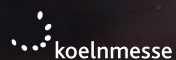


# DMEXCO 2021 – THE HYBRID EVENT FOR THE NEW NORMAL PLUG & PLAY CONCEPT



September 07 & 08, 2021 DMEXCO

Organizer



Ideational and professional partner,  
owner of the DMEXCO brand



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



ONLINE-  
VERMARKTERKREIS  
IM-BVDW



# You can count on us!

2021 is going to be a crucial year for restarting the global economy. With several vaccines now available on the market, we expect a strong recovery setting in the summer of 2021 by the latest.

What you can absolutely count on: we're here for you with the right offering for **any given event scenario** to help you put your business in pole position in 2021.

Our 2021 **hybrid event concept** combines analog and digital solutions into **risk-free Plug&Play packages, customizable add-ons and brandnew features** for connecting online and on-site.

Ready? Let's get started!



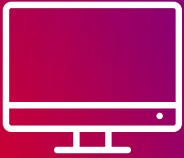
← Take a sneak peek at DMEXCO 2021



# The road to a hybrid DMEXCO 2021

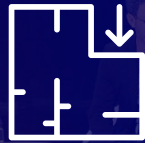
Over the coming months, we will be sharing our **full hybrid event concept** with you. We are kicking things off with our corona-safe on-site concept. Stay tuned for more details, brand-new hybrid features, and digital add-ons!

## KICK-OFF



DMEXCO on-site concept

## NEXT STEPS



Hall plan & on-site setup



Hybrid platform



Digital activation tools

# Overview

## → I. DMEXCO on-site experience

- Expo: Plug&Play, individual booth
- Networking: Lead Café
- Conference

II. A look at hybrid features & digital activation

III. Booking packages



# DMEXCO on-site

Our 2021 on-site experience is based on the three core pillars of DMEXCO:

**Expo**, **Conference**, and **Networking**

## Expo

- **Plug&Play:** your all-in-one, risk-free DMEXCO 2021 presence
- **Individual:** go your very own way in line with all hygiene and safety measures
- **Safe4Business initiative for a perfectly safe DMEXCO experience:** general safety measures & booth construction info

## Conference

- **Main Stages:** showcase your thought leadership and inspire the DMEXCO audience
- **Topic Stages:** the year's trends will be thoroughly covered by dedicated stages
- **Masterclasses:** engage with the DMEXCO community and demonstrate your unique expertise

## Networking

- **Safe networking:** networking areas will be expanded and designed to allow safe conversations in an inspiring atmosphere
- **Open networking & catering areas:** casually discuss digital trends with like-minded people over some food and drinks
- **Lead Café:** book yourself a full-service company table (incl. cleaning and catering) inside the Lead Café so that you don't have to build your own meeting room at your booth

## Hybrid platform



# Expo





# DMEXCO Expo

Your participation options on-site in Cologne

## 1: PLUG&PLAY BOOTH



**Securing your fully equipped DMEXCO booth has never been this easy:** simply book it in real time using the DMEXCO hall planner.

## 2: INDIVIDUAL BOOTH



Create your individual DMEXCO experience – our Safe4Business concept will help you comply with all safety measures.

# Plug&Play: our response to challenging times

## 100% EASY :

Are you looking forward to the return of live events, but you could definitely do without the administrative fuss?



→ Our Plug&Play Packages are the perfect all-in-one solution (incl. booth, space and digital presence).

## 100% SAFE :

Are you worried about wasted booth investments if the event gets canceled?



→ Fear not, we've got you covered and assume the risk of such a scenario.\*

\*DMEXCO exhibitors may withdraw from their reservation up to 3 months before DMEXCO 2021 takes place.

## 100% ROI :

Are you looking for a safe yet exciting option for September 2021, where you can present your company to the biggest community in digital business?



→ The first-ever hybrid DMEXCO will set the benchmark for events in 2021 by combining the best of on-site and digital experiences – for maximum brand performance.



