



DMEXCO 2022

Registration



September 21 & 22, 2022

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



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Essential Information in Brief

Please also see the enclosed Conditions of Participation

The registration documents include

Essential Information in Brief

The forms:

- 1.10 Registration for Main exhibitors*
- 1.11 Enclosure to the registration for Main exhibitors
- 1.20 Registration for Co-exhibitors
- 1.30 List of product group entries*

Conditions of Participation, Special Section
General Conditions of Participation
Terms of Use - Digital Services (Hybrid Event)

*obligatory transmittal

1 Opening times

For exhibitors: Wed, Sept 21 from 7:30 until 19:30
Thu, Sept 22 from 7:30 until 18:30
For visitors: Wed, Sept 21 from 9:00 until 18:30
Thu, Sept 22 from 9:00 until 17:30

2 Registration

Form 1.10 must be submitted by each main exhibitor. Please fill out this form completely, stamp it with your company seal and sign it with a legally binding signature. A digital signature is also possible. The registration is only valid when accompanied by the List of product group entries on **Form 1.30**. If you wish to list brand names, please enter them on **Form 1.30** as well.

Alternatively the **Online-Application** can be used on DMEXCO webpage. The application forms must be completely filled in and to be sent to Koelnmesse by clicking on the button "Submit binding application".

Co-exhibitors are registered by the main exhibitor using form 1.20. A separate List of product group entries – **Form 1.30** – must be filled in for each of these companies.

3 Participation fees

Depending on the date of registration, the stand area rental fee (plus VAT) is:

Own stand construction (from 20sqm)		
Early Bird	until March 18, 2022*	297.00 €/sqm
Regular price	from March 19, 2022*	311.00 €/sqm
Modular concept stand (from 16sqm)		
Early Bird	until March 18, 2022*	494.50 €/sqm
Regular price	from March 19, 2022*	508.50 €/sqm

*Receipt at Koelnmesse

Per sqm of stand space you will also be charged for a possibly accruing stand form surcharge, €150.00 for the Digital and Marketing Package, €15.50 for the flatrate energy fee and €0.60 for the AUMA fee. In addition you will have to pay an exhibitor down payment for services. All prices are net prices and do not include legal VAT. In the case of own stand construction, the rental fee for stand areas does not include the cost of any structures.

Koelnmesse is entitled to collect an adequate down payment for the services provided at an event — e.g., electricity and water supplies, media services etc.

Co-exhibitor fee

Each main exhibitor who has booked a stand area of 20 square meters is entitled to register one co-exhibitor. For each additional 10 sqm the main exhibitor can register one additional co-exhibitor. Co-exhibitor fee is € 1,500.00 per company. Each co-exhibitor must be registered using form

1.20.

4 Construction Times

Construction period begins:

Sunday, September 18, 2022, 6:00.

Construction period ends:

Tuesday, September 20, 2022, 20:00.

Work that produces large amounts of dust must cease by 18:00 on Tuesday, September 20, 2022. All of the aisles must be completely clear by 18:00 on Tuesday, September 20, 2022. Upon request, Koelnmesse can permit stand construction to begin earlier. Early stand construction costs the following amounts per stand area:

from Friday, September 16, 2022 (from 8a.m): 1.600,00 €

from Saturday, September 17, 2022: 800,00 €

The storage of material is also considered to be construction. The halls will be open around the clock during the construction period. For each violation the Koelnmesse is entitled to impose a penalty for breach of contract of up to €5,000.00. In general, vehicles will be granted access to the grounds until 17:00 on the last day of construction September 20, 2022.

5 Dismantling Period

Dismantling Period begins:

Thursday, Sept 22, 2022 from 17:30

Dismantling Period ends:

Friday, Sept 23, 2022 at midnight

Upon request, Koelnmesse can permit the dismantling period to be extended until midnight on Saturday, September 24, 2022. This extension costs €800.00 per stand area. The storage of material is also considered to be dismantling.

The halls will be open around the clock during the dismantling period. Dismantling may not begin before 17:30 on September 22, 2022.

6 Stand area confirmation

Once your company has been accepted for participation, you will receive the stand confirmation in **May 2022** at the earliest.

7 Technical Guidelines and Services

The Technical Guidelines and our services can be found in the Koelnmesse Service Shop.

8 Maximum Stand Height and Special Structures

The maximum permissible stand height is 3.0 m. Stands and structures that are higher than 3.0 m must be approved. The maximum permissible height includes all construction elements, advertising, lighting systems, traverses etc. Please refer to the the Technical Guidelines of Koelnmesse GmbH.

