



World of Agencies 2022

Where Brands Meet Agencies

September 21 & 22, 2022, DMEXCO

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



World of Agencies: The hotspot for agencies of all kinds



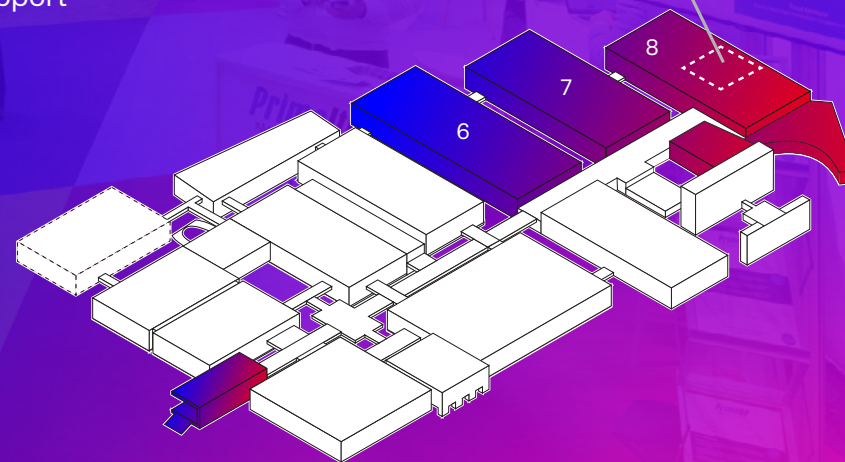
Present your cases and services to thousands of potential customers



Enhance your recognition on the WA stages with wide-ranging content and actionable insights for visitors

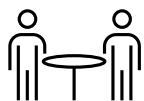


Meet top decision-makers who are on the outlook for advice and support



This is where brands find their partners

Event & social area



- Publicly accessible
- Coffee bar
- Meet & Greet
- Speed dating

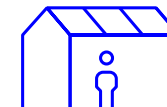
Community Lounge



BVDW
Community
Agency Lounge

- Comfortable lounge area for meetings and confidential conversations
- Accessible exclusively to WAC Lounge ticket holders

Agency Houses



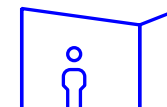
- Larger, semi-private areas
- Open, private lounge area and closed meeting rooms
- Designed to receive customers in a more private setting

The Agency Stage



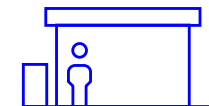
- Present your showcase to up to 300 guests
- Thematic focus on the target group of customers & agencies