# Your all-in-one Plug&Play booth

Space (in sqm)

Booth type

Price

Booth details

## Rookie

16

Terrace booth  
(one open side)

€ 12,500

## Challenger

32

Corner booth  
(two open sides)

€ 22,500

## Master

64

2-corner booth  
(three open sides)

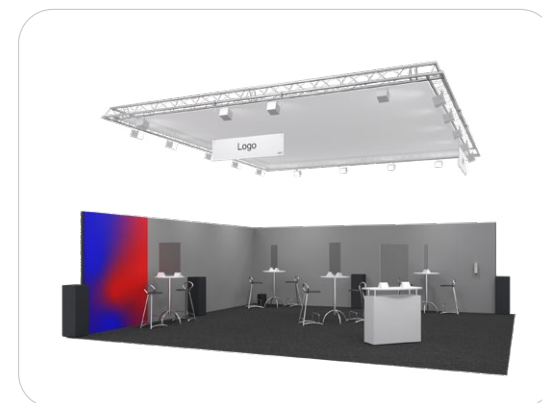
€ 44,500

- Space fee (incl. energy costs + AUMA fee + marketing package)
- Incl. vast number of digital features (DMEXCO @home+App/networking/lead generation)
- Walls incl. 5 sqm individual branding
- 1 lockable white info desk with acrylic protection
- 1 white bar table with acrylic protection \*
- 2 bar stools (black) \*
- 1 exhibitor sign per open aisle side incl. logo
- Eurotruss ceiling construction incl. spotlight
- Quality carpeting (charcoal)
- 1 power outlet (230V / 2kW)
- 1 disinfectant dispenser (wall mounted)
- 1 wastepaper basket
- Disinfection twice a day during the event + waste disposal once a day

Add-ons

- 1 fully equipped meeting room (conference table with acrylic protection plus chairs, wastepaper basket, coat rack, and disinfectant dispenser)
- Wall branding
- Internet (Wi-Fi / LAN)
- Additional fittings / services

