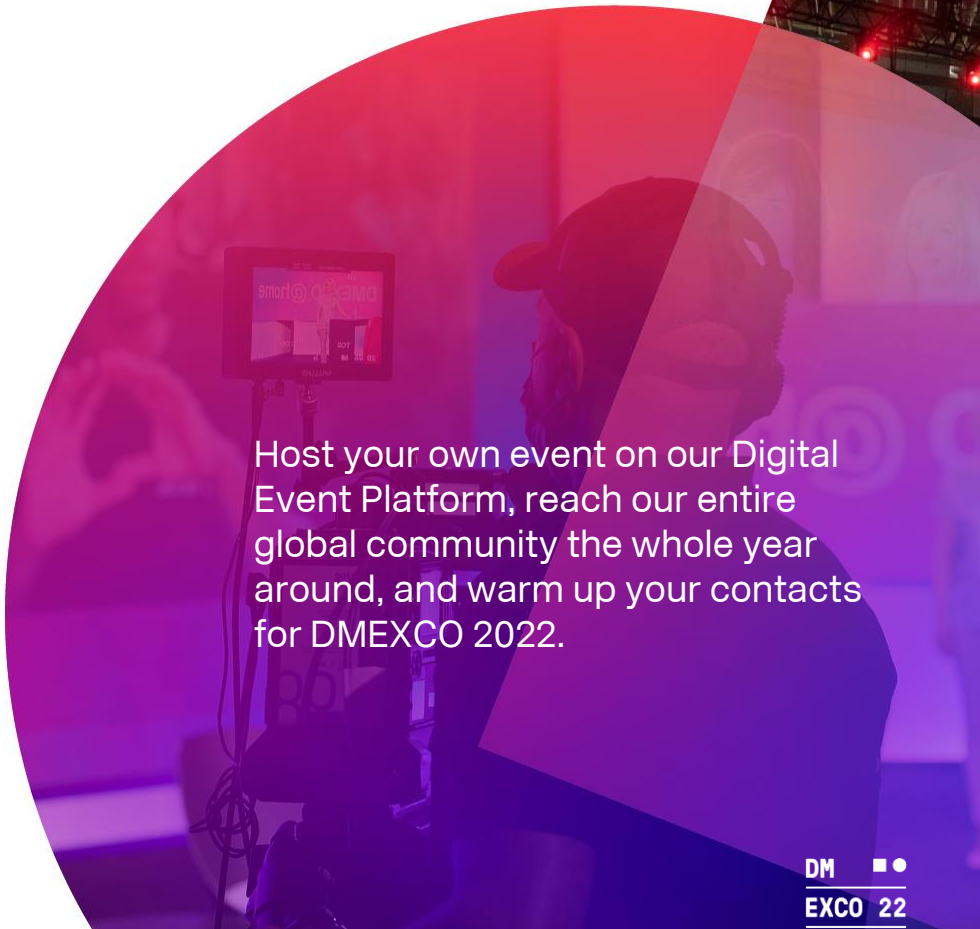
WELCOME TO DMEXCO 365

DMEXCO 2022 01

Host your own event 02

Marketing services 03

Planning schedule 04



Host your own event on our Digital Event Platform, reach our entire global community the whole year around, and warm up your contacts for DMEXCO 2022.

DMEXCO Community Platform: Host your events 365 days a year

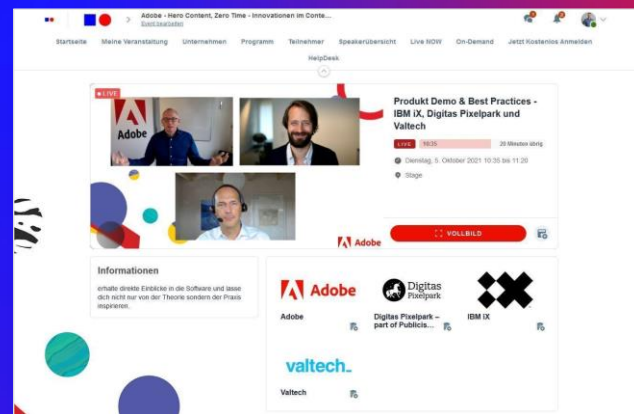
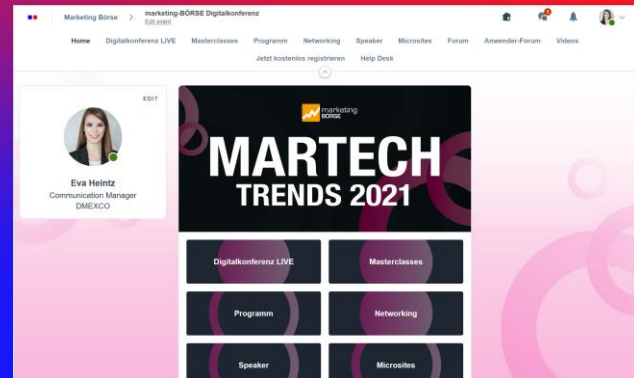
Activate the potential and reach of the DMEXCO Community of marketers, digital experts, and tech professionals at any given time and create your own company event or series.

What's in it for you:

- Customized, independent hosted event on the DMEXCO Digital Event Platform (DEP) on your desired date
- Reach the entire DMEXCO community
- Use all features of the DEP (profile, networking, lead tracking tools)
- Hold a roundtable session with selected guests (also possible after the event)
- Combination of live and prerecorded sessions is possible
- Technical support during the event
- Optional: ti.to ticket shop system
- Optional: advertising via DMEXCO channels

For questions and further information, our team will be happy to assist you.

