



WA

From first contacts to real connections to new customers

Welcome to the World of Agencies @DMEXCO

September 18 & 19, 2024, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



DM ■
EXCO
● 24

What's in it for you to win it?



Presence @Expo

Get in contact with companies of every dimension, start-ups, and international brand representatives around your booth and meeting space, and the event & social area.



Lectures @Stage

Share your knowledge in an environment that matters and win over a relevant audience for your business and industry. Present real cases and your solution-focused expertise.



Privacy @C-Level Lounge

Invite people to confidential conversations away from the expo traffic. As a ticket holder you can schedule appointments with potential clients or talents or back out for calls.

[Register now!](#)



The Agency Stage

Engage in inspiring penals and share your Thought Leadership with the audience.



Event & Social Area

Publicly accessible for Meet & Greets or Speed Datings including catering bars.



Agency Meeting Spaces

Boost your connection rate within 4sqm, 8sqm, or 12 sqm.



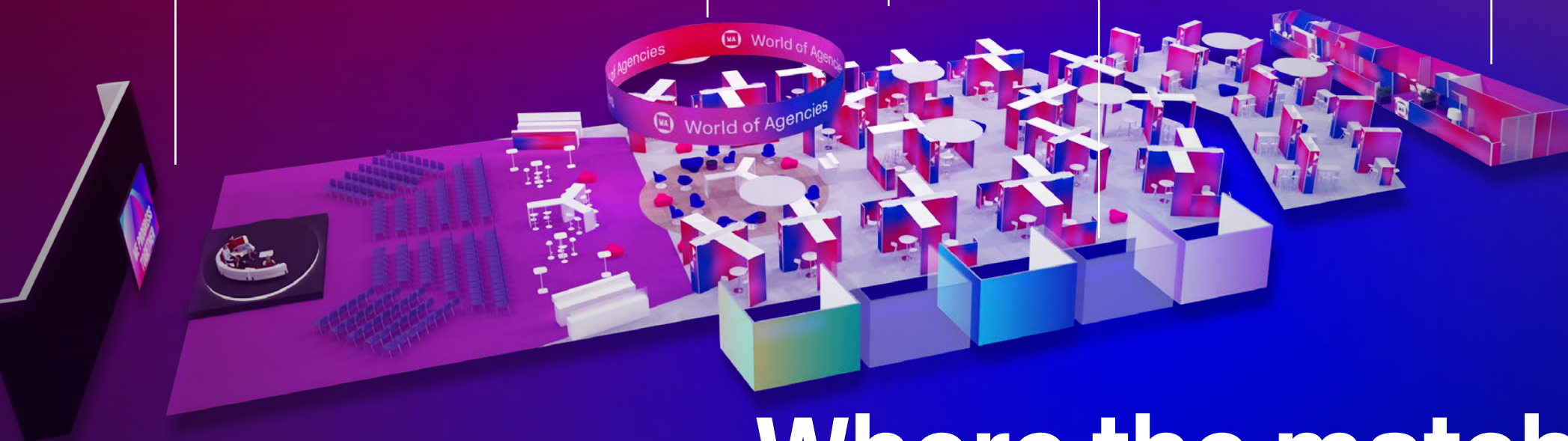
C-Level Lounge

Exclusive access for more private and confidential meetings by invitation only.



Custom Booths

Create maximum awareness with your inviting and engaging brand experience.



Where the match magic happens

What's cooking in the digital, marketing & tech hotspot?

DMEXCO 2023



40K

Marketing executives



650

Exhibitors & Partners



14

Stages



800

Speakers



540

Sessions



270

Journalists


Watch
DMEXCO
Highlights

**Come as
you are ...**

**... leave as a new
partner, specialist,
and solution for
brands across all
industries from all
over the world**

Become no.1 for these Top 5 professionals

Top 5 visitor groups World of Agencies 2023*

- 01 Marketing Managers
- 02 Company Owners
- 03 C-Suite / Board Members
- 04 SVP / Division or Department Managers
- 05 Project Managers

*Distribution and ranking of visitor groups are based on feedback from WA 2023 exhibitors.

