World of Agencies 2022
Where Brands Meet Agencies

September 21 & 22, 2022, DMEXCO
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

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

**Community 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

**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

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Total Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>14</td>
<td>0.7K sqm</td>
</tr>
<tr>
<td>2019</td>
<td>40</td>
<td>2.5K sqm</td>
</tr>
<tr>
<td>2022*</td>
<td>35</td>
<td>2.5K sqm</td>
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*2020/2021 no on-site event due to the Corona pandemic

DMEXCO Visitors 2019

- 38,000 visitors
- 86% of visitors have purchasing power
- 44% of visitors are Senior Executives
- 20% of visitors are C-Levels

Top 15 Visitor Topics 2021

- Content Marketing
- Online Advertising
- Performance Marketing
- E-Commerce
- Digital Transformation
- Social Media & Influencer
- Data & Analytics
- Digital Media & Trading
- Customer Experience
- Tracking & Targeting
- Search & SEO
- Artificial Intelligence
- Creativity & Design
- Programmatic
- Direct Marketing

Visitor interests

- 67% Marketing
- 43% Future
- 41% Media
- 58% Technology
- 41% Business

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

All prices shown do not include VAT
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?

**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?

**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?

**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

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

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, scandin 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

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

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

Premium Participation: Agency House

€ 750 – for BVDW Agencies only
€ 1,500 – regular Price

€ 5,500

from € 15,000
Limited Agency Meeting Houses for increased privacy
Agency Houses
Subsidized by DMEXCO

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.

<table>
<thead>
<tr>
<th>House Package</th>
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</thead>
<tbody>
<tr>
<td><strong>Own Lounge Area (property)</strong></td>
</tr>
<tr>
<td><strong>Closed meeting room (house)</strong></td>
</tr>
<tr>
<td><strong>Logo placement at the entrance of the Lounge &amp; House</strong></td>
</tr>
<tr>
<td><strong>Digital &amp; Marketing package: full integration into the digital DMEXCO platform (incl. lead tracking, networking, job board offer, etc.)</strong></td>
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<tr>
<td><strong>Personal hostess service (at the entrance)</strong></td>
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<tr>
<td><strong>Furniture</strong></td>
</tr>
<tr>
<td><strong>Exhibitor passes</strong></td>
</tr>
<tr>
<td><strong>Trade visitor tickets</strong></td>
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</tbody>
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| **Meeting room** |
| **Lounge Area** |
| 6 chairs & meeting table |
| 1 white sofa & lounge furniture |

| **Exhibitor passes** |
| **Trade visitor tickets** |
| 4 |
| 10 |

€ 39,000.00
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

- Digital Screens
  - 1 Day €2,000.00
  - 2 Days €3,000.00

- Sponsor Coffee Bar from €7,500.00

- 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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**Agency Stage**

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You want to book your spot at the WA?

Exclusive for DMEXCO exhibitors

Register here!