

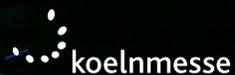


Conference



September 11 & 12, 2019, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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





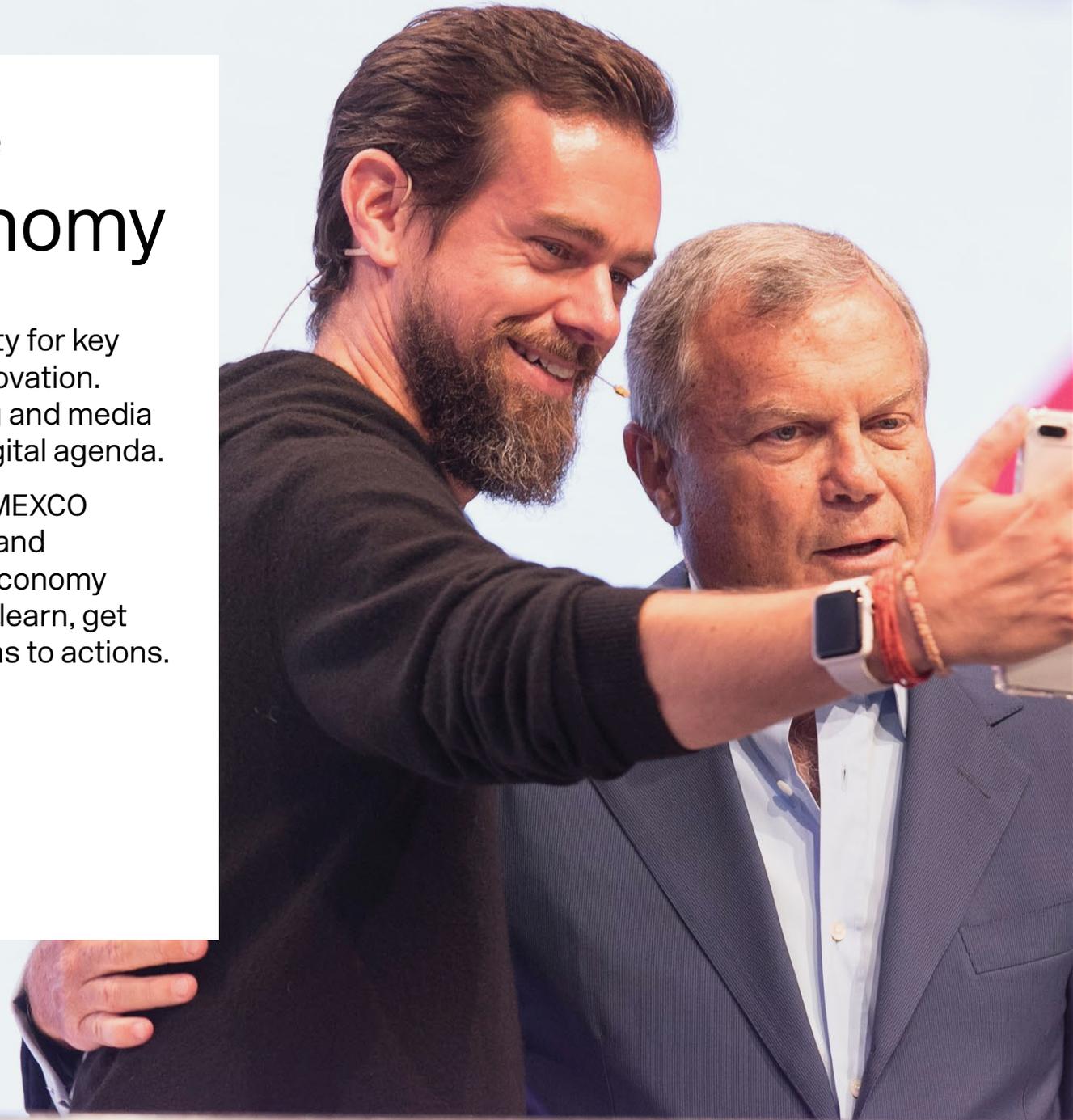
The Meeting Place for the Digital Economy

DMEXCO is the meeting place and a community for key players in digital business, marketing, and innovation. We bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda.