Visitor structure DMEXCO 2023

75%

of DMEXCO visitors
have purchasing power

31%

of DMEXCO visitors
are senior executives

21%

of DMEXCO visitors
hold C-level roles

52%

of visitors are
at least senior
executive level
or higher



4,000

estimated Brands
in 2024

And now ...

think

"When I first came into this industry, I had a relatively clear image of marketing conferences: promotional pens, overpriced tickets & talks that were more about being on stage than saying anything clever. The DMEXCO NEXT AGENCY Summit from 2023 has changed my mind somewhat. Not only are agencies able to play a much more central role in the programme than at other conferences, but it was remarkable to see my entire LinkedIn feed discussing controversial topics. For me, this makes DMEXCO one of the addresses that will finally modernise the dusty trade show business. Not bad!"

Isabelle Rogat
Head of Innovation & DEI
think



"Like every year, we had a great time at World of Agencies. You meet a lot of familiar faces and the exchange is at the usual high level. DMEXCO is the place to be for digital business - and we will be back again next year."

Jan Nicolas König
Co-Founder
ODALINE



"The World of Agencies at DMEXCO has proven to be a strong concept for us. By bringing interested parties and agencies together, we have been able to generate relevant leads and, as a result, sales for us."

Omid Rahimi
CEO
eMinded



BASILICOM

“DMEXCO is not just a marketing conference, it is a vibrant event for innovation, inspiration and business opportunities in digital marketing. It is a must-attend platform for networking and business development to drive sales, as well as creative inspiration for day-to-day client work and agency development. The event provides an insight into the latest trends and technologies, as well as an opportunity to interact with key industry leaders. The diversity of the exhibitors and the quality of the presentations make DMEXCO a unique meeting place to deepen expertise and forge partnerships. We are once again looking forward to the next edition of DMEXCO in September.”

Eva Werle
Owner and CEO
Basilicom GmbH



la red

“For senior agency executives interested in the evolution of digital marketing, DMEXCO is a must-attend event in the trade show calendar. The two days in Cologne offer two opportunities: real business opportunities through networking with decision-makers on site, and plenty of inspiration on all the relevant innovation topics around digital communication. In particular, the "World of Agencies", new formats for agency topics and more and more content on creative digital excellence make DMEXCO a diverse must-attend event for all agencies that are looking forward, not back. We are already looking forward to September!”

Matthias Maurer
Founder and CEO
la red GmbH | Hamburg & Berlin



morefire

“We are very satisfied. Both with the quantity and the quality of the meetings. [...] DMEXCO is definitely a home game for us as a Cologne agency. And even though there are now a whole series of other big events around it, we value the event as an important industry meeting place in western Germany.”

Robin Heintze
Managing Partner
morefire GmbH



...it's your turn

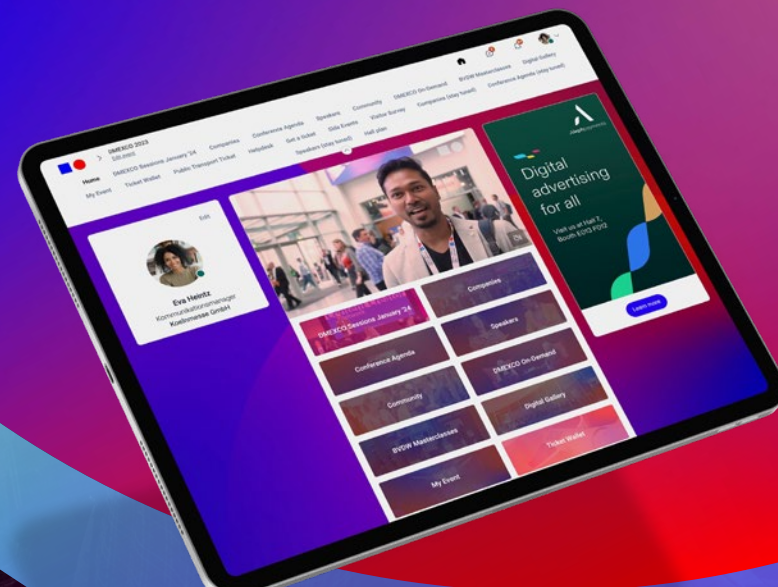
Your stage to own for your time to shine