Meeting Spaces

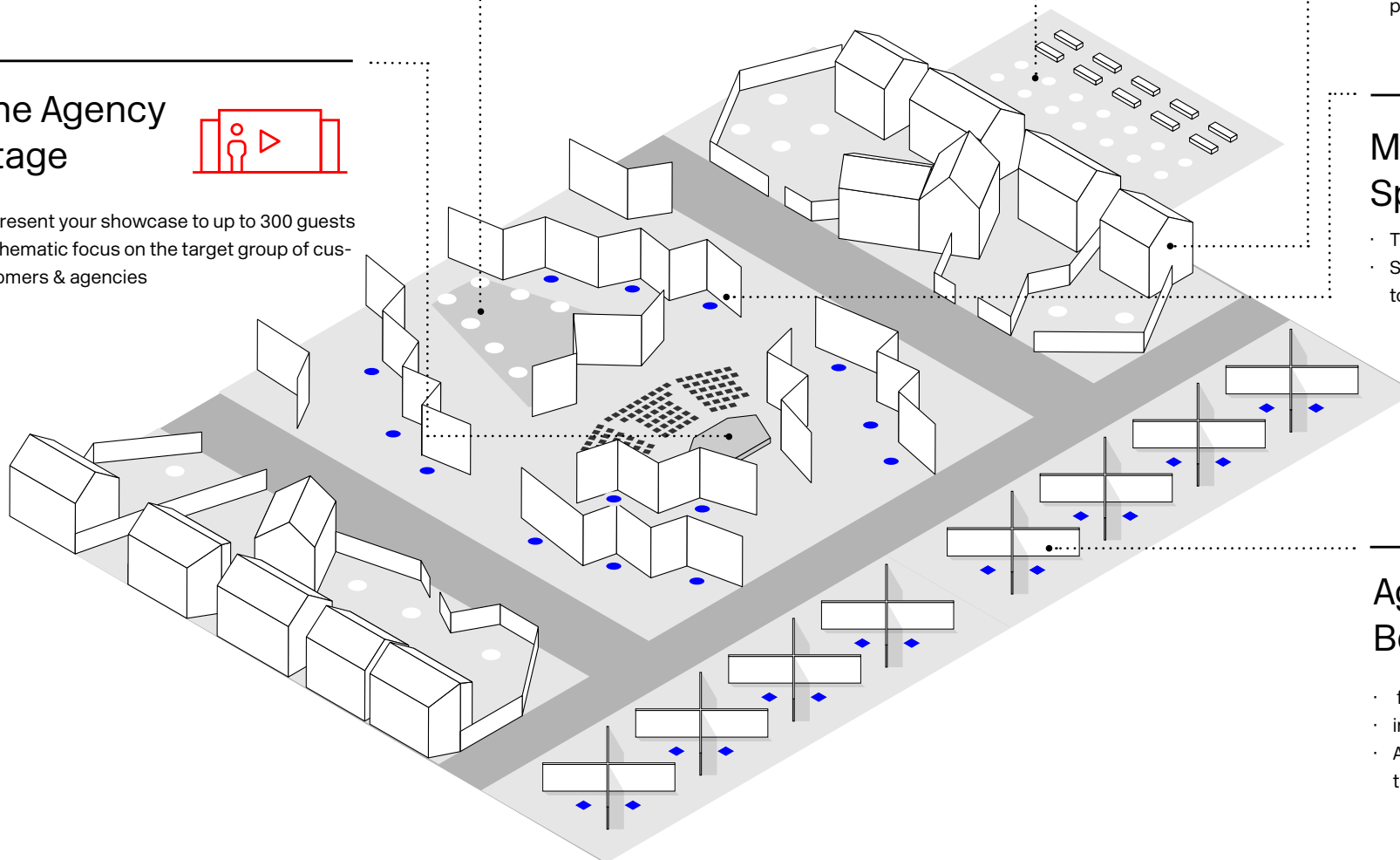


- The heart of the World of Agencies
- Small predesigned area for open customer reception

