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# DMEXCO @home

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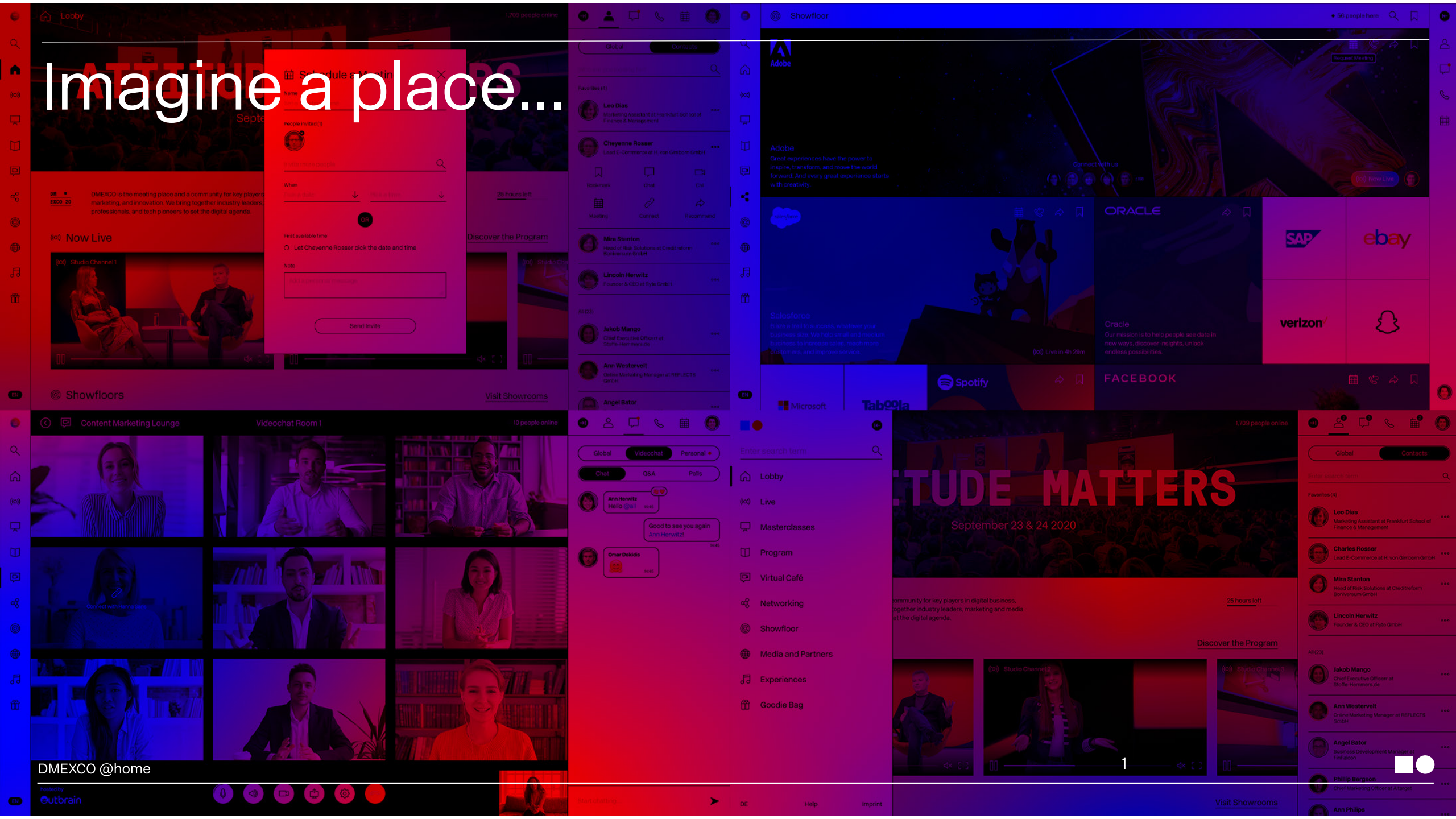
The global meeting place for media and marketing professionals in the  
"new normal"

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September, 23 & 24, 2020

10am-10pm (GMT)

# Imagine a place...





...built on the promise of delivering:

## Powerful Thought Leadership

Live, Masterclasses, Deep Dives

INSPIRE

## Targeted Lead Generation

Analytics, Reports, Contacts

CONNECT

## Outstanding Brand Awareness

Spaces, Showrooms & Sponsorings

INFORM

## Extensive Networking

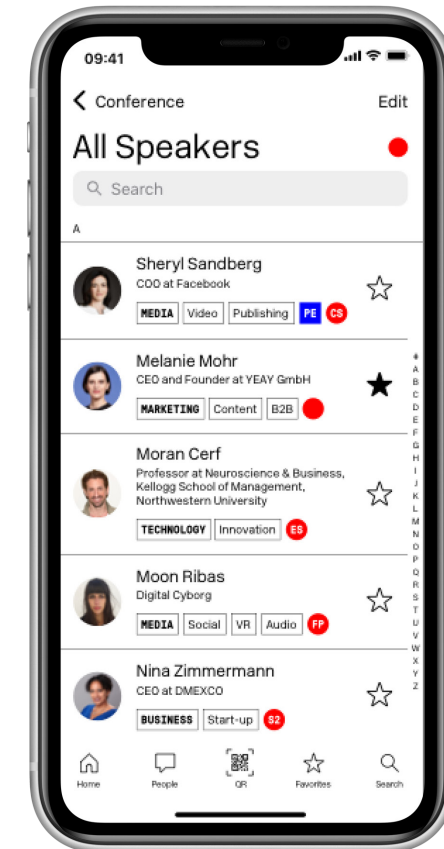
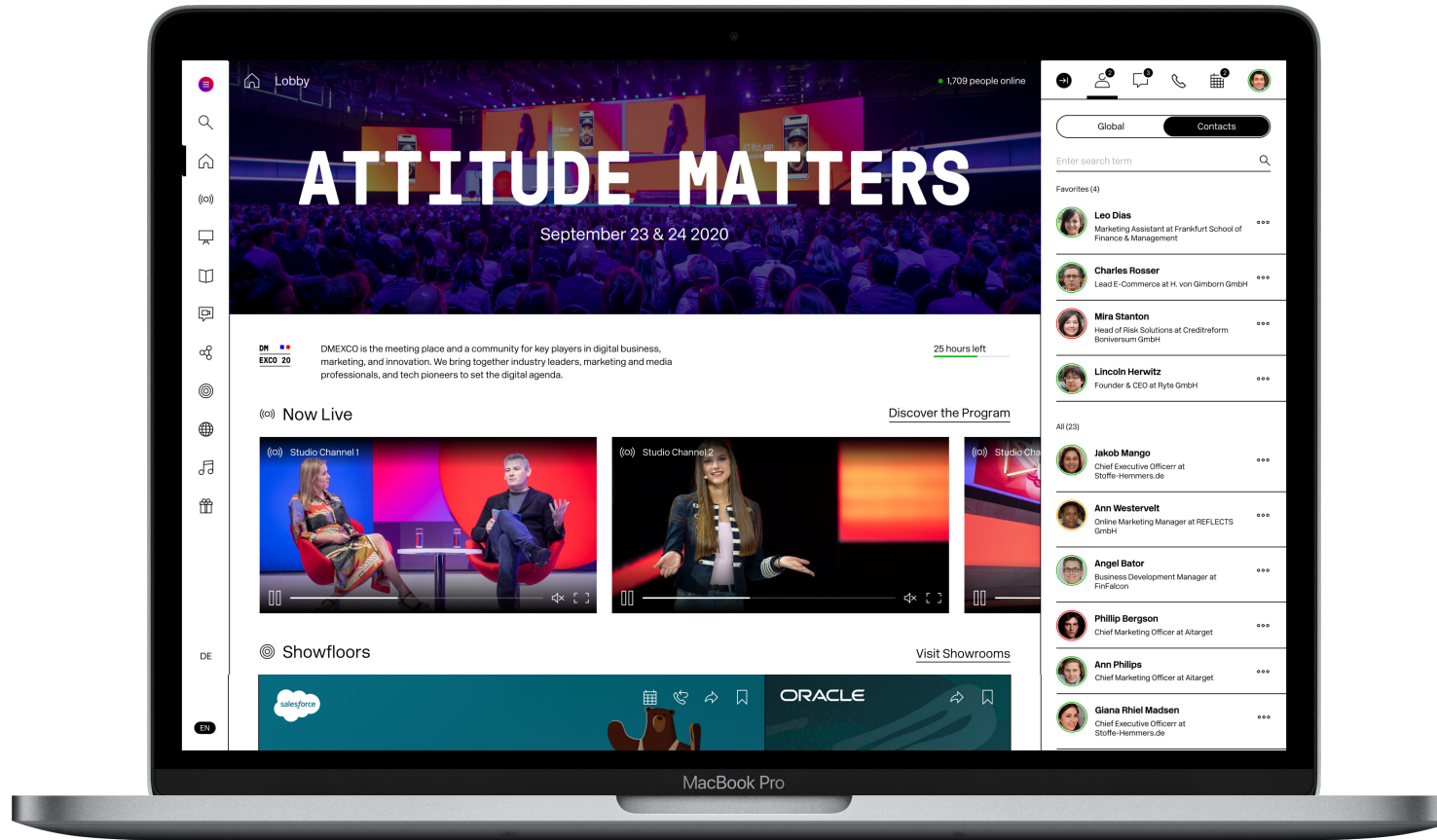
Meetings, Chats & Videocalls

EXCHANGE

CONNECTING  
THE GLOBAL  
COMMUNITY

# Welcome to DMEXCO @home

Connect, exchange and make business in a de-central, seamless and easy way in an omni-channel world. Never miss a session, a meeting or a lead, no matter where you are: at home, in your office or on the go.