Hard Facts

- 01 Book an **Agency Lecture**
- 02 Get **15 min.** on stage
- 04 Present your **Thought Leadership** in 13 min.
- 05 Use the time for **solutions** not Sales
- 06 Showcase **real cases** to tackle challenges
- 07 Profit from **higher lead** conversions thanks to Top Level highlight panels
- 08 Gain **high media reach***
- 09 Profit from unlimited **lead tracking** for partners
- 10 as well as a **full integration** into the conference programm and digital event platform

Agency Lecture € 4,000

[Additional Services WA Registration](#)



*promotion of the stage across all DMEXCO channels

Get on stage

Be part of the agenda, which consists of a curated opening panel, followed by inspiring lectures, a top panel, more lectures and a curated closing panel. Shine a light on your knowledge about:

Marketing & Media

Tech & Future of Web

Business & Society


Please find
our Conference
Booklet here

Masterclass € 9,500

Or give a masterclass

Host a corporate and interactive workshop of 30 min. to offer practice-oriented, inspiring presentations and case studies for your daily digital business. Masterclasses are for an audience of up to 200 people and go beyond knowledge transfer to create a profound and striking learning experience.

Move in to make great moves

Rely on our pre-designed solutions

			
Size	XS	S	M
	branded Meeting Table	branded Meeting Area	branded meeting Area with separation from the buzz
Price	€ 5,500	€ 9,500	€ 13,500
Ideal for ...			
pre-arranged meetings	✓	✓	✓
stop-bys	–	✓	✓
recognition from other touchpoints	–	✓	✓
visual storytelling	–	✓	✓
Teams	1-2	3-4	>4
Meetingtables	1	1-2	2-3
Exhibitor passes	3	3	3
Visitor passes	4	8	12
Standdetails	Floor space (4 sqm)	Floor space (8 sqm)	Floor space (12 sqm)
Extras	Screens, counters and other equipment on request or via our Service Shop		

Express yourself and impress others

Choose one of our highly customizable options

Individual Booth

- Book an area from 20 sqm
- Bring your own stand or builder
- Stand out with your own ideas
- Make it sustainable & reusable
- Benefit from preferred positions

from € 541.10/sqm

further details click [here](#)

customizable



Plug & Play Booth

Our all inclusive packages for those who enjoy little effort

- from 16 to 60 sqm
- 1 to 3 sides open

16 sqm € 17,000

30 sqm € 28,000

60 sqm € 52,900

further details click [here](#)

customizable



Agency C-Level Lounge

Time for those, who are always too busy.

- Access for you* and your C-Level guests to the exclusive shared lounge
- Benefit from a high-level space designed for your meetings and breaks
- Book a meeting room for up to six people for 50 min. + € (on request)
- Enjoy our Barista Service, refreshing drinks and tasty snacks

on request for exhibitors | non-exhibitors

further details click [here](#)



Find more information about our Expo products



Agency C-Level Lounge Head Sponsoring*

Secure the only way to own the agency C-Level lounge as non agency manager

- Cobranding C-Level Lounge
- Merch Add-ons + 5 lounge tickets
- 2 screens with 30 sec. loop
- QR-Code lounge placement
- 1x Agency Lecture or Content Integration in panel
- 2h Get Together slot in C-Level lounge + 2h in C-Level conference room
- 5 Tickets C Level Lounge for Sponsor (the only non agency lounge attendees!)