\*Additional furniture on top  
depending on package

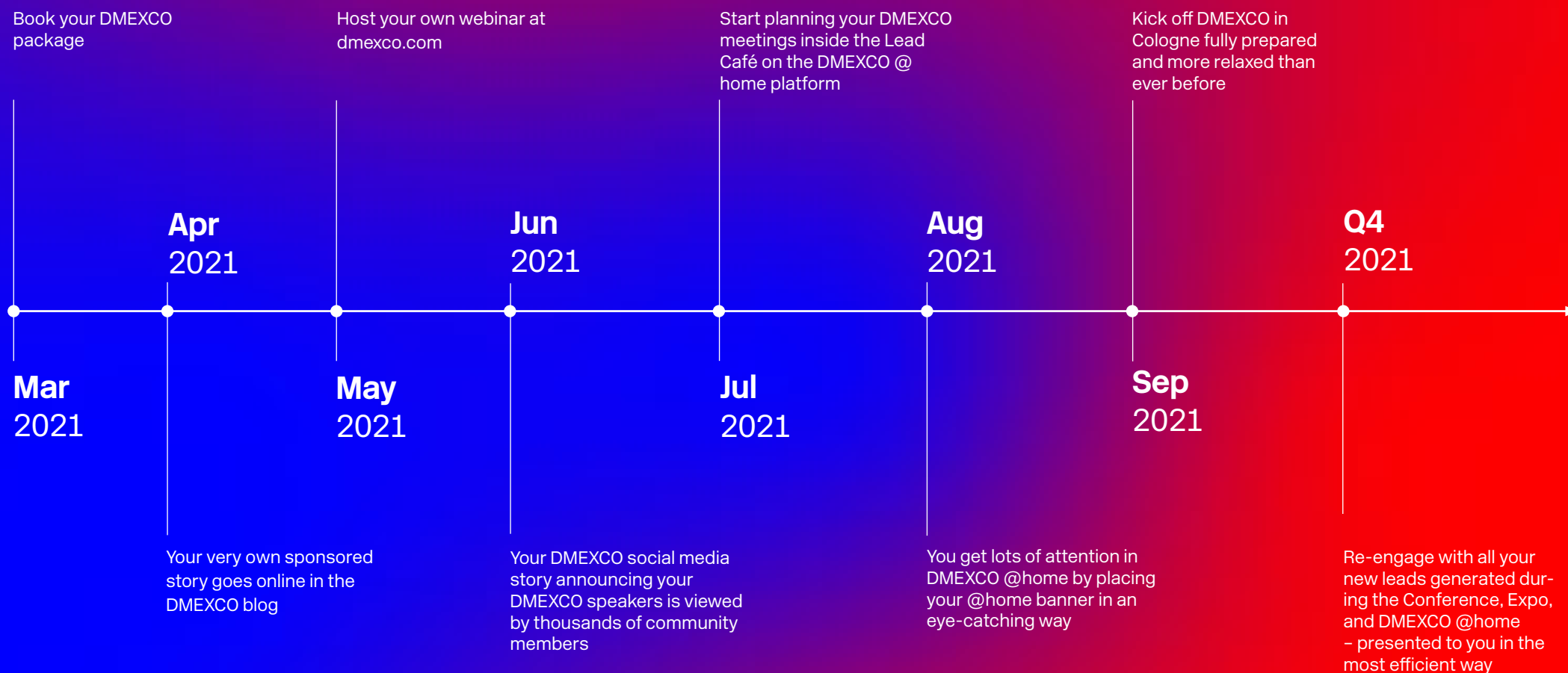


Examples for Plug&amp;Play booths

Book your booth in real time  
with the DMEXCO staff

# Plug&Play best practice timeline

With our Plug&Play packages, creating a striking DMEXCO experience has never been easier. Here is a best practice example of what your DMEXCO 2021 strategy could look like. Get inspired and start planning!





# Individual booth

Even in challenging times like this you can create your very own individual DMEXCO experience.

- While you let your creativity run free with your individual booth design, please keep in mind the new **safety measures**
- Plan your booth layout to make it spacious enough for social distancing and follow the additional **booth construction regulations** defined by our Safe4Business initiative. Please note: all booths smaller than 20 sqm need to be Plug&Play booths for safety reasons.
- Our Safe4Business concept has demonstrated both its feasibility and safety at various events
- Do you want to attract more attention? Then upgrade your booth by booking a corner, 2-corner, or island booth.





