

DMEXCO 2023

Registration



September 20 & 21, 2023, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



DM ■
EXCO
● **23**



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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 incl. corporate form:

Street:

Postal Code/City:

P.O. Box:

Postal Code/City:

Country/State:

Main telephone:

Main e-mail:

Internet:

Proprietor/Managing Director:

☐ Mr ☐ Ms

(please enter first and last name)

Correspondence language:

☐ German ☐ English

PO-Number / order number

PO-Number /
order number:

☐ will be handed in later

Contact person for the event is:

(Main contact for operational topics)

☐ Mr ☐ Ms

(please give first and last name)

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 booth size

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

Area in m²*

* Information on dimensions of the stand if available

2.1 We order according to the Conditions of Participation:

	Early Bird until Feb 28, 2023	Regular from Mar 1, 2023
<input type="checkbox"/> Own Stand Construction (from 20m ²)	per m ² 479.10 €**	493.10 €**
<input type="checkbox"/> Modular Concept Stand M (16 m ²)	15,440.00 €	16,000.00 €***
<input type="checkbox"/> Modular Concept Stand L (27 m ²)	22,900.00 €	23,300.00 €***
<input type="checkbox"/> Modular Concept Stand XL (54 m ²)	43,100.00 €	44,000.00 €***

**Included costs (all mandatory)

Marketing Package	per m ²	150.00 €
Energy fee	per m ²	23.50 €
AUMA fee	per m ²	0.60 €

***Prices are valid until 07.08.2023. From 08.08.2023 stand construction prices can be inquired via exhibitor@dmexco.com.

2.2 Stand type surcharge

<input type="checkbox"/> Terrace stand	<input type="checkbox"/> Corner stand (from 20m ²) €10.00 per m ²
<input type="checkbox"/> Twocorner stand (from 50 m ²) €15.00 per sqm	<input type="checkbox"/> Island stand (from 100m ²) €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 <https://dmexco.com/privacy-policy/>. 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 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

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

Customer number: [] [] [] [] [] [] [] []

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.
Correction of invoices will be billed with € 300,00 per invoice.

- 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

Customer number: [] [] [] [] [] [] [] []

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)

X

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

Name of Exhibitor:

Exhibitor Categories

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

Marketing & Media

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

Tech & Future

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

Business & Society

<input type="checkbox"/>	030010 Compliance & Privacy
<input type="checkbox"/>	030020 Digital Transformation
<input type="checkbox"/>	030030 Diversity, Equity & Inclusion
<input type="checkbox"/>	030040 Education
<input type="checkbox"/>	030050 Leadership
<input type="checkbox"/>	030060 Marketplaces
<input type="checkbox"/>	030070 Net Democracy
<input type="checkbox"/>	030080 New Work
<input type="checkbox"/>	030090 Public Policy
<input type="checkbox"/>	030100 Recruiting & HR
<input type="checkbox"/>	030110 Start-ups & VC's
<input type="checkbox"/>	030120 Sustainability & Green Economy

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.

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.

Brand entry



Order Form Conference services

DMEXCO 2023

Team DMEXCO_
exhibitor@dmexco.com

0 6 2 0

Kunden-Nr.

Company

Responsible contact person

E-mail

PLEASE NOTE:

- Ordering additional services is only possible for registered exhibitors of DMEXCO 2023.
- Please send the order form to exhibitor@dmexco.com.
- Registration deadline for conference services: 15.06.2023.
- Submission of slots must be done via the Conference Tool. Log-in data to the Conference Tool will be sent via e-mail to the responsible contact person mentioned on the registration form. Deadline: 30.06.2023.
- The contract will only be closed after confirmation through Team Conference. If the required information is not handed in completely or too late, the contract will not be closed and the service will not be billed.
- Time and location of the booked slot will be assigned and communicated by Team Conference after the order is confirmed.

Please check the boxes below or enter the quantity of your order.

Conference services

☐ Corporate Lecture 6.500,00 Euro

- 18 min., live on site on one of the topic stages
- Incl. lead report of the digital audience (Bookmarks), Q&A on site, recording and inclusion in the VoD library

☐ Masterclass 8.000,00 Euro

- 30 min., live on site in a masterclass room
- Incl. lead report of the digital audience (Bookmarks), Q&A on site, recording and inclusion in the VoD library

☐ Fireside Chat 27.500,00 Euro

- 18 min., live on site on the main stage
- Interview between a DMEXCO host and a guest
- Incl. lead report of the digital audience (Bookmarks), Q&A on site, recording and inclusion in the VoD library

All prices plus VAT.

The order is placed in the name and on the account of the above-mentioned exhibitor; the undersigned assures that they are authorized to place the order accordingly. Service recipient is the above mentioned exhibitor. Ist immer der oben genannte angemeldete Aussteller. The [General Section of the Conditions of Participation](#) apply accordingly.

Please find our privacy policy here: [DMEXCO Privacy Policy](#)

Place, date

Stamp, legally binding signature

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:

We are members of the following associations:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Proprietor/Managing Director:

☐ 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.

Further information on co-exhibitors can be found in our
conditions of participation (special section).

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documents and at any time under <https://dmexco.com/privacy-policy/>.
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 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.>

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. Further information on
co-exhibitors can be found in our conditions of participation (special
section).

X

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