Availability: 1
Application Deadline: 30.06.24

€ 20,000

Agency Party Co-Sponsoring*

- Create a bar to serve all WA party attendees with drinks free of charge
- Get all the leads by scanning the batch

Availability: 5
Application Deadline: 30.06.24

on request

Customized Sponsorings/Partnerships

e.g. Party, VIP Reception, owned stages, etc.

on request

Agency Stage Sponsoring

- Integration on logo wall next to stage
- 15 sec. loop per partner before program start, after lunch break announcement, before start of pm sessions, at the end of the program
- 1x C-Level Lounge ticket
- 1x integration in Agencies Highlight Communication Package

Availability: 1
Application Deadline: 31.05.24

€ 25,000

Coffee + Snack + Candy + Bar Sponsoring

- Free coffee and snacks serving
- Counter can be branded
- Company profile on DMEXCO digital event platform
- Logo integration on digital event homepage under sponsor listing

Availability: 3
Application Deadline: 30.07.24

€ 9,500 each

Digital Signage Package*

- One slot on digital signage entrance hall 8
- 1x 15 sec./ 4 min. loop (max. 50% ads) on the World of Agencies screens (min. 4 screens)

Availability: 8
Application Deadline: 30.06.24

€ 3,500

Ticket Bundle*

- One slot on digital signage entrance hall 8
- 1x 15 sec./ 4 min. loop (max. 50% ads) on the World of Agencies screens (min. 4 screens)

Availability: 8
Application Deadline: 30.06.24

€ 4,500 ~~12,000~~

Boost beyond ...

Agencies Highlight Communication

(includes Expo, Conference and more)

Special Communication all about highlight in World of Agencies.

- 1x Feature in Social Media WA highlight post
- 1x DMEXCO Blog Story with WA highlights
- 1x Highlights integrated in news mailing with link to blog

Availability: 10

€ 4,000

Promo Package – Focus Conference

(Session description)

- 1x Social Media Sponsored Post on official DMEXCO channels
- 1x Integration in a special newsletter 'Conference Highlights' with a content ad
- 1x Feature in an exclusive announcement article close to the start of DMEXCO

Availability: limited

€ 3,590

Promo Package – Focus Special Events

(Event description, Get together, Booth Party)

- 1x Social Media Sponsored Post on official DMEXCO channels
- 1x Integration in a special newsletter
- 1x Push Notification in digital eventplatform before your event

Availability: limited

€ 3,590

Promo Package – Focus Expo

(Company description, focus topics)