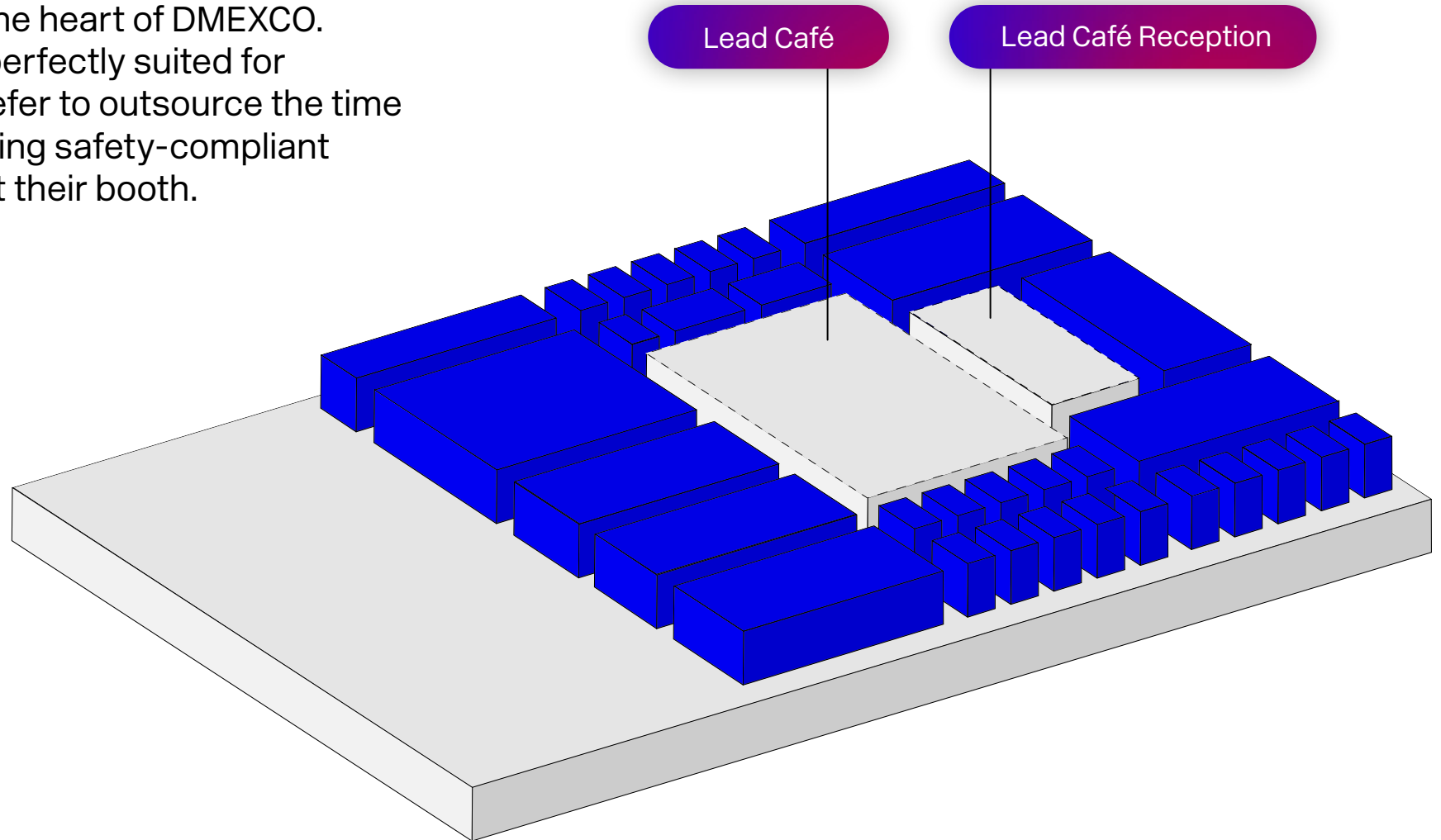
# Networking

The background image shows a trade show booth with a blue and red color scheme. Several people are seated at tables, engaged in conversations. In the foreground, three men are seated at a table, with one man gesturing while speaking. In the background, another man is seated at a table, and a woman is standing. The booth features various displays, including a large screen showing a person, and text elements like 'nc lie' and 'PROVOMIND'. The overall atmosphere is professional and collaborative.



# Networking at the Lead Café

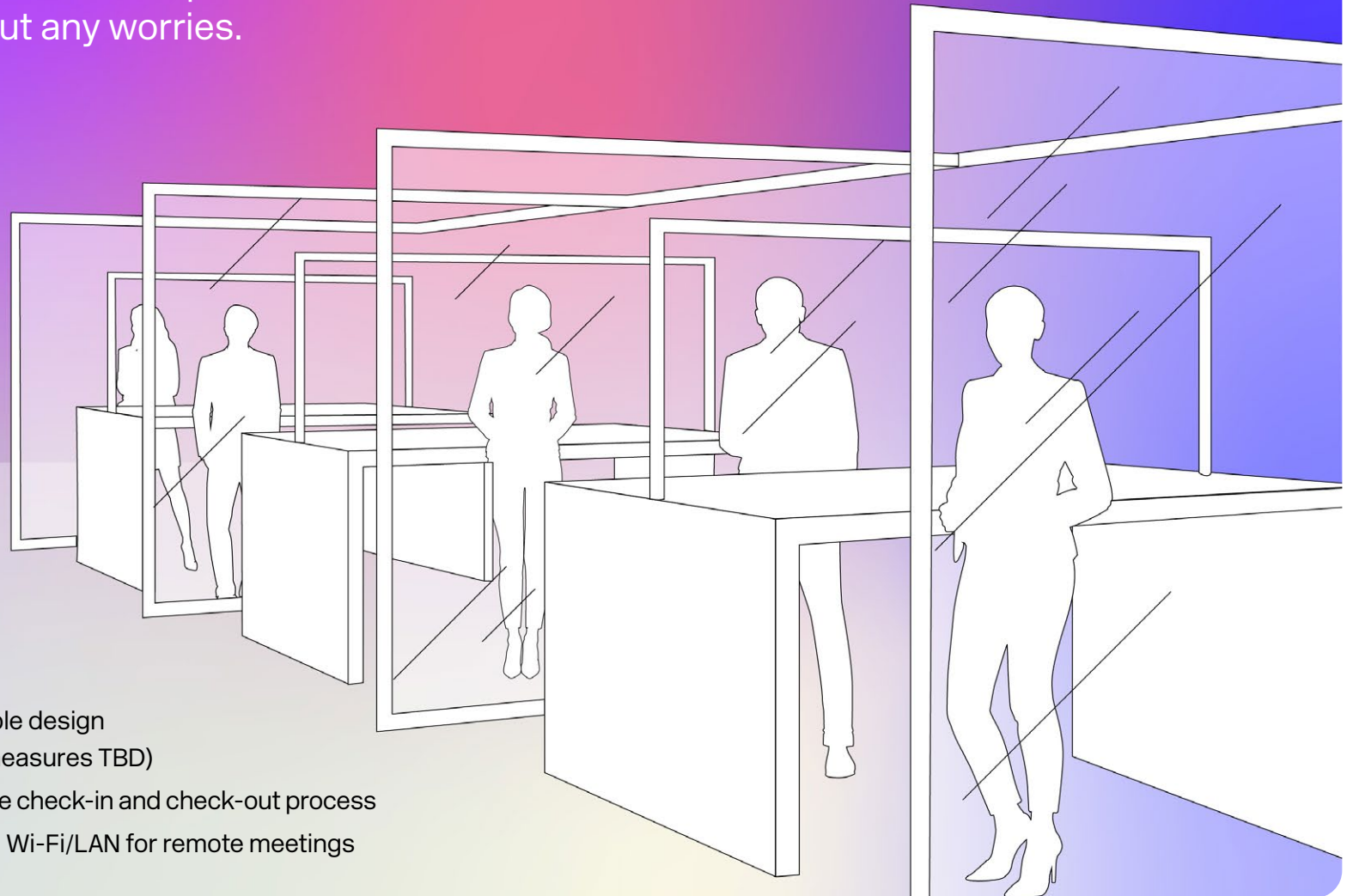
Networking is at the heart of DMEXCO. The Lead Café is perfectly suited for exhibitors who prefer to outsource the time and effort of creating safety-compliant meeting spaces at their booth.