# Learn more about DMEXCO @home



Lobby



LIVE Conference



Masterclasses & Deep Dives



Spaces in Virtual Cafe



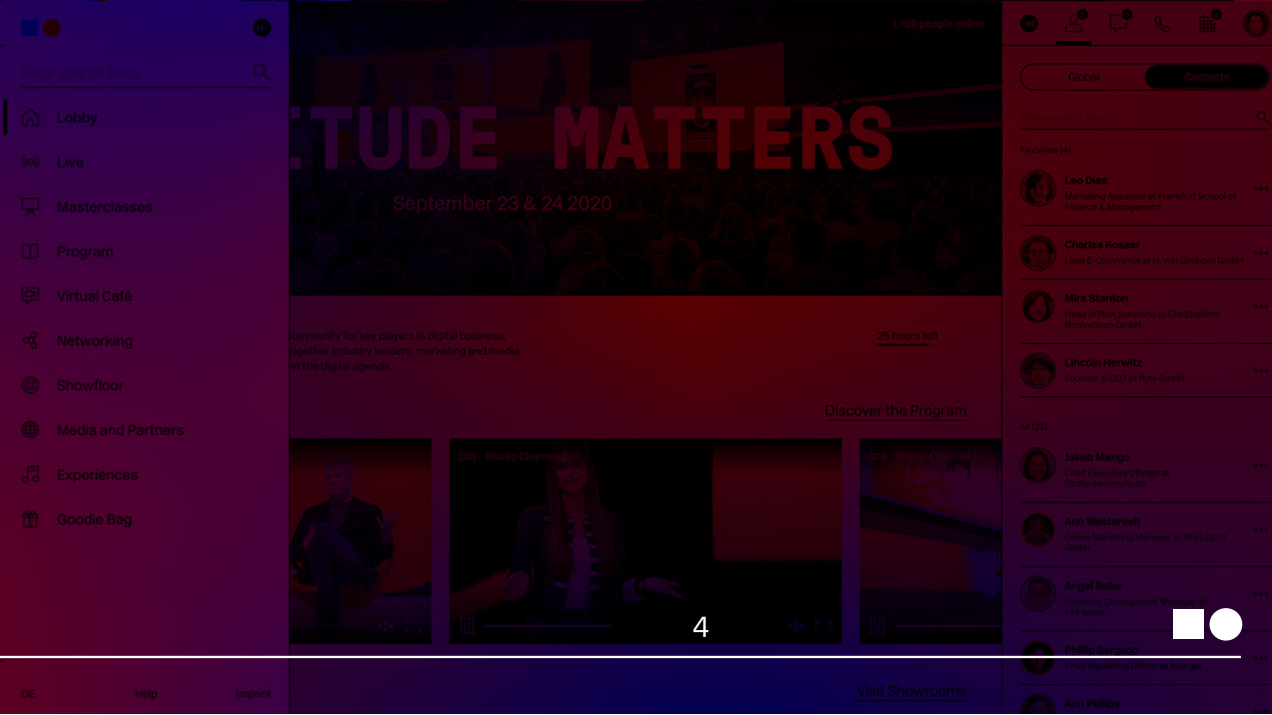
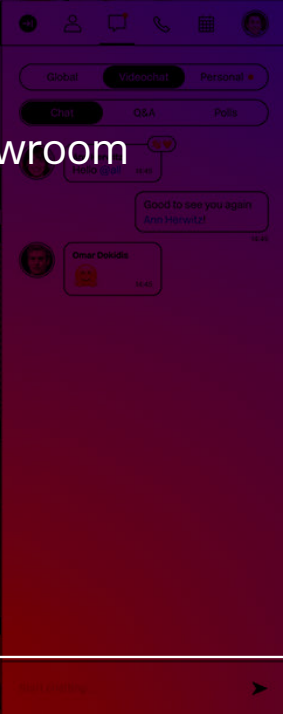
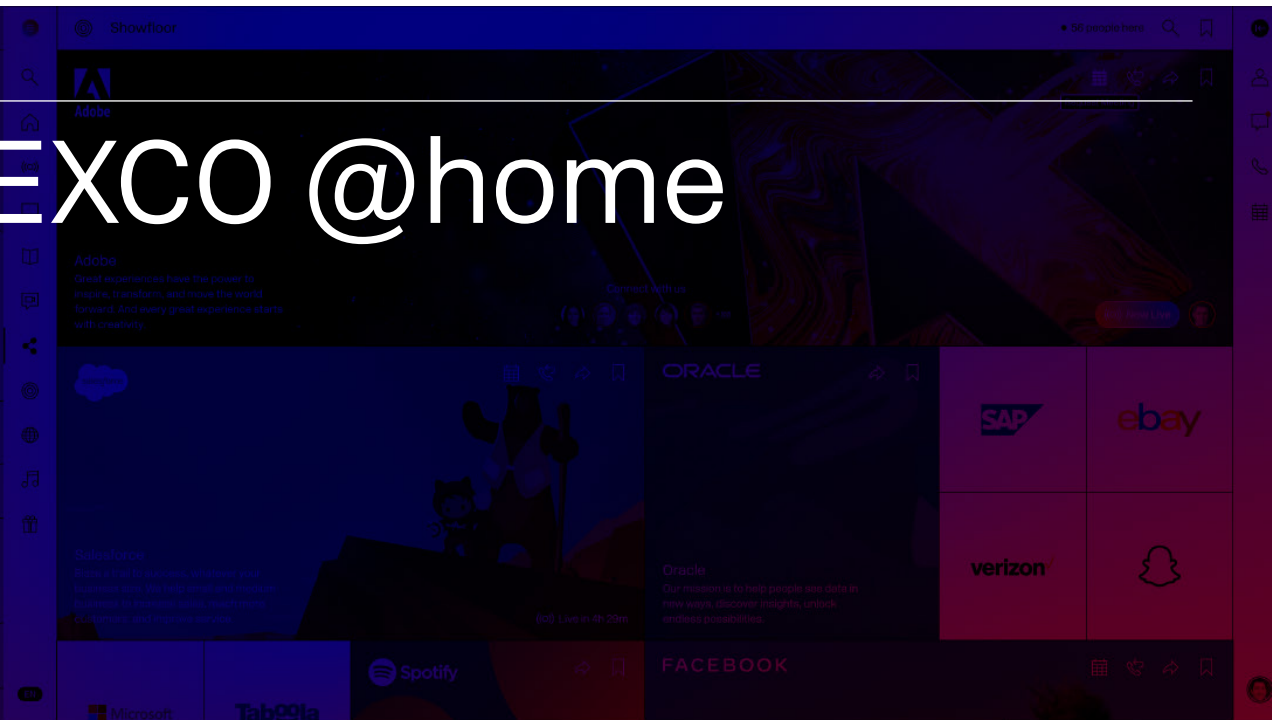
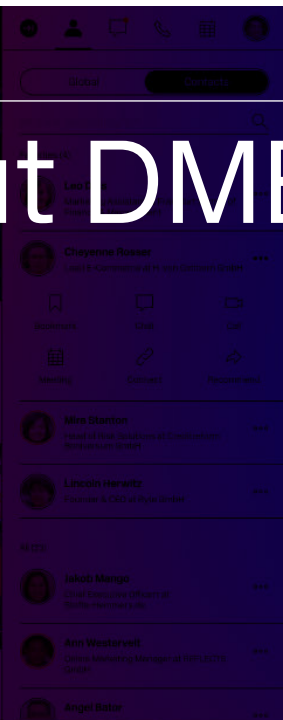
Brand Showfloor & Brand Showroom