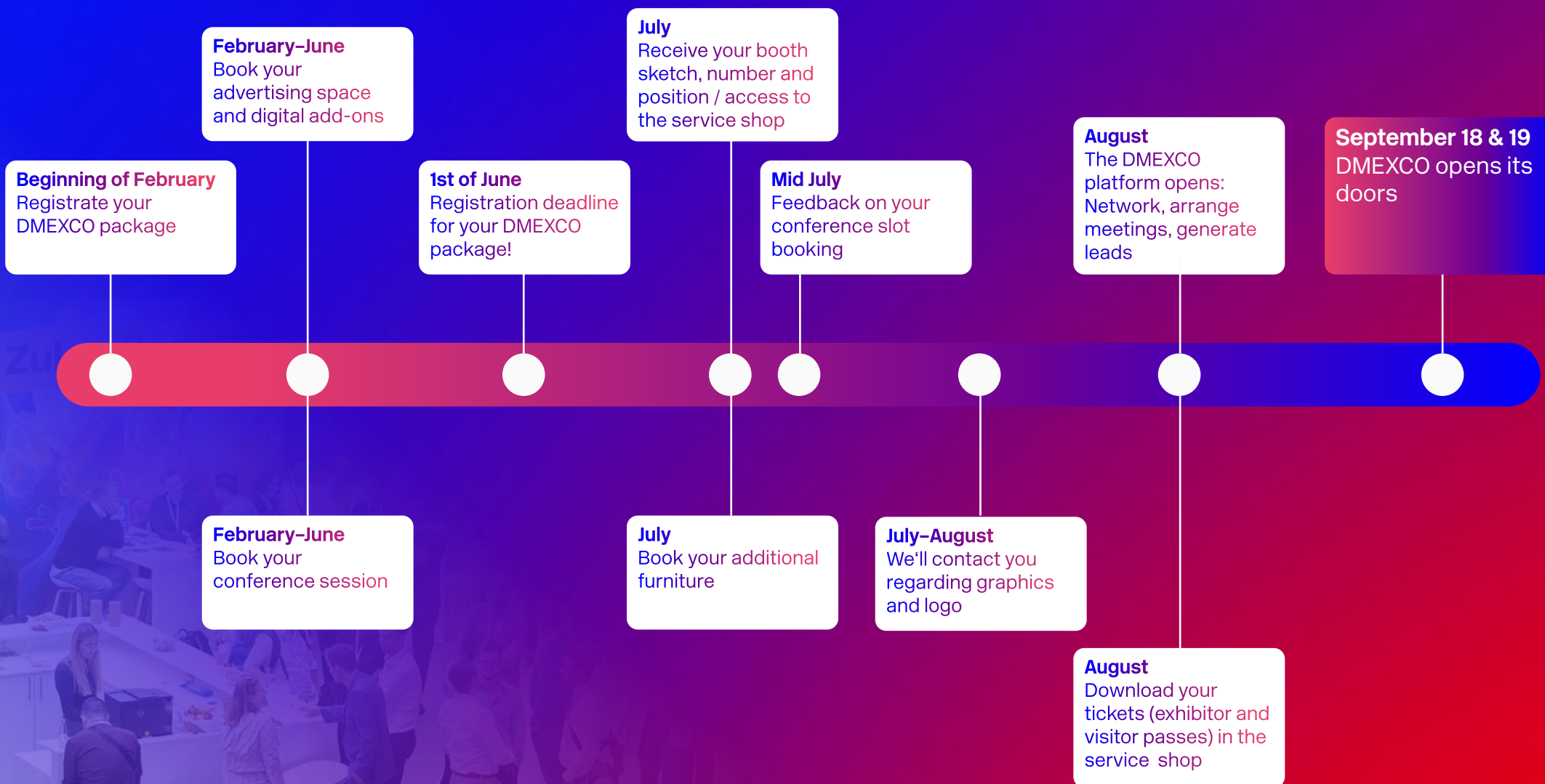
- 1x Social Media Sponsored Post on official DMEXCO channels
- 1x Integration in a special newsletter 'Company Highlights' with a content ad
- 1x Feature in an exclusive announcement article close to the start of DMEXCO

Availability: limited

€ 3,590

[General DMEXCO advertising and sponsoring services are further listed in our Sponsoring Booklet](#)

Your roadmap to DMEXCO 24



Summary

Optimal Placement at DMEXCO

Select your positioning strategically, whether through specialization (e.g., E-Commerce, Tech, Media) or within the agency-focused World of Agencies.

Variety of Expo Concepts

Utilize our pre-made solutions or design your own space uniquely (e.g., Lounge, Experience Areas, Food Trucks). Flexibility is key to success!

Unique Agency Curation

National and international agencies showcase themselves in the World of Agencies and throughout DMEXCO. A must-attend for CMOs and brands seeking relevant partners.

Curated Brand Traffic

Advertisers seek expertise from both generalists and specialists to stay competitive in disruptive times. 4000 estimated Advertisers Attendees.

C-Level Lounge

Exclusive meeting point for C-Level discussions outside the booth.

Open Agency Stages

- 2 Stages in close proximity to your booth for additional traffic & networking.
- Extensive Program with 2 Focuses: Marketing excellence for Brands & Agency dev. for Agency Execs.
- Curated blocks on topics like Creative Excellence, Data / Media, Marketing&Sales for B2B, Digital Platforms, Agency of the Future, and ...

Exclusive Masterclasses

Accessible only to DMEXCO partners to share specific expertise with prospects.

Digital Event Platform

Measurement and reporting of all interactions on the event platform, unique in depth and scope.

Marketing and Sponsorship Solutions

We support you with extensive offerings in content marketing and sponsorship for any objective.