# Safety meets efficiency

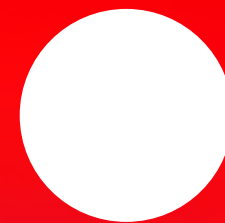
Our unique Lead Café makes it easier than ever to exchange with your business partners and prospects without any worries.

- Bookable meeting tables
- Catering and cleaning included
- Corona-compliant seating and table design (acrylic glass on table and other measures TBD)
- Café reception staff take care of the check-in and check-out process
- Each Café is equipped with strong Wi-Fi/LAN for remote meetings





# Conference



# DMEXCO Conference at a glance

This year, our Conference will venture a new hybrid approach: all DMEXCO speakers will either be on-site in Cologne, connected live via webcast from all over the world, or integrated via pre-recorded content.



Stages	Location	Focus
<b>Curated Stages</b>	virtual and on-site in Cologne	All relevant topics from the global digital economy
<b>Topic Stages</b>	virtual and on-site in Cologne	Expert know-how and deep dives on specific subjects
<b>Masterclasses</b>	virtual and on-site in Cologne	Corporate masterclasses by DMEXCO exhibitors

→ DMEXCO content will be accessible via our online channels.

→ Various options for additional speaker-audience interaction.

→ For more details, take a look at the [\*\*DMEXCO Conference 2021 booklet\*\*](#)



# Book the perfect format for your DMEXCO goals

At DMEXCO, Expo and Conference work hand in hand. While your Expo booth is the hotspot for business and growth, the DMEXCO Conference puts your brand in the spotlight. From thought leadership to lead generation – in 2021, we're offering you various bookable formats to help you achieve your specific goals.

Find the perfect format for your business goals:

## Thought Leadership

- Fireside Chat
- Keynote



## Brand Awareness

- Corporate Lecture
- Fireside Chat
- Keynote



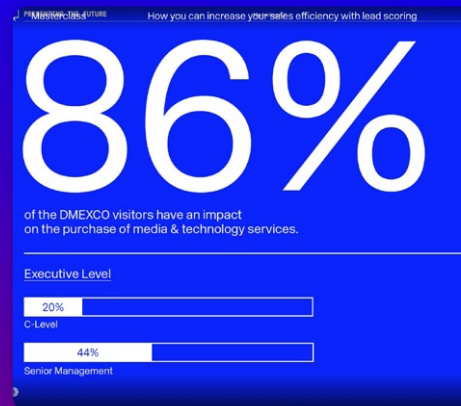
## Lead Generation

- Masterclass
- Corporate Lecture



## Engagement

- Masterclass
- Corporate Lecture



# Conference makes an impact

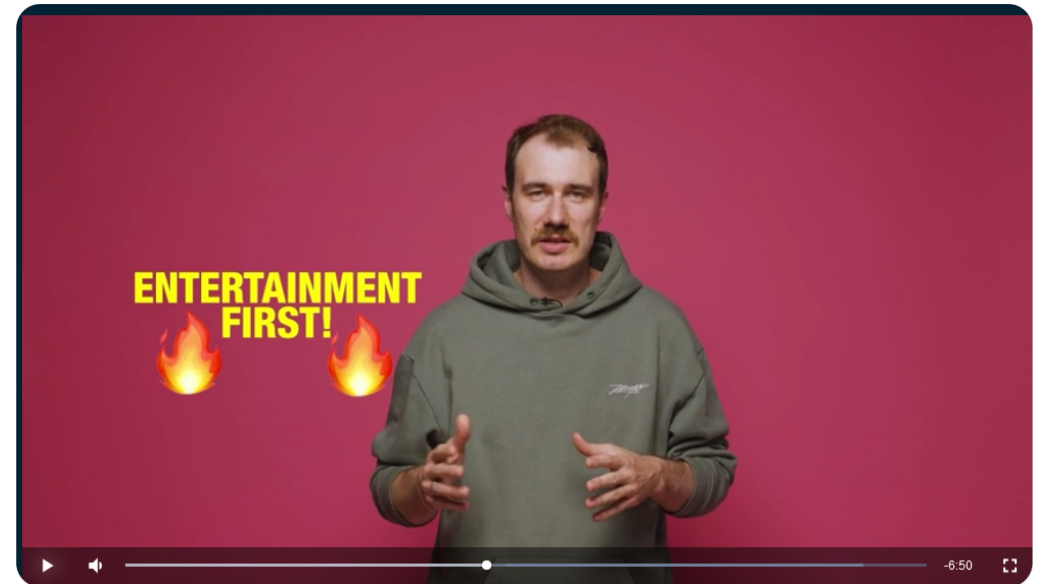
Make Conference part of your DMEXCO 2021 presence. Why? Because engaging unique content works! Read what our 2020 exhibitors have to say about the outcome of their DMEXCO Conference experiences.



IBM iX Conference session at DMEXCO @home 2020

“Alongside our conference slots, we had more than two thousand unique engagements with our content – i.e. attendees watching our sessions, downloading our whitepapers or chatting with our sales team.”

IBM iX



Intermate Conference session at DMEXCO @home 2020

“We more than exceeded our goals, our sessions were sometimes watched by over 1,000 attendees, including extremely enthusiastic representatives of extremely large brands.”

Intermate

Intermate.



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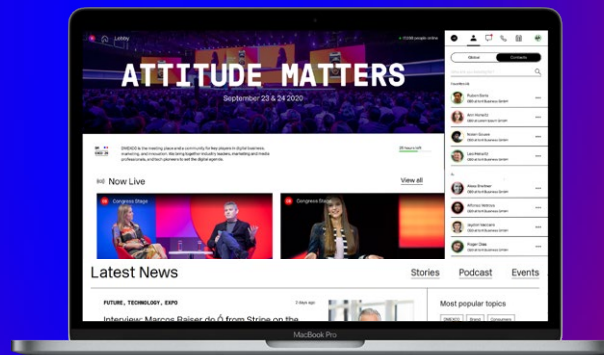
## III. Booking packages