Networking & Discovery

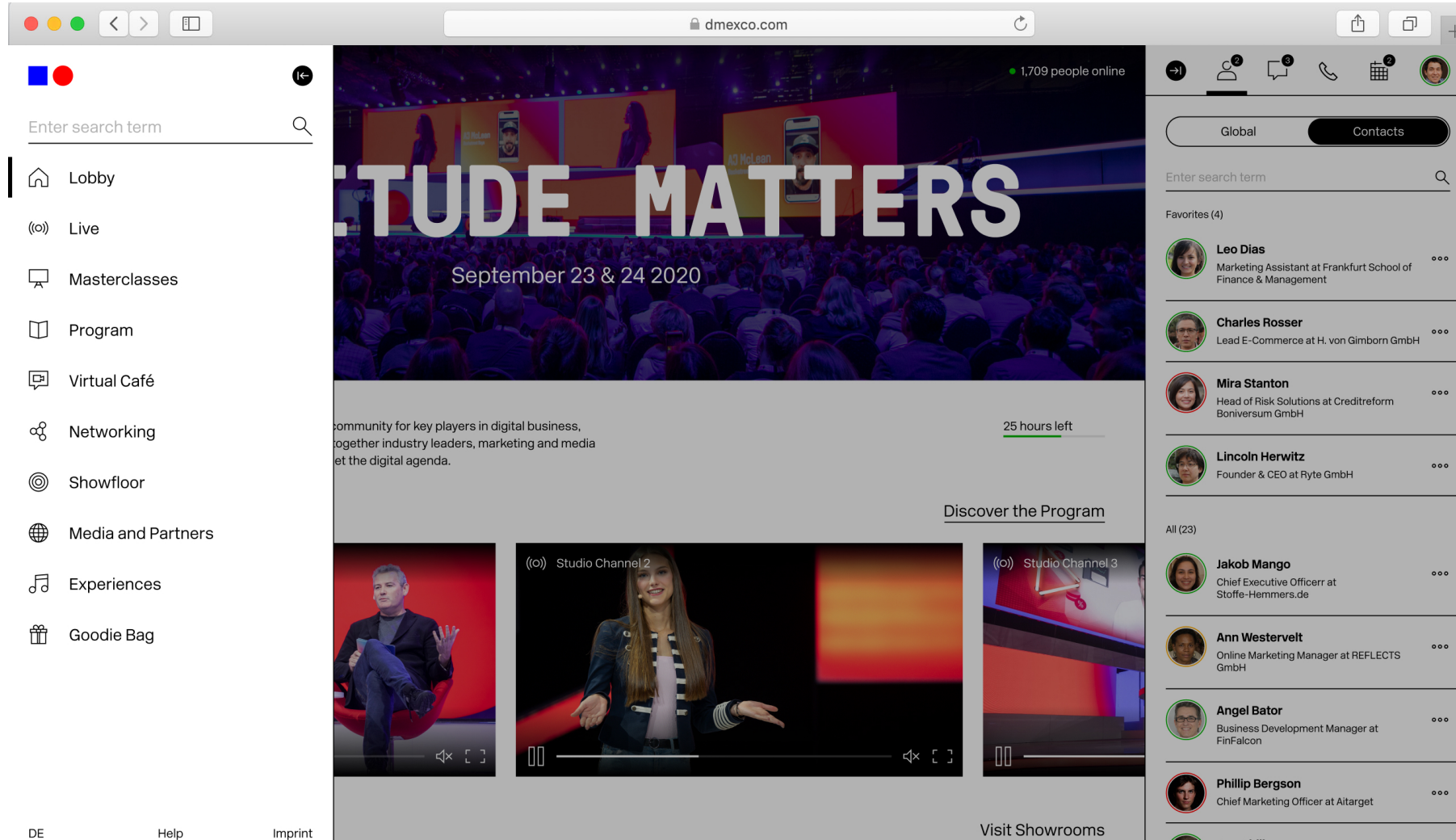
DMEXCO @home

Outbrain



# Welcome to DMEXCO @home

Each attendee's journey starts at "The Lobby", a personal dashboard recommending relevant people, brands and content sessions.









The screenshot displays the DMEXCO @home web application. The browser address bar shows 'dmexco.com'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons and labels: Lobby, Live, Masterclasses, Program, Virtual Café, Networking, Showfloor, Media and Partners, Experiences, and Goodie Bag.
- Main Content Area:**
  - Top banner: 'ATTITUDE MATTERS' with the dates 'September 23 & 24 2020' and '1,709 people online'.
  - Below the banner: A text block about a community for key players in digital business, with a '25 hours left' countdown.
  - Section 'Discover the Program': Features three video thumbnails labeled 'Studio Channel 2' and 'Studio Channel 3'.
  - Bottom right: A link to 'Visit Showrooms'.
- Right Sidebar:**
  - Buttons for 'Global' and 'Contacts'.
  - Search bar: 'Enter search term'.
  - 'Favorites (4)': A list of four attendees with their names, titles, and company names: Leo Dias (Marketing Assistant at Frankfurt School of Finance & Management), Charles Rosser (Lead E-Commerce at H. von Gimbom GmbH), Mira Stanton (Head of Risk Solutions at Creditreform Boniversum GmbH), and Lincoln Herwitz (Founder & CEO at Ryte GmbH).
  - 'All (23)': A list of seven attendees: Jakob Mango (Chief Executive Officer at Stoffe-Hemmers.de), Ann Westervelt (Online Marketing Manager at REFLECTS GmbH), Angel Bator (Business Development Manager at FinFalcon), Phillip Bergson (Chief Marketing Officer at Alttarget), and Ann Philips.

At the bottom of the page, there are links for 'DE', 'Help', and 'Imprint'.