Additional Resources

[Watch the highlights of DMEXCO23](#)

[See more facts & figures](#)

[Learn more about the DMEXCO Conference](#)

[Access more information about our products](#)

[Learn more about the DMEXCO Expo](#)

[Learn more about our Digital Event Platform](#)

[See all advertising & sponsoring options](#)

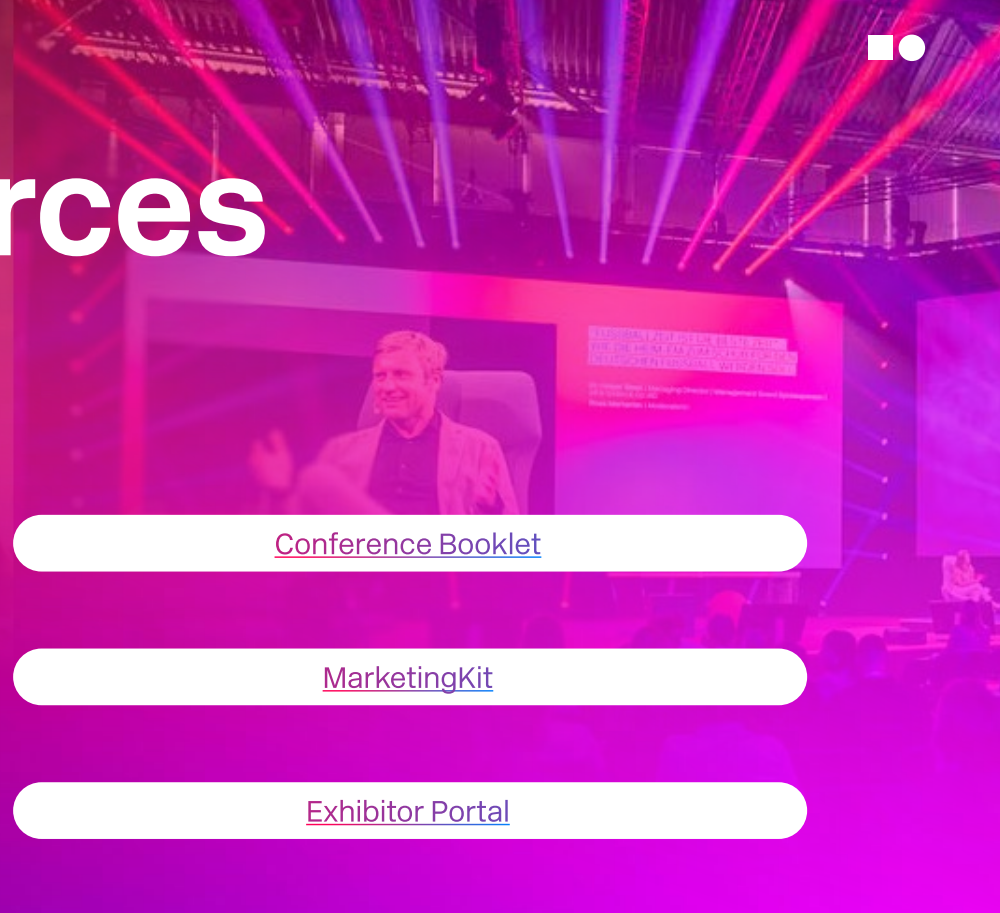
[Conference Booklet](#)

[MarketingKit](#)

[Exhibitor Portal](#)

[Additional Services WA Registration](#)

[Register now!](#)



You have any questions or need help?

World of Agencies Team

WA offer



Gian-Marco Spinosa
Advisor Agency Scheme

T +49 151 22 333 649
gm.spinosa@dmexco.com



Sophia Pätz
Sales Manager

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

Agency Stage



Wulf Gaebele
Conference Manager

T +49 221 821 2634
wulf.gaebele@dmexco.com

Hotel rooms

Doris Zapf
Koelnmesse GmbH

T +49 221 821 22 73
zapf@koelnmesse.de

Become part of DMEXCO 2024!
September 18 & 19 in Cologne

[Register now!](#)

The future is here ...



... are you?