# Digital activation for a full hybrid experience

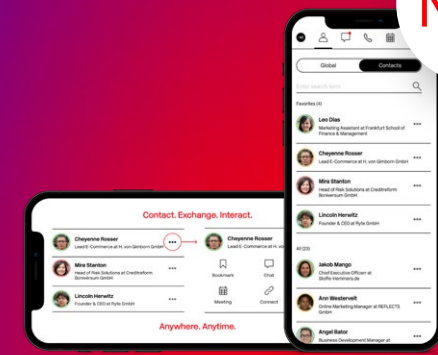
On-site



DMEXCO @home



DMEXCO mobile



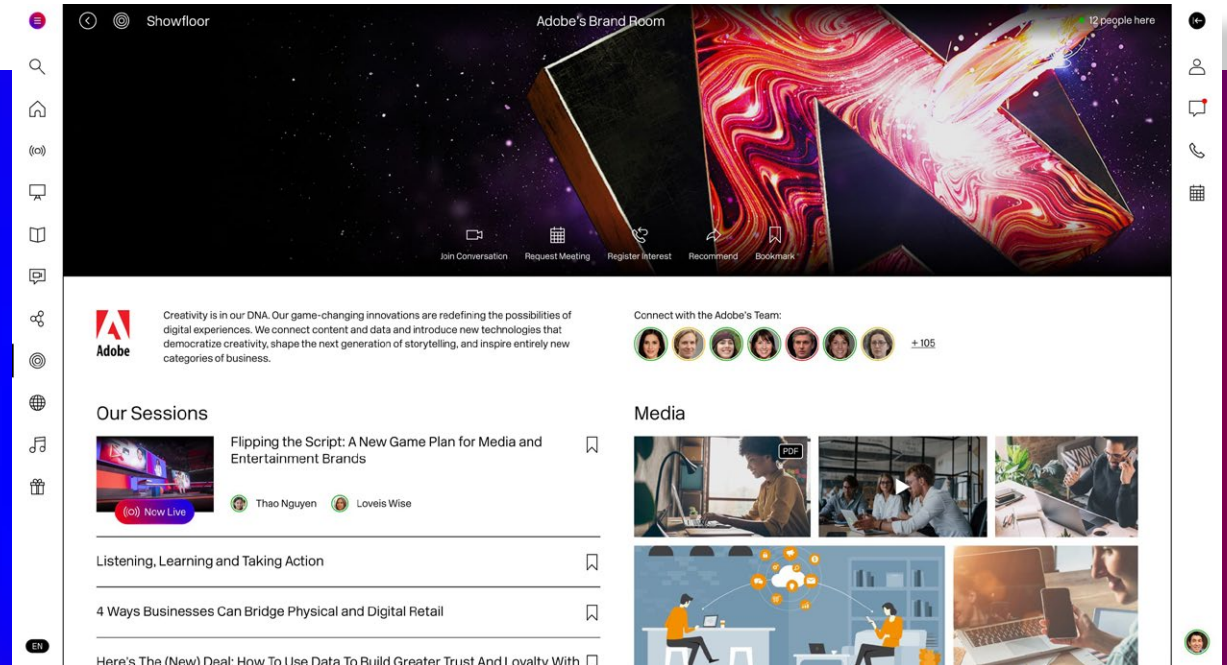
Focus on

Content + Exchange

# DMEXCO @home 2.0

All DMEXCO exhibitors will be part of our digital format DMEXCO @home as well, including:

- 365-day exhibitor profile with various multimedia options to present your products
- A/V calls with leads from around the globe
- Rich lead data report in real time through back office (incl. CSV export)



Showroom 2020



# Platform features

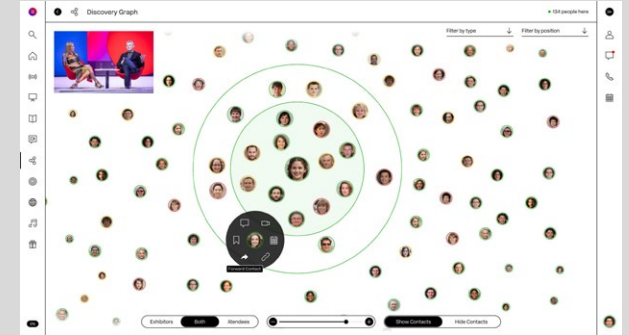
## Live Conference

Share your knowledge and inspiration with the DMEXCO community – on-site and online



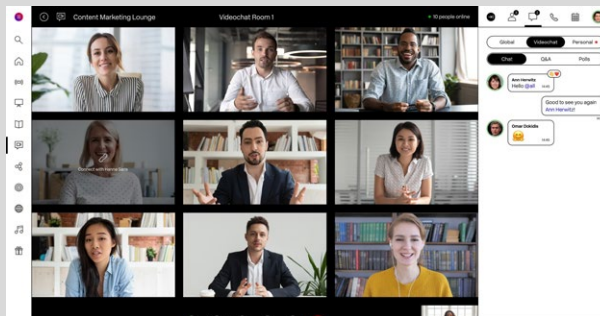
## Networking

Find the customers who are looking for exactly what you and your company are offering and meet them in person or online



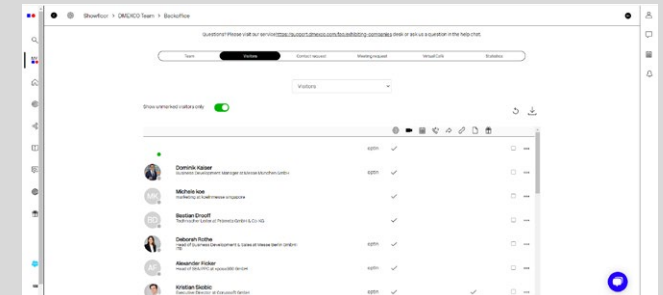
## Interact in real time

Get in touch with the entire DMEXCO community in person or via A/V calls in the greatest quality



## Get data insights

The DMEXCO @home platform neatly delivers all the leads that got in touch with your company



**This is just the beginning...**  
Stay tuned for all the DMEXCO @home 2.0 add-ons!

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→ **Booking packages**



# Book now!

The race is on to benefit from our limited early-bird perks!

## Top conditions



Save money and secure an early-bird discount on your booth fee

## Maximum visibility



The first 20 companies to book 32+ sqm will be given a slot in the eye-catching banner carousel of the DMEXCO website OR a placement in a special promotional newsletter send to the whole DMEXCO community.\*

## Pole position



First come, first served: Plug&Play booths will be positioned in real time. So make sure you get the best spot and book as early as possible

## Long-term engagement



Engage with the DMEXCO audience right from the start and boost your brand visibility with podcasts, stories, social media, etc.