## Highlights

-  Live Conference with hundreds international top speakers on 4 stages
-  Interactive masterclasses with polling, Q&A and chats
-  Virtual Café with Spaces for public & private exchange, e.g. VIP room, brand lounge
-  Instant networking with all DMEXCO attendees via text chat and videocalls
-  Interactive and engaging Brand Showrooms
-  Digital experiences for entertainment and education

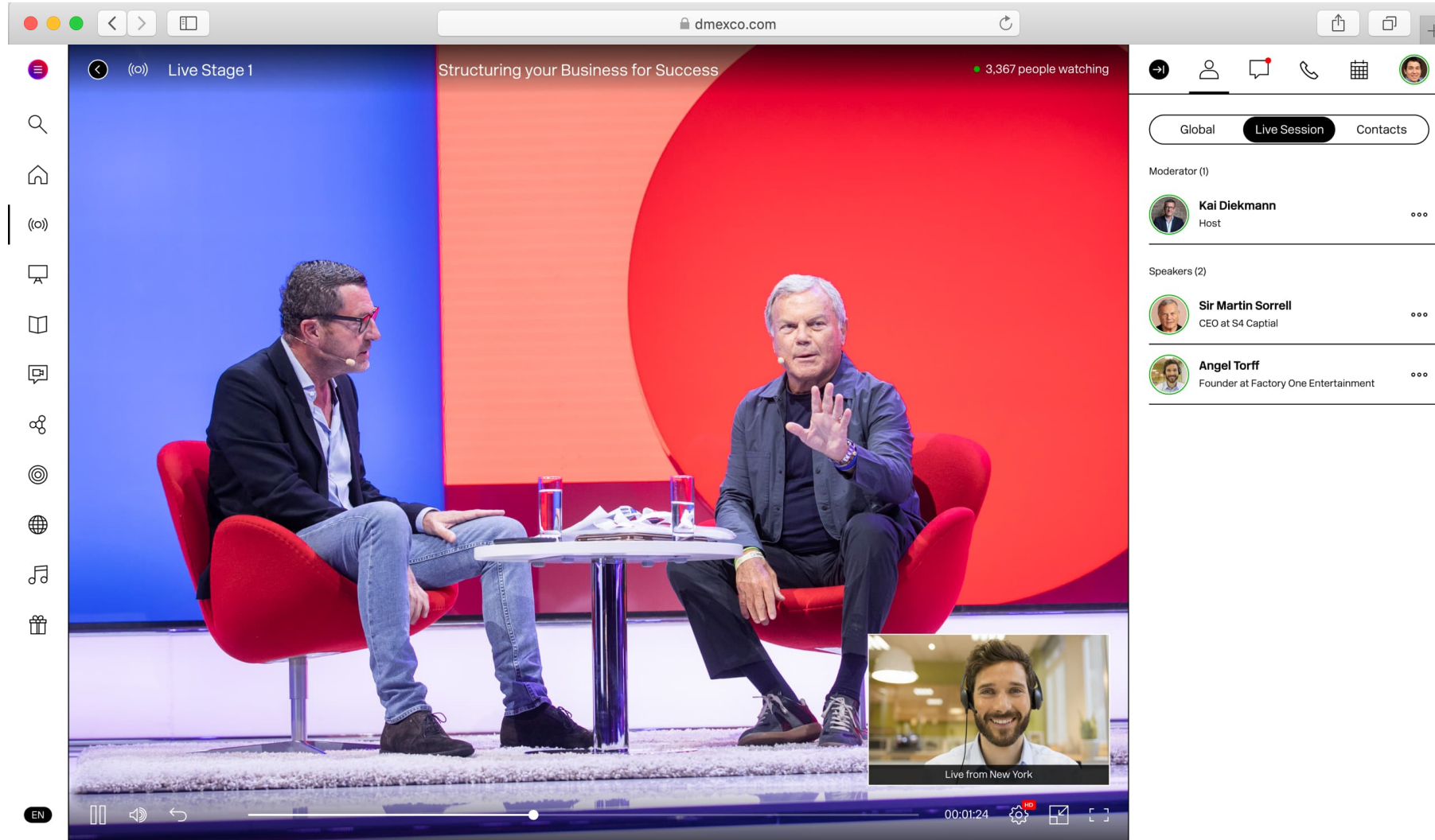






# ((o)) Live Conference

Each year the DMEXCO Conference outlines the future of the digital economy. Become part of our visionary program and inspire business minds from all-over the world with your ideas.



## Good to know

- Professional production by DMEXCO
- Unlimited audience size
- Different session types & lengths
- Hosted by stage moderator
- 4 studios located in Cologne
- Integration of external streams (speakers)
- Live or Pseudo-Live (pre-recorded)

## Features

- Part of official schedule
- Lead generation
- Extensive viewer statistics
- Interactive polling
- Slido-based Q&A
- Session-based text chats
- Speaker view (backstage room)





# Masterclasses & Deep Dives

Engage with our global audience of decision makers by hosting your own learning session. Share your expert-knowledge, educate or present your products - and valuable leads.

The screenshot shows a web browser window with the URL dmexco.com. The page is titled "Masterclass" and "How you can increase your sales efficiency with lead scoring". It features a large blue banner with "86%" and the text "of the DMEXCO visitors have an impact on the purchase of media & technology services." Below this, there are two horizontal bar charts: one for "Executive Level" at 20% and one for "C-Level" at 44%. The right sidebar shows a poll by Tatiana Vaccaro: "If they had a magic wand, what would your customers change about their experiences with your product?" with three options: Answer A, Answer B, and Answer C. Below the poll, there is a "Vote now" button and a "View results" link. Further down, there is a Q&A section by Davis Lubin: "How can you measure your customer experience?" with three options: Answer A (25%, 15 votes), Answer B (7%, 9 votes), and Answer C (67%, 28 votes). At the bottom, there is a video feed showing four participants.