For a stand structure to be approved, the plans have to be sent via E-Mail to the DMEXCO Team (exhibitor@dmexco.com) at least 8 weeks before the event begins. Lighting equipment may be suspended from the hall ceiling. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand structure. If the stand structure is more than 3.0 m high, the exhibitor must either obtain his neighbors permission in writing or leave an open space at least 2.0 m wide along the closed stand boundaries to adjacent stand areas. Stand structures should be as transparent as possible. No more than 30% of the open sides of

the stand may contain closed wall elements.

The ceiling lights in the halls will be turned off and the skylights in the halls blacked out during the event.

9 Scale Drawings of Stands

Dimensioned stand sketches will be sent to you together with your stand confirmation.

10 Invoice

You will receive the invoice for the stand rental fee **in July 2022** at the earliest. Please see the terms and conditions of payment listed in Section IV of the General Conditions of Participation.

11 Digital & Marketing Package

The Digital & Marketing Package is obligatory and includes a number of different services. Please see Section 3.1.2 of the Special Conditions of Participation.

12 Brand name entry

In addition to the company name, there is also the option to publish the brand name(s) online with a link to the exhibitor profile. The brand name must be submitted using Form 1.30 and costs € 800 per entry. The brand name will be listed in the exhibitor directory online as well as in the hall plan. In the case of the exhibitor directory, the brand name links to the exhibitor profile.

13 Drawing up a new Invoice

The billing address entered in form 1.10/1.11 is definitive. You will be charged a fee if the invoice has to be drawn up again for reasons beyond Koelnmesse's control. A fee of €300.00 is charged for every new invoice.

14 Advertising

Outside the rented stand areas, exhibitors may only use the advertising possibilities offered by DMEXCO. No advertising materials and brochures of any kind may be distributed. In addition, exhibitors may not advertise in any way (including walking acts and promotional teams) outside their stand areas. Body painting, entertainers and scantily clad hostesses are not permitted.

15 Operation of WiFi

In order to avoid interferences with the operation of your own WiFi and the WiFi of other exhibitors, it is necessary to coordinate the WiFi networks centrally. This is only possible with homogenized infrastructure. Dedicated exhibitor WiFi networks and routers are therefore not allowed to be used. Please note Section 12 of the Special Conditions of Participation.

16 Stand parties

Stand parties are approved in accordance with current legislation and must be registered by Koelnmesse. The event may not begin before the official end of the trade fair (Sept 21, 2022 - 6:30 p.m.) and must finish at 8:30 p.m. at the latest. Please note Item 13 of the Special Conditions of Participation.

17 Stands may not be cleared early

The exposition stand has to be staffed until the official end of the event, violations hereof represent a serious breach of the Conditions of Participation and can be punished.

**Application
for Main Exhibitors**
Obligatory transmittal.

1.10

List of product group entries (Form 1.30) must be filled in for registration to be valid!

1 Main exhibitor We are exhibiting for the first time

1.1 Address:

Company/Name:

Street: _____

Postal Code/City: _____

P.O. Box: _____

Postal Code/City: _____

Country/State: _____

Main telephone: _____

Main e-mail: _____

Internet: _____

Proprietor/Managing Director:

Mr Ms

(please give first and last name)

Correspondence language:

German English

PO-Number /
order number: _____

Contact person for the event is:

Mr Ms

Position: _____

Telephone: _____

E-mail: _____

1.2 We are registered with the:

Commercial register

At the Magistrate
Court in: _____

Commercial
Register no.: _____

1.3 Turnover tax ID number (VAT):

(Required information for companies from EU countries)

1.4 We are members of the following associations:

2 Desired Location (allocation as far as possible)

Note: Please state the exact size desired. Registration documents that do not state an exact size will be rendered invalid! Consider minimum sizes for own and concept stand construction!

Area in sqm _____

Frontal width in metres _____

Depth in metres _____

2.1 We order according to the Conditions of Participation:

	Early Bird until March 18, 2022	Regular from March 19, 2022
<input type="checkbox"/> Own Stand Construction (from 20m ²)	per sqm 297.00 €	311.00 €
<input type="checkbox"/> Modular Concept Stand (from 16m ²)	per sqm 494.50 €	508.50 €

Additional costs (mandatory)

Digital & Marketing Package / mandatory	per sqm	150.00 €
Energy fee / mandatory	per sqm	15.50 €
AUMA fee / mandatory	per sqm	0.60 €

2.2 Stand type surcharge

<input type="checkbox"/> Terrace stand	<input type="checkbox"/> Corner stand €10.00 per sqm
<input type="checkbox"/> Twocorner stand €15.00 per sqm	<input type="checkbox"/> Island stand €20.00 per sqm

All prices are exclusive of VAT. Additionally, a down payment for the services provided at the event will be charged. See the Special Conditions of Participation for further information.