\*Banner: 1 week duration. Banner placement +Newsletter send-out: before August 1, 2021. Slots depend on availability.

# Expo packages

A simple solution is the best way to tackle a difficult challenge. Pick your package and get started now!

DMEXCO On-site	Startups	Agency Special	Plug & Play			Individual Booth
			Rookie	Challenger	Master	
Price	2,000 €	12,000 €	12,500 €	22,500 €	44,500 €	465,10 €
Space (in sqm)	4 sqm	16 sqm	16 sqm	32 sqm	64 sqm	min. 20 sqm
Setup	Special offers available - get in touch with us!	Special offers available - get in touch with us!	<ul style="list-style-type: none"> <li>• Walls incl. 5 sqm individual branding</li> <li>• Incl. vast number of digital features (DMEXCO @home+App/networking/lead generation)</li> <li>• 1 lockable white info desk with acrylic protection</li> <li>• 1 white bar table with acrylic protection**</li> <li>• 2 bar stools (black)**</li> <li>• 1 exhibitor sign per open aisle side incl. logo</li> <li>• Eurotruss ceiling construction incl. spotlight</li> <li>• Quality carpeting (charcoal)</li> <li>• 1 power outlet (230V / 2kW)</li> <li>• 1 disinfectant dispenser (wall mounted)</li> <li>• 1 wastepaper basket</li> <li>• Disinfection twice a day during the event + waste disposal once a day</li> <li>• Space fee (incl. energy costs + AUMA fee + marketing package)</li> </ul>			<ul style="list-style-type: none"> <li>• Own booth construction &amp; own setup</li> <li>• Space fee (incl. energy costs + AUMA fee + marketing package)</li> </ul>

\*All prices excl. VAT

\*\* Additional furniture on top depending on package

→ Co-exhibitors at additional costs possible: 1,500 € per each co-exhibitor; max. one co-exhibitor per 20 sqm booth space



# Conference formats

Complement your booth presence with one of our bespoke Conference formats – for more leads, boosted awareness, and maximum engagement.

Format*	Concept	Speaking time	Participation fee
Keynote 1 speaker	Introductory talk by industry leader, establishing the framework for the following program	20 mins	€20,000 By invitation only
Fireside Chat 1 speaker	Interview between a DMEXCO host and a guest on a DMEXCO Main Stage	16 mins	€12,000**
Corporate Lecture 1 speaker	Curated by exhibitor on a DMEXCO Topic Stage	16 mins	€4,000
Masterclass	Corporate workshop, curated by exhibitor	30 mins	€6,500

\*Participation is for exhibitors only. All session times are assigned by DMEXCO.

\*\* By application - limited number of sponsored slots available.

Submission of your slot must follow via Conference tool until May 21th, 2021. Access data will follow after the booking of your session. A binding booking is only effective after a written confirmation of the slot by the DMEXCO Conference team.

# Get in touch with us



Kai Bossen  
Sales Manager

T. +49 221 821 3711  
k.bossen@dmexco.com



Sophia Pätz  
Sales Manager

T. +49 221 821 2993  
s.paetz@dmexco.com



Katharina Redmond  
Sales Manager

T. +49 221 821 2935  
k.redmond@dmexco.com



Ingo Willems  
Sales Manager

T. +49 221 821 2795  
i.willems@dmexco.com



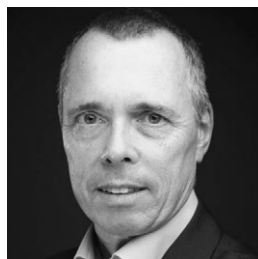
Gian-Marco Spinosa  
Advisor Agency Scheme

T. +49 151 2233 3649  
gm.spinosa@dmexco.com



Eric Urdahl  
CEE & N.A. Representative

T. +49 179 399 1083  
e.urdahl@dmexco.com



Joachim Vranken  
Advisor Start-up Scheme

T. +49 221 9758 3330  
j.vranken@dmexco.com



Martin Boise  
Representative France |  
Ratecard AdNovia

T. +33 6 3866 5179  
m.boise@dmexco.com



Jan Garnefeld  
Director Sales & Operations

T. +49 221 821 23 76  
j.garnefeld@dmexco.com



Prof. Dr. Dominik Matyka  
Chief Advisor

T.+49 177 597 1919  
d.matyka@dmexco.com

## See you at DMEXCO 2021

September 07 & 08, 2021