[Contact us now!](#)



WELCOME TO DMEXCO 365

DMEXCO 2022 01

Host your own event 02

Marketing services 03

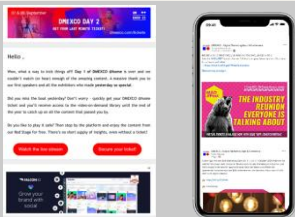
Planning schedule 04



Create your unique DMEXCO appearance!

Media Products

We put your message in the spotlight!
Share your knowledge and inspire our digital community – all year round!



- Social media, newsletter, website, or content - design your individual marketing mix!
- Distribute your message within our DMEXCO Community to about 115K+ followers and subscribers!
- Target new leads and acquire new customers – 365 days a year!

[Marketing kit](#)

Sponsoring

Become an exclusive sponsor of DMEXCO 2022 and be fully visible before, during, and after the event across all channels!

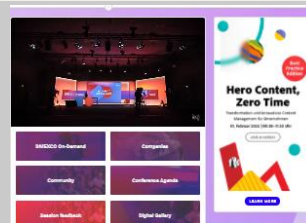


- Get a 360° presence, including several elements to guarantee your visibility and maximize your ROI!
- Attract the maximum attention of the DMEXCO community and get prominent placement on-site and on all DMEXCO channels!
- Secure your exclusive integration and a speaker slot at our DMEXCO Conference!

[Talk to our team](#)

Digital Add-on Event Platform

Increase your visibility on our Digital Event Platform and draw focus to your company!



- Book push notifications highlighting your company, sessions, or services and reach out to the entire DMEXCO community
- Increase your visibility with several add-ons such as a prominently placed homepage banner ad

[Digital add-ons](#)

On-site Advertising

Create awareness and visibility on the exhibiton grounds in Cologne!



- Benefit from our extensive and highly effective ad space portfolio to meet your needs (digital, print, outdoor, indoor...).
- From advertising fences to megaprints – choose from a variety of ways to draw attention to your brand.
- Leverage exclusive visibility and engagement opportunities with your target audience.

[Analog ad spaces](#)

[Digital ad spaces](#)

WELCOME TO DMEXCO 365

DMEXCO 2022 01

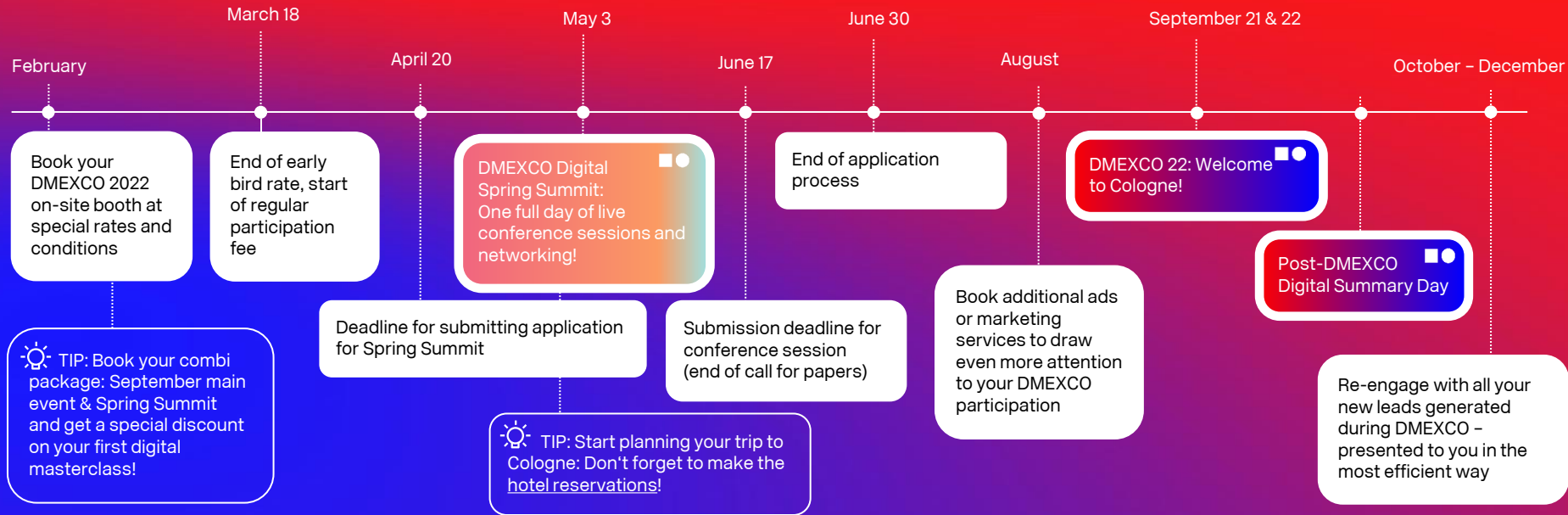
Host your own event 02

Marketing services 03

Planning schedule 04



Your planning schedule for DMEXCO 2022



Set up your digital profile on a self-service basis and start networking with the already existing DMEXCO Community



Host your own event(s) on the platform, generate leads and start exchanging with prospects and customers



Start planning your DMEXCO meetings - on-site and online



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Get in touch with
us or book your
participation
right here !

[REGISTER NOW!](#)

See you at DMEXCO!

Sept. 21 & 22, 2022