## Good to know

- Self-managed with max. 9 presentors
- Unlimited audience size
- 45min Deep Dive, 30min Masterclass
- Live or Pseudo-Live (pre-recorded), Video-on-demand optional
- Hosted & live-streamed from Cologne or streamed from your own location

## Features

- Part of official schedule
- Lead generation
- Extensive viewer statistics
- Interactive polling
- Slido-based Q&A
- Session-based text chats
- Screensharing
- Speaker view (backstage room)



Thought Leadership

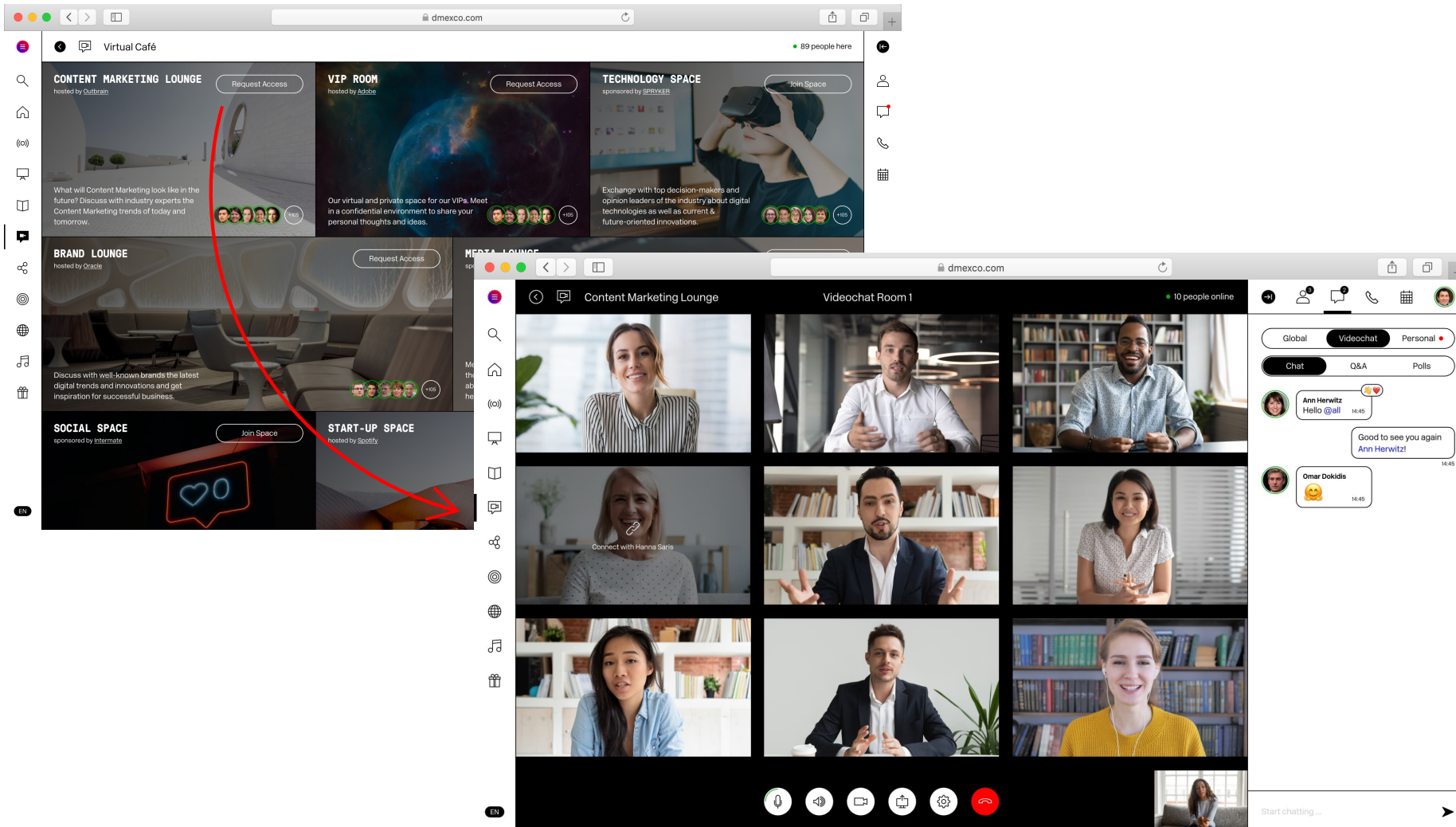
Brand Awareness

Networking



# Private Spaces in the Virtual Cafe

Host or sponsor your dedicated private Space (group channel with text chat and audio/video) for targeted meetups within an invite-only environment.



## Good to know

- Spaces are "by-invitation-only" channels/groups hosting a group text chat and an audio/video room
- Suitable for private client presentations, roadshows or thought leadership sessions on specific topics