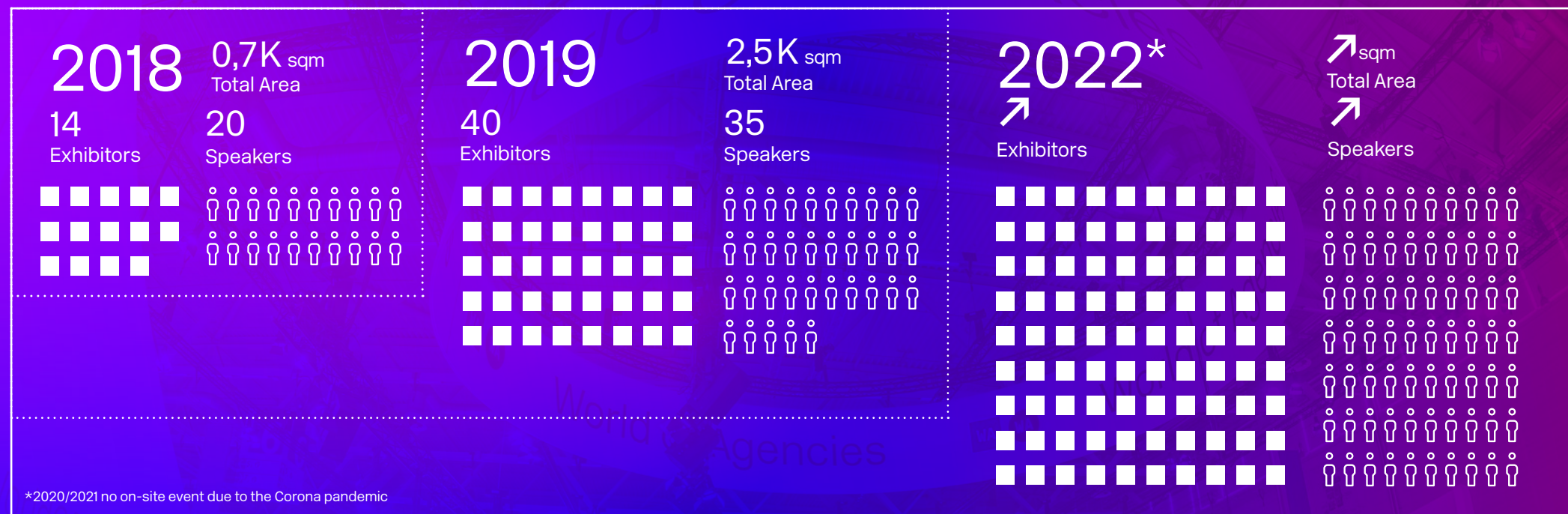
Agency Booths



- from 16 sqm, incl. stand building
- individual despite standardization
- Agency Booths are located on the periphery of the World of Agencies



More agencies and speakers are presenting every year



DMEXCO Visitors 2019



38,000

86 %

of DMEXCO visitors
have purchasing power

44 %

of DMEXCO visitors
are Senior Executives

20 %

of DMEXCO visitors
are C-Levels

Visitor interests

67%

Marketing

43%

Future

41%

Media

58%

Technology

41%

Business

Top 15 Visitor Topics 2021

→ Impressions 2019

- 01 Content Marketing
- 02 Online Advertising
- 03 Performance Marketing
- 04 E-Commerce
- 05 Digital Transformation

- 06 Social Media & Influencer
- 07 Data & Analytics
- 08 Digital Media & Trading
- 09 Customer Experience
- 10 Tracking & Targeting

- 11 Search & SEO
- 12 Artificial Intelligence
- 13 Creativity & Design
- 14 Programmatic
- 15 Direct Marketing

You want to find out more about DMEXCO?
Click here for our

[Facts & Figures](#)

The Agency Stage

Actionable insights for attendees



- Presentations tailored to agencies & customers
- Curated panels and semi-curated “Inspiration & Learn” sessions with the aim of offering assistance & guidance to the audience on strategic and operational issues
- The goal of every “Inspiration & Learn” session is to present the audience with concrete takeaways, not to present a pure sales pitch

- Open and visible – unique at DMEXCO!
- Immediate proximity to the stands, for higher lead conversion
- Attract big audiences – 100 seats & standing room for 150
- High media reach - promotion of the stage across all DMEXCO channels
- Fully integrated stage

Speech

- **Power Session**
- **13 min. + 2 min. Q&A**

€2,000.00



5 core Agency topics 2022



Recruiting and Collaboration in Agencies (post Covid)

The war for talent is over - talent won. How can people be inspired to work in agencies, both junior and senior level? What incentive points need to be set, how can these be better communicated?
The Corona pandemic has changed the way agencies work together. What does the new collaboration in agencies look like?



Web3 / NFT / Metaverse - challenges and opportunities for agencies

The next evolution of the WWW is already here, digital agencies must find answers for their clients from their advisory perspective. But what does a contemporary agency service in the Web3 age look like? What skills and programs do agencies need for this new age?



Agency Business Models

Selling pure working-time leads to an economic dead end at some point: What compensation models can agencies present to their clients that satisfy both sides?



Direct-to-Consumer (D2C)

Manufacturers are increasingly becoming sellers, building direct transactional relationships with their end customers. What do agencies need to bring to the table in terms of consulting and implementation services in order to be able to offer comprehensive D2C full service?



Sustainable Design

Internet applications consume more and more resources. How can platforms, processes and assets be developed sustainably and how can agencies set the pace here?

Meeting Spaces



Solutions for every budget

Access to Community Lounge



Limited capacity.
First come, first served.

Have access to a joint agency community lounge to meet your clients or for a short break. Grab one of the free seats and start networking.

- Access only
- Exclusive access for WAC Lounge ticket holders. Seats upon request
- incl. 1 Premium Ticket/Access (on-site and online)
- Full integration into the digital DMEXCO platform (incl. Company Profile, lead tracking, networking, job board offer, etc.)
- Registration for a speaking slot at the Agency Stage on request

BVDW
Community
Agency Lounge

€ 750 – for BVDW Agencies only

€ 1,500 – regular Price

Agency Meeting Space



Customization
or larger booth
available on request.

