

DISCOVER DMEXCO 2024

Your Partnership Options

September 18 & 19, 2024

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



DMEXCO 2023 IN NUMBERS

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40,000

Marketing Professionals

650

Exhibitors & Partners

14

Stages

800

Speakers

540

Sessions

270

Journalists



[Watch the highlights of DMEXCO23](#)



[See more facts & figures](#)

YOUR NEEDS ARE ON OUR POLE POSITION

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DMEXCO turns your objectives into actions! Engage with the entire DMEXCO community – on-site and digitally. On September 18 & 19 and all year round via the DMEXCO Digital Event Platform / DMEXCO App.

TARGETED LEAD GENERATION



- Outstanding GDPR compliant lead generation
- Digital tracking of your booth visitors and live scan of your masterclasses audience
- 365 live lead tracking via VOD platform (all conference sessions covered)
- Digital Marketplace for products, services, job offers etc.
- In-depth analytics & report

POWERFUL THOUGHT LEADERSHIP



- Wide array of conference participation options
- Show your leadership and innovation in digital trends on one of our numerous stages
- Your conference video recording in our video-on-demand library increases your reach and awareness 365 days/year

EXTENSIVE NETWORKING



- Dedicated networking areas on-site
- Invite your target group via AI based matchmaking & meeting scheduler to your booth using the DMEXCO app / digital event platform
- Meet existing and new business partners and close your deals at your DMEXCO booth

OUTSTANDING BRAND AWARENESS



- Show your company with a winning brand presence and experience at your DMEXCO stand
- Numerous marketing services enhance your visibility before, during and after the event – on-site and digital



[Register now!](#)



EXPO

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FOR DEAL-MAKING, NETWORKING AND BRAND AWARENESS

More than any other industry event DMEXCO stands for business. Whether you want to boost your sales, expand your network, engage with potential customers or present your brand – the vibrant Expo halls in Cologne are the place to be.

March 1

End of early bird rate,
start of regular
participation fee

August 22

Start early bird 2025
(End: 22.10.2024)

[DMEXCO Expo Product Overview](#)

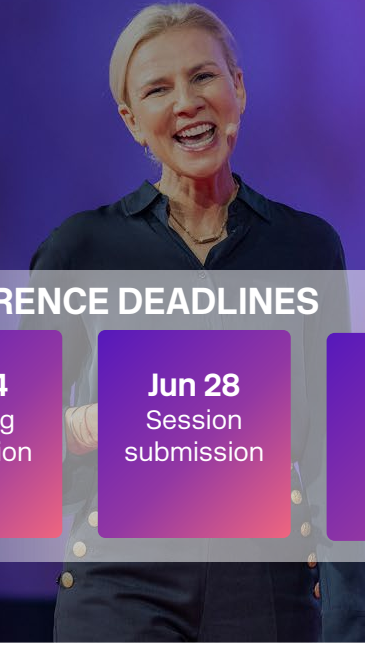


CONFERENCE

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FOR INSPIRATION, THOUGHT LEADERSHIP & ENGAGEMENT

Conference and Expo – this is what YOUR winning team looks like. While the Expo booth is the hotspot for business and growth, the Conference puts your brand into the spotlight on one of the DMEXCO stages. After the event your sessions continue to generate additional leads in our video-on-demand (VOD) library. Get further information on our bookable Conference products such as fireside chats, masterclasses or lectures in our product overview.



*Hurry up:
register now as
an Expo partner
& save your
Conference slot*

CONFERENCE DEADLINES

Jun 14
Booking
application

Jun 28
Session
submission

Mid-July
Feedback on
confirmation/
cancellation



[DMEXCO Conference Product Overview](#)

DMEXCO WORLDS – THE HIGHLIGHT AREAS FOR YOUR SUCCESS

Present your brand in the most relevant environment for your business

Each DMEXCO “World” is dedicated to a specific digital industry vertical to create optimal guidance for visitors and potential business partners. It combines the essential elements of DMEXCO:

- Centrally located EXPO area with different booth options attracts your audience straight to your booth
- Integrated CONFERENCE stage focusing on each vertical’s topics gives you the opportunity to put your brand & products into the spotlight
- An open NETWORKING space for exchange creates a vibrant atmosphere in each world

WA World of Agencies

[→ Learn more](#)

The place where brands find their consultants. The World of Agencies is the exclusive meeting place for agencies of all kinds to connect with existing and potential customers.



WE World of E-Commerce

[→ Learn more](#)

Home to the world’s best e-commerce companies. It is the ideal platform for online retailers, service providers, and payment specialists to put their brands and products into the spotlight.



WM World of Media

[→ Learn more](#)

A broad spectrum of the entire digital media landscape. The World of Media brings together media companies, publishers and advertisers.



WT World of Tech

[→ Learn more](#)

Here the heart beats for digital players from all over the world! The World of Tech is the place to be for Adtech & Martech companies as well as the representatives of future technologies.



SPECIAL AREAS INSIDE OUR WORLDS

Within our worlds, DMEXCO offers the opportunity to present your brand and digital business model in special topic areas: new business, more focused. Find out more.

Digital Fashion

→ [Learn more](#)

“**Digital Fashion – The Phygital Network**” is back at DMEXCO 2024 after its successful launch at last year’s edition. Experience the digitalization of the fashion industry in this themed area curated by Deutsches Mode-Institut. The focus is on e-commerce, personalization, customer experience, digital marketing, sustainability, transparency and their influence on the fashion industry.



Start-up Area

→ [Learn more](#)

You have fresh ideas to move forward?
Your start-up has a digital business model?
Your start-up is in an early growth phase
(no more than 5 years old)?
Perfect! Join DMEXCO 2024 and be part of the future already today!



Retail Media

Megatrend retail media: What is already possible today - and will be the standard tomorrow? This will be demonstrated by leading retailers, major brands and specialised service providers in their own Expo area inside the World of Media. At booths and in networking spaces, in inspiring lectures and in-depth masterclasses, there will be exciting presentations, discussions and business opportunities.





DIGITAL EVENT PLATFORM

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ACTIVATION FOR GREATER REACH & MORE LEADS

Our Digital Event Platform & App enables you to engage with our global community online before, during and after the event.

From organizing meetings and distributing marketing collateral to promoting your sessions and generating leads – you can address your audience in the most efficient and comfortable way, 365 days a year.

DMEXCO 2023:



170,000

Session bookmarks



100,000

Badge scans



18,000

Meeting requests
(pre-event and
during DMEXCO)



[Access to our Digital Event Platform](#)



FOR YOUR BRAND VISIBILITY

Stand out from the crowd before, during and after the event. Simply mix our digital, on-site and media add-ons and create your very own „Road to DMEXCO“ advertising strategy.

BOOK
EARLY TO
GET THE
BEST
SPOTS!



[See all advertising & sponsoring options](#)



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SEE YOU AT DMEXCO!

Sept. 18 & 19, 2024



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