## Features

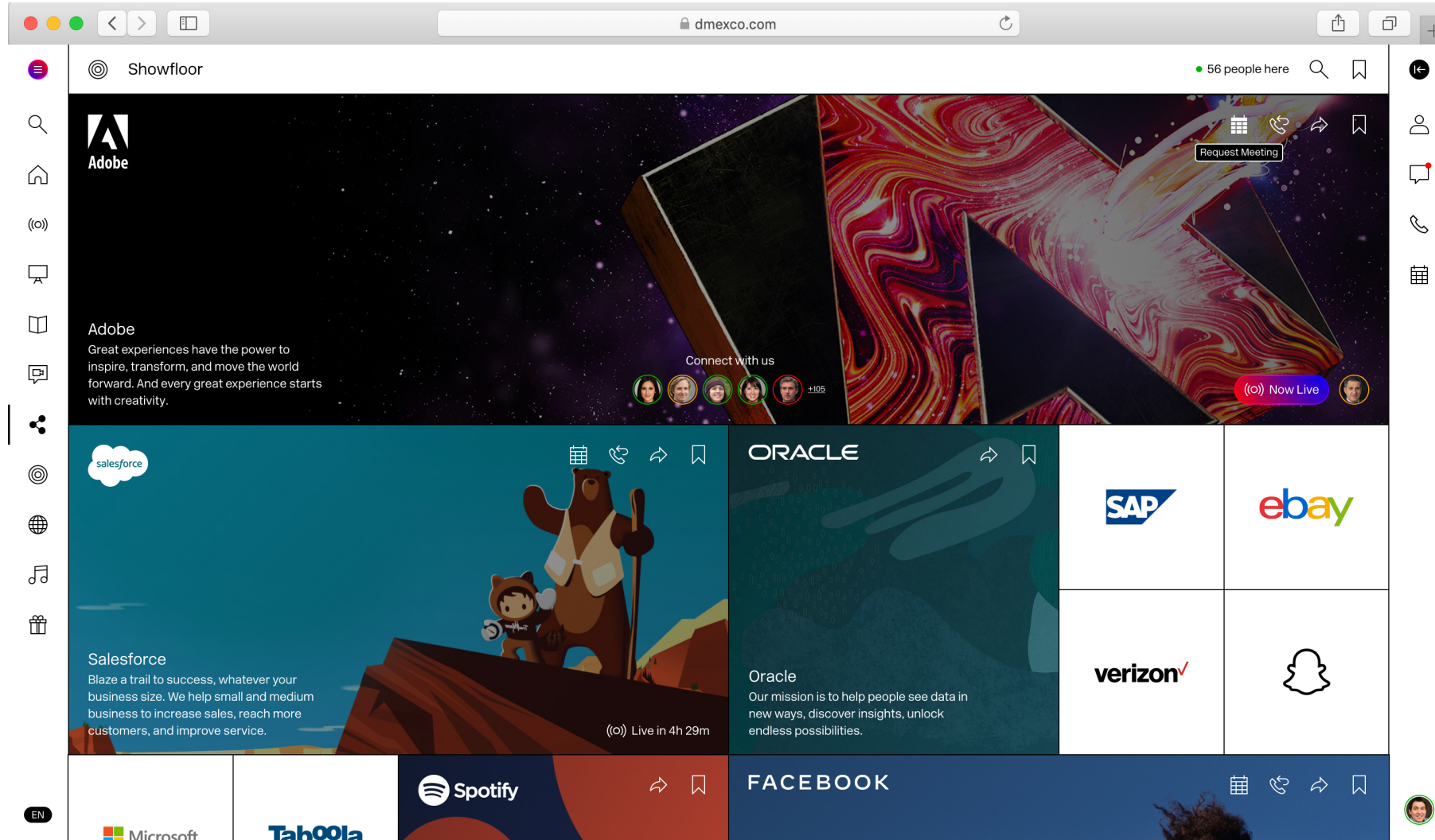
- Host or sponsor Space (e.g. Topic Garden, Brand Lounge, etc.)
- Spaces are Invite-only controlled access
- Spaces have no attendee limit (Invite who you like)
- Extensive visitor statistics
- Text group chat
- Always-on audio/video room for up to 100 PAX (for e.g. presentation)





# Showfloor with Interactive Brand Cards

Put your brand in the spotlight - and turn sqm to pixels, views and downloads. Present products and solutions on the interactive showfloor of DMEXCO @home.



## Good to know

- Showfloor Brand Cards are sorted by size and in alphabetical order
- 3 different sizes available (1/1, 1/2, 1/4)\*
- Brand cards are CTA-interactive (meeting request, register interest, direct connect, etc.)

## Features

- Brand cards in different sizes and optional top listing
- High visibility and findability of your brand
- Integrated CTAs for great lead generation
- Extensive viewer statistics

\*2019 exhibitors receive a 1/16 brand card with limited interactivity and no click-through to showroom