Data Protection Notice:

You can read our Data Protection Notice in the complete participation documents and at any time under

www.koelnmesse.com/data-protection-notice.

We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at www.koelnmesse.com/data-protection-notice.

I can withdraw my consent at any time in the future (by sending an e-mail to datschutz-km@koelnmesse.de)

I agree to have my e-mail address with future effect forwarded to the ideational and professional partner and owner of the DMEXCO brand, The German Association for the Digital Economy (BVDW), and to BVDW Services GmbH, Schumannstraße 2, 10117 Berlin, Germany. These organizations can use my e-mail-address regularly in a personalized form so that I can continue to receive information about the association's offers (e. g. whitepapers, trend reports) and other events. My consent is valid until I withdraw it. The withdrawal can be declared at any time without giving reasons with effect for the future by e-mail to infobvdw.org or by clicking the unsubscribe link at the end of an e-mail notification. Further information on data protection can be found at <https://www.bvdw.org/der-bvdw/data-protection-dmexco/>

Yes, we accept the Special Terms and Conditions of Participation (BTB) and the Terms of Use for the Digital Services of DMEXCO, the Koelnmesse General Terms of Business and Terms and Conditions of Participation (ATB) as well as the stipulations of the Koelnmesse-Service-Shop (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.

X

Place, date, legally binding signature and company stamp of the Main exhibitor

**DMEXCO22
SEPTEMBER
21 & 22, 2022**

Customer number:

0	6	2	0
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Name of Main exhibitor:

Enclosure to the application for Main exhibitors

Invoice address/
 Address for correspondence

1.11

1 Invoice address – if different from Main exhibitor
 If **invoice** should be charged to address other than the one of the Main exhibitor please enter below:

Company/Name:

Street:

Postal Code/City:

P.O. Box:

Postal Code/City:

Country/State:

Main Telephone:

Main e-mail:

Internet:

Customer number:

0	6	2	0
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Language of correspondence:

German English

Contact:

Mr Ms

Function:

Tel.:

E-mail:

Please note:

The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment.

2 Address for correspondence – if different from Main exhibitor
 If **correspondence** should be sent to address other than the one of the Main exhibitor please enter below:

Company/Name:

Street:

Postal Code/City:

P.O. Box:

Postal Code/City:

Country/State:

Main Telephone:

Main e-mail:

Internet:

Customer number:

0	6	2	0
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Language of correspondence:

German English

Contact:

Mr Ms

Function:

Tel.:

E-mail:

Data Protection Notice:

You can read our Data Protection Notice in the complete participation documents and at any time under www.koelnmesse.com/data-protection-notice. We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at www.koelnmesse.com/data-protection-notice. I can withdraw my consent at any time in the future (by sending an e-mail to datenschutz-km@koelnmesse.de)



Place, date, legally binding signature and company stamp of the Main exhibitor

Name of Exhibitor:

Brand entry

In addition to the company name, there is also the option to display the brand name(s) online with a link to the exhibitor profile. The brand entry costs €800 per brand name. The brand(s) will be listed in the exhibitor directory online as well as in the hall plan. In the case of the exhibitor directory, the brand links to the exhibitor profile.

Exhibitor Categories

The registration is only valid with indication of the exhibitor category/s. Decision on company acceptance ist made based on the information given here.

The online entry of the exhibitor categories into the exhibitor search will be carried out separately by the exhibitor on the DMEXCO event platform in self-service. The entry is included in the Digital and Marketing Package and will not be charged separately.

Marketing & Media

- 010010 Ad Trading
- 010020 Agencies & Advertising
- 010030 Audio & Podcasts
- 010040 Brand Safety
- 010050 Content Marketing
- 010060 Creativity & Design
- 010070 Creator Economy & Influencer Marketing
- 010080 CRM & CEM
- 010090 Data Analytics
- 010100 Direct Marketing
- 010110 E-Commerce & Payment
- 010120 Mobile & App Economy
- 010130 Out of Home (OOH)
- 010140 Performance Marketing
- 010150 Personalization
- 010160 Publishing (e.g. CMS, CMP)
- 010170 Purpose Driven Marketing
- 010180 Search & SEO
- 010190 Social Media
- 010200 Tracking & Targeting (e.g. CDP, CPP)
- 010210 Video & Connected TV / Adressable TV

- 030080 New Work
- 030090 Public Policy
- 030100 Recruiting & HR
- 030110 Start-ups & VC's
- 030120 Sustainability & Green Economy

Tech & Future

- 020010 5G & Connectivity
- 020020 Artificial Intelligence
- 020030 Automation
- 020040 Blockchain & Web3
- 020050 Chatbots & RPA
- 020060 Climate Tech
- 020070 Cloud Computing
- 020080 Cryptocurrencies & NFT
- 020090 Cyber Security
- 020100 Decentralization
- 020110 Internet of Things
- 020120 Metaverse
- 020130 SaaS & PaaS
- 020140 VR / AR / XR

Business & Society

- 030010 Compliance & Privacy
- 030020 Digital Transformation
- 030030 Diversity, Equity & Inclusion
- 030040 Education
- 030050 Leadership
- 030060 Marketplaces
- 030070 Net Democracy





Order Conference services

DMEXCO 2022

Team DMEXCO

exhibitor@dmexco.com

Customer no.

Company

Responsible contact person

Email

PLEASE NOTE:

- Ordering of additional services is only possible for registered exhibitors of DMEXCO 2022
- Please send the application to exhibitor@dmexco.com
- Registration deadline for conference services: 17.06.2022
- Submission of slots must be done via the Conference Tool. The access data will follow
- The booking is only valid after slot confirmation (expected July 2022) and will be invoiced with the stand space

Please enter the quantity of your order in the check boxes

Conference services

Corporate Lecture € 5,000

- 18 min., live on site on one of the topic stages
- Incl. lead report of the digital audience, Q&A on site, inclusion in the VoD Library.
- Submission of the slot has to be done via the Conference Tool. The access data will follow. Deadline 17.06.2022
- A binding booking is only made after the slot has been confirmed by Team Conference

Masterclass € 6,500

- 30 min., live on site
- Incl. lead report (on site & digital audience), Q&A on site, inclusion in VoD Library.
- Submission of the slot has to be done via the Conference Tool. The access data will follow. Deadline 17.06.2022
- A binding booking is only made after the slot has been confirmed by Team Conference

Fireside Chat € 15,000

- 18 min., live on site on one of the two main stages
- Interview between a DMEXCO moderator and a guest
- Incl. lead report of the digital audience, online chat & Q&A, inclusion in the VoD Library
- Submission of the slot has to be done via the Conference Tool. The access data will follow. Deadline 17.06.2022
- A binding booking is only made after the slot has been confirmed by Team Conference

~~Presentation 15,000 €~~ **Sold out**

- 18 min., live on site on one of the two main stages
- Presentation by an expert
- Incl. lead report of the digital audience, online chat & Q&A, inclusion in the VoD Library
- Submission of the slot has to be done via the Conference Tool. The access data will follow. Deadline 17.06.2022
- A binding booking is only made after the slot has been confirmed by Team Conference

All prices plus VAT

The order is placed in the name and on the account of the above-mentioned exhibitor; the undersigned assures that he/she is authorized to place the order accordingly. In accordance with the General Terms and Conditions of Koelnmesse GmbH, the recipient of the services is always the exhibitor. By signing this form, you accept the same terms and conditions of participation, terms of use and terms of business as for stand space registration (Form 1.10).

Place, date

Stamp, legally binding signature

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Name of Main exhibitor:

Application for Co-exhibitors*

List of product group entries (Form 1.30) must be filled in for registration to be valid.

1.20

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following Co-exhibitors at our stand:

Please use a separate form 1.20 for each co-exhibitor.

Company/Name:

Contact person:

Mr Ms

E-mail contact person:

Street:

Postal Code/City:

P.O. Box:

Postal Code/City:

Country/State:

Main Telephone:

Main e-mail:

Internet:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Contact person:

Mr Ms

The participation fee per Co-exhibitor is 1,500.00 Euro (plus VAT) and will be charged to the Main exhibitors' account. Each main exhibitor who has booked a stand area of 20 sqm is entitled to register one co-exhibitor. For each additional 10 sqm the main exhibitor can register one additional co-exhibitor.

Customer number:

0	6	2	0
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I agree to have my e-mail address with future effect forwarded to the ideational and professional partner and owner of the DMEXCO brand, The German Association for the Digital Economy (BVDW), and to BVDW Services GmbH, Schumannstraße 2, 10117 Berlin, Germany. These organizations can use my e-mail-address regularly in a personalized form so that I can continue to receive information about the association's offers (e. g. whitepapers, trend reports) and other events. My consent is valid until I withdraw it. The withdrawal can be declared at any time without giving reasons with effect for the future by e-mail to infobvdw.org or by clicking the unsubscribe link at the end of an e-mail notification. Further information on data protection can be found at <https://www.bvdw.org/der-bvdw/data-protection-dmexco/>

The registration as Co-Exhibitor is only valid if you state the respective exhibitor category/categories (Form 1.30)

*** Explanation "Co-exhibitors":**

Co-exhibitors are companies with their own products and their own personnel that use the stand area of a Main exhibitor. Companies within groups and subsidiaries count as Co-exhibitors.

X

Place, date, legally binding signature and company stamp of the Main exhibitor