Both globally informed and locally focused, DMEXCO offers an ecosystem with seminars, debates, and expositions outlining the future of the digital economy and driving market value. At DMEXCO you can learn, get inspired, build connections, and turn your ideas to actions.

First tweet of Sir Martin Sorrell live on stage

at DMEXCO 2017! It's the result of a bet made the previous year when Jack Dorsey participated only via streaming: Sir Martin agreed to tweet if Jack would come to DMEXCO in person.





DMEXCO Facts 2018

41K
Visitors from 95 Countries

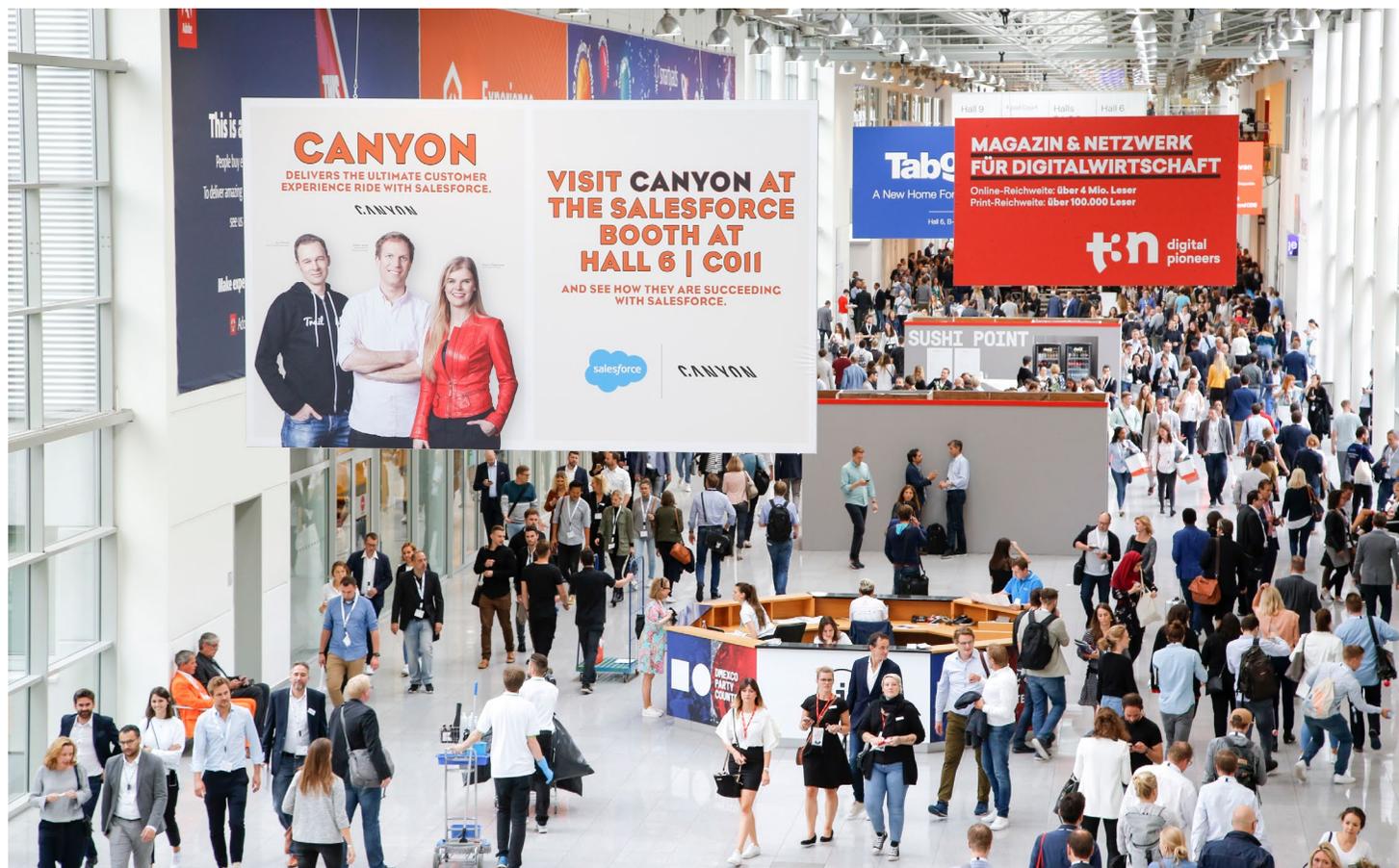
1K
Exhibitors from 40 Countries

95
Countries

250+
Hour-long Program

550+
International Speakers

100K
sqm Exhibition Space





DMEXCO Facts 2018

Visitors Structure:

40%

Brands

24%

Tech Providers

19%

Agencies

45%

Share of International Visitors



The Strongest International Visitor Groups – TOP 10:

- | | |
|--------------------------|----------------|
| 01 GB / Northern Ireland | 06 Switzerland |
| 02 Netherlands | 07 Israel |
| 03 USA | 08 Poland |
| 04 France | 09 Spain |
| 05 Austria | 10 Italy |



Visitor Profile

Who is there

The Marketing
& Communication
Industry

International
Publishers
and Media Owners

New Market Players:
IoT, VR, AI
& Wearables

Entrepreneurs
and Start-ups

The leading
Digital Brands
& Innovators

30+ leading Advertising
Brands

All Media, Creative
& Digital Agency
Networks

The most relevant Cloud,
Data and Technology
Companies

Sheryl Sandberg
COO, Facebook





84%

of the DMEXCO visitors have an impact on the purchase of media & technology services.