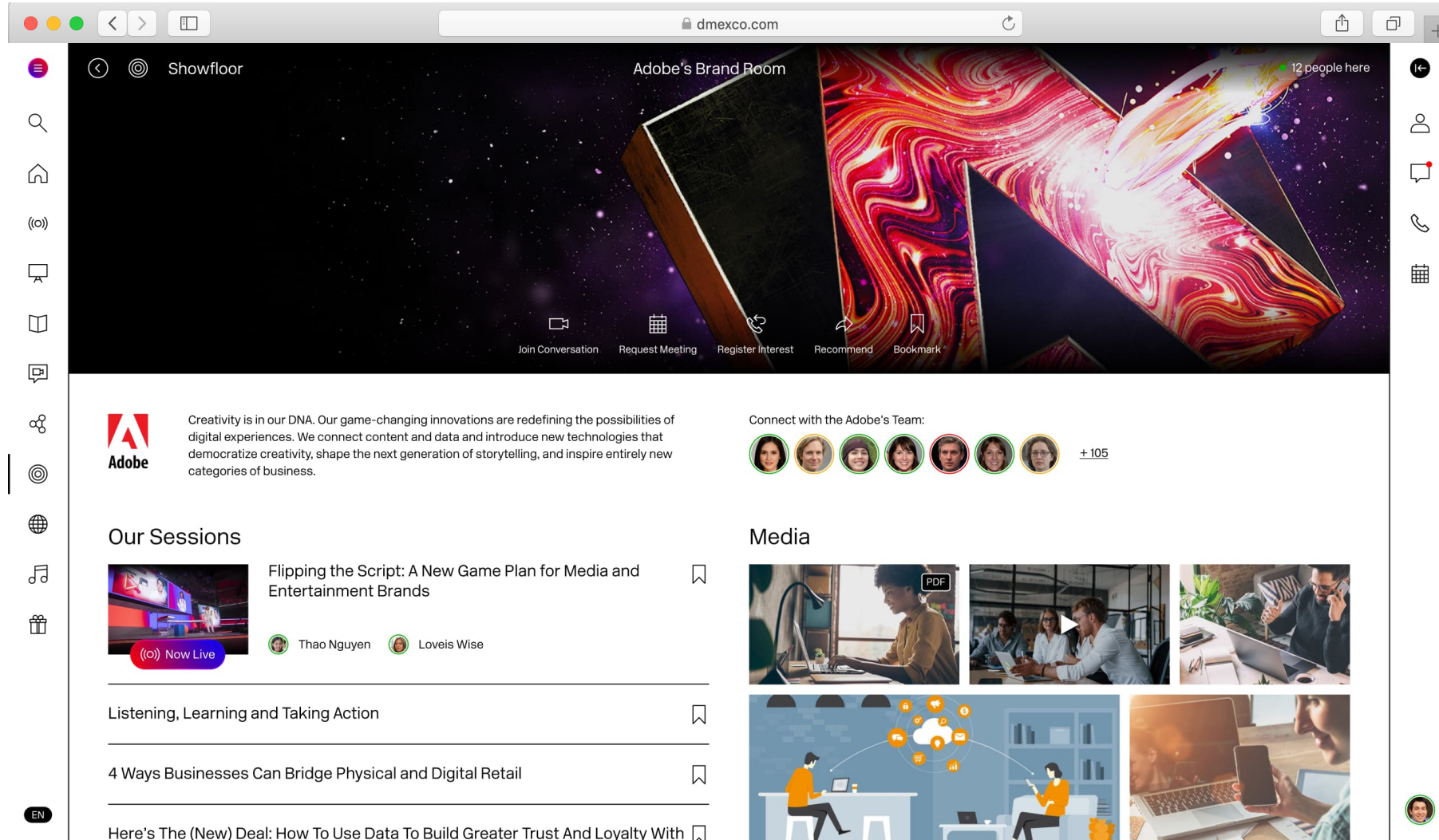






# Brand Showroom

Your brand showroom is a state-of-art lead generation powerhouse. Create an individual setting for your brand, show your offerings and ship your messages to engage with prospects and clients right away.



## Good to know

- Your showroom is an interactive exhibitor profile that hosts all your information (content, assets, conference links, meeting request, etc.)
- Showrooms get listed in attendees' Lobby and can be promoted through notifications

## Features

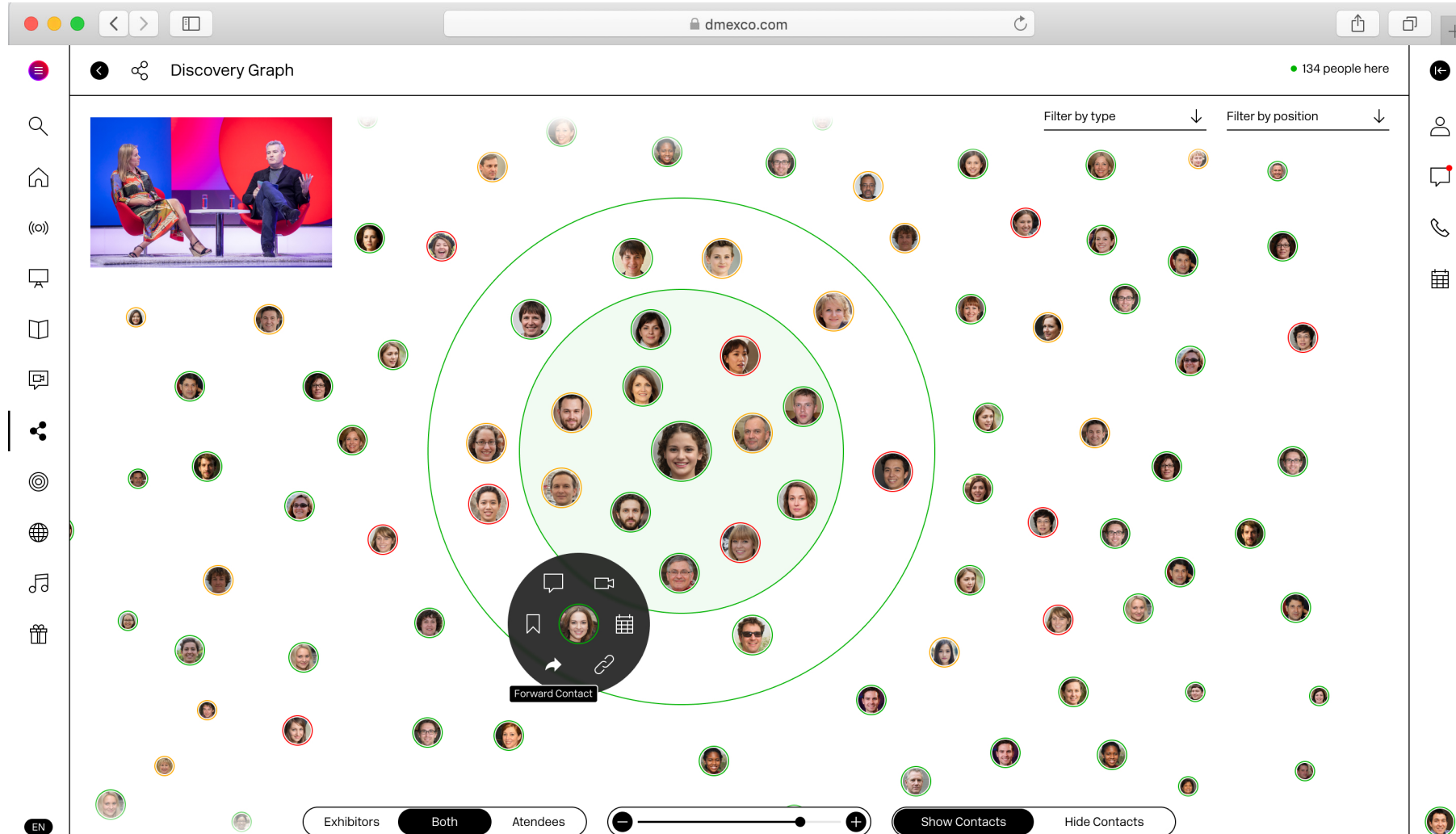
- Customize your brand showroom (profile)
- Add videos, fotos, PDFs, etc.
- See all team members with direct "Talk-to-me" feature
- Public text chat and audio/video room
- Integrated CTAs for great lead generation
- Showrooms are deep-linked (use externally)





# Networking through Discovery Graph

Find the right person out of ten thousands attendees. Our visual Discovery Graph makes finding relevant contacts and companies easy, fun & interactive.



## Good to know

- The Discovery Graph visualizes all attendees and their connections\*
- Filters allow narrowing down the graph
- All dots are interactive incl. instant networking and communication

## Features

- Features attendees and companies\*
- Connect and communicate with attendees directly in Discovery
- Serendipity networking through a recommendation engine
- Extensive filters to narrow down your target group
- Full-text search

\*Feature in BETA (therefore no charges)





# A community is all about interaction. So is DMEXCO @home.



Communication Center



Meeting Scheduler