Predesigned spaces at the center of the World of Agencies

- Specific and exclusive meeting spaces
- Logo placement on the rear wall
- Solid high table + 3 high chairs
- Lockable reception counter
- Bright modern design, scandic furniture
- Power sockets
- 3 exhibitor passes
- 5 visitor passes
- Full integration into the digital DMEXCO platform (incl. Company Profile, lead tracking, networking, job board offer, etc.)
- Registration for a speaking slot at the Agency Stage on request

€ 5,500

Agency Booth



The stand design is aligned to match the overall look and feel of the DMEXCO and harmonizes with the World of Agencies.

- Booth from 16 sqm
- Stand construction (incl. power sockets, 1 disinfectant dispenser)
- Branding, TV screen (40"), furniture
- 4 exhibitor passes
- 5 visitor passes
- Full integration into the digital DMEXCO platform (incl. Company Profile, lead tracking, networking, job board offer, etc.)
- Registration for a speaking slot at the Agency Stage on request

from € 15,000

Limited Agency Meeting Houses for increased privacy



Agency Houses

Subsidized by DMEXCO

Limited

Own Lounge Area (property)

Closed meeting room (house)

Logo placement at the entrance
of the Lounge & House

Digital & Marketing package: full integration
into the digital DMEXCO platform (incl. lead
tracking, networking, job board offer, etc.)

Personal hostess service
(at the entrance)

Furniture

Exhibitor passes

Trade visitor tickets

House Package



1 (for 6 to 8 PAX)*



Meeting room
6 chairs & meeting table
Lounge Area
1 with sofa & lounge furniture

4

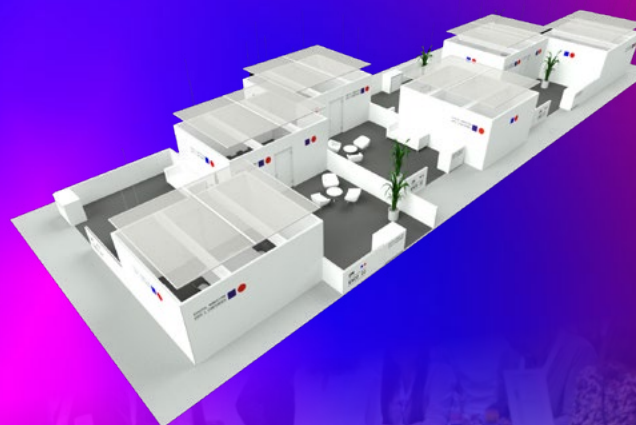
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€ 39,000.00

Customization **possible**.

*Meeting room can also be used as seminar
room with cinema seating (then 10-16 PAX).

Includes all basic services such as daily cleaning
during the event, Waste disposal on each
day of the show, hostess service, Wi-Fi, etc.



Optional add-ons for increased visibility

Conference Package

- 15-min. Power Session
- 5 additional trade visitor tickets
- 2 exhibitor passes
- WA Promo Package

Price

€2,900.00

Ticket Package

- 5 exhibitor passes
- 30 Tickets for trade visitors
- 1 VIP parking pass

Price

€1,700.00

Advertising space, sponsorings World of Agencies*

- | | | | | |
|--|-------------------------------------|----------------------------|------|------------|
| • Logo placement on walls at WA
(e.g. infopoints, stage wall, others) | €2,000.00 | • Sponsor Coffee Bar | from | €7,500.00 |
| • Digital Screens
(1 x 15 sec. every 5 min., 2 days,
Moving image or static) | 1 Day €2,000.00
2 Days €3,000.00 | • Sponsor Deli / Lounge | from | €15,000.00 |
| | | • Sponsor Community Lounge | from | €10,000.00 |

*Sponsorship packages are compiled based on individual wishes and needs

Further advertising and sponsorship services can be found here:



→ **DMEXCO MARKETING KIT**
 → **AD SPACES ON-SITE**
 → **DIGITAL AD SPACES ON-SITE**

You have any questions or need help? We are here for you!

DMEXCO WA Team

WA offer



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You want to book your spot at the WA?

Register here!