Executive Level Visitors

27%

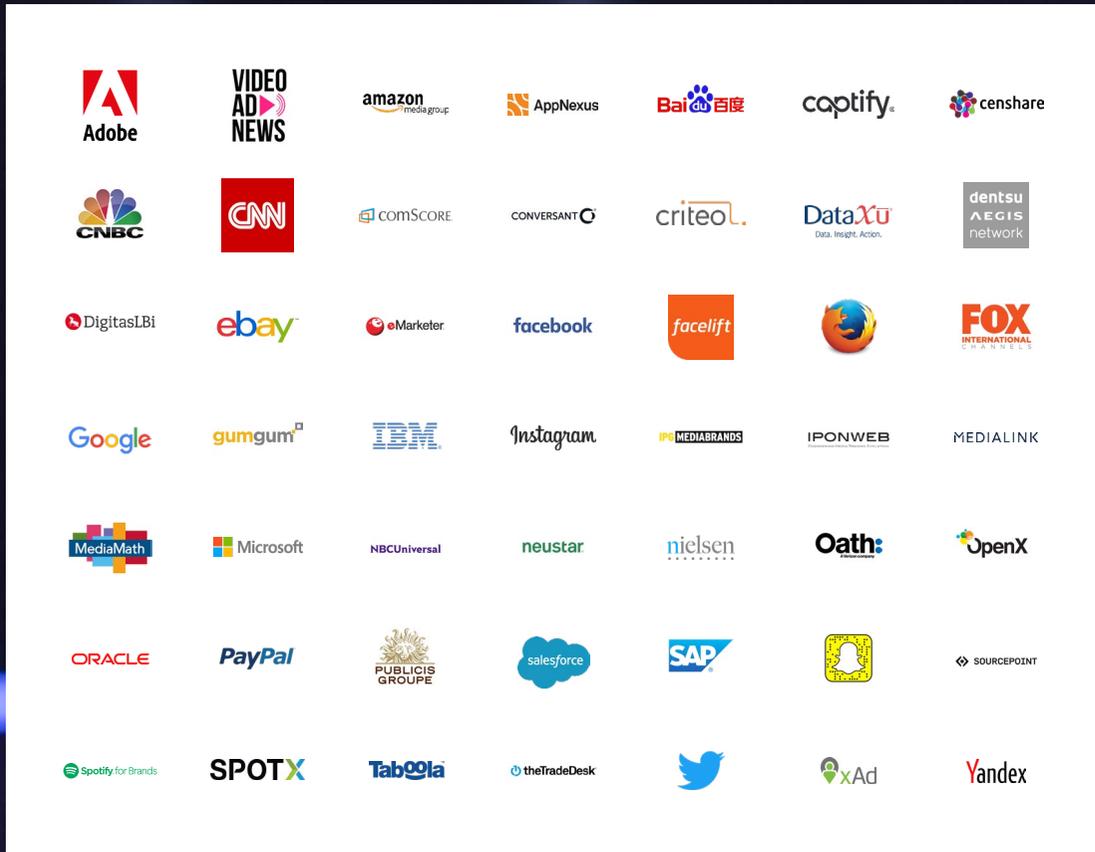
C-Level

44%

Senior Management

Top Advertisers on Site

Look who was already there | Extract



Marc Pritchard
Chief Brand Officer, P&G



The Congress Stage

Top-class keynotes

Trend-setting summits
& visionary outlooks

Most influential opinion-
makers & industry leaders

1.6K⁺

Capacity



Martin Wezowski
SAP

#DMEXCO18



The Debate Stage

Extraordinary stage with controversial debates and inspiring interviews

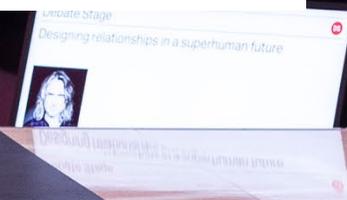
Leading experts of the global and national digital economy

Focused on opinion-forming talks: from marketing and media to technology and the latest business trends

850+

Capacity

Martin Wezowski
Chief Designer & Futurist, SAP



ES

The Experience Stage

Thrilling demonstrations create a digital world you can see and feel

Pioneers and visionaries from all over the world

The IoT, Wearables, Artificial Intelligence, Virtual and Augmented Reality

700+

Capacity





DMEXCO TV Studio



Casey Neistat
YouTube Creator



Sophie Blum
P&G



Nikki Mendonca
Global President Accenture
Interactive Operations



Bob Lord
IBM



Nico Rosberg
World Champion Formula 1



Meredith Kopit Levien
The New York Times

Exclusive interviews with the leading heads of our industry. About digital advertising, marketing, media, technology and innovations.

A close look, well-founded & personal.

www.youtube.com/dmexcovideo



Confidence + Creativity

S

WL



Seminars

Pure Inspiration! Practical knowledge, successful case studies, and inspiration for the daily marketing business.
For exhibitors only.

250+
Capacity

WorkLabs

Discuss your idea! The practical Work Labs generate a dialog between the participants and provide them with inspiration and ideas for their business.
For exhibitors only.

70+
Capacity



World of Agencies



World of Agencies

Experience agency solutions up close: best mix of power sessions, panels and key notes about strategic topics and case studies in the middle of our exclusive agency exhibition space.

For exhibitors only.

250+

Capacity



DA

FP

Demo Arena

Brand new DMEXCO format for your perfect product pitch. Direct feedback from a top-notch target group is guaranteed. Take up the challenge!

160

Capacity

Future Park

Meet 150 Start-ups from 15 countries. For two days, the business of the future will be rocking here between the meeting units and Start-up Stage in the Future Park. For exhibiting Start-ups only.

150+

Capacity of Stages 1 & 2



Speaker Expertise



Keith Weed
CMCO
Unilever



Imran Khan
CSO
Snapchat



Nico Rosberg
World Champion
Formula 1



Jack Dorsey
CEO
Twitter



Tim Armstrong
Chairman & CEO
Oath



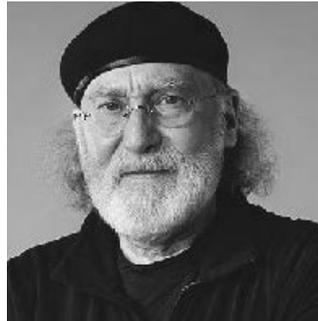
Sheryl Sandberg
COO
Facebook



Thimotheus Höttges
CEO
Deutsche Telekom AG



Arkady Volozh
Co-Founder
Yandex



Bob Greenberg
CEO, Chairman & Founder
R/GA



Neal Mohan
CPO
YouTube



Julia Goldin
CMO
LEGO



Paul Bulcke
CEO
Nestlé



Speaker Expertise



Marc Pritchard
Global Brand Building
Officer
Procter & Gamble



Max Conze
CEO
ProsiebenSat.1



Alison Lewis
Global CMO
Johnson & Johnson



Jacki Kelley
COO
Bloomberg Media



Sir Martin Sorrell
Executive Chairman
S4 Capital



Jonah Peretti
Founder & CEO
Buzzfeed



Casey Neistat
YouTube Creator



Margit Wennmachers
Partner
Andreessen Horowitz



Mark Thompson
President & CEO
The New York Times
Company



Dieter May
SVP
BMW



Claudia Willvonseder
CMO
IKEA



Shane Smith
CEO & Founder
Vice Media



#Media&Press

“DMEXCO, the most important digital conference.”

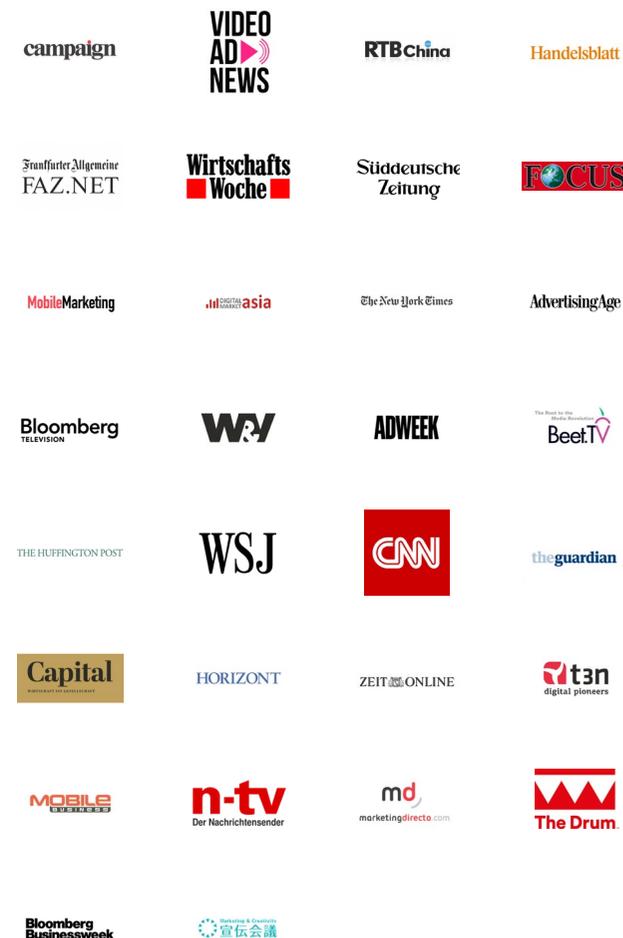
Adweek

“Front and center for talks from some of the most influential voices around the globe.”

Mashable

“...DMEXCO, now one of the most valuable forums for the digital industry.”

The Drum





VIP Services & Events

VIP Limousine Shuttle Service:

Your personal executive car service during your stay.*

VIP Opening Party:

The inspiring VIP cross-over. This truly exclusive circle of the most excellent global leaders will meet on the eve of DMEXCO.*

The Cologne Club:

The five-star business lunch with the leading celebrities from the world of marketing and media on the first DMEXCO day.*

VIP Lounge:

A private area where executives gather to meet and advance their businesses. Includes complimentary premium catering.

Speaker Service:

Our well-trained and individual speaker service is available to guide you during your stay at DMEXCO.

*Restricted number of participants



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See you at DMEXCO 2019

September 11 & 12, 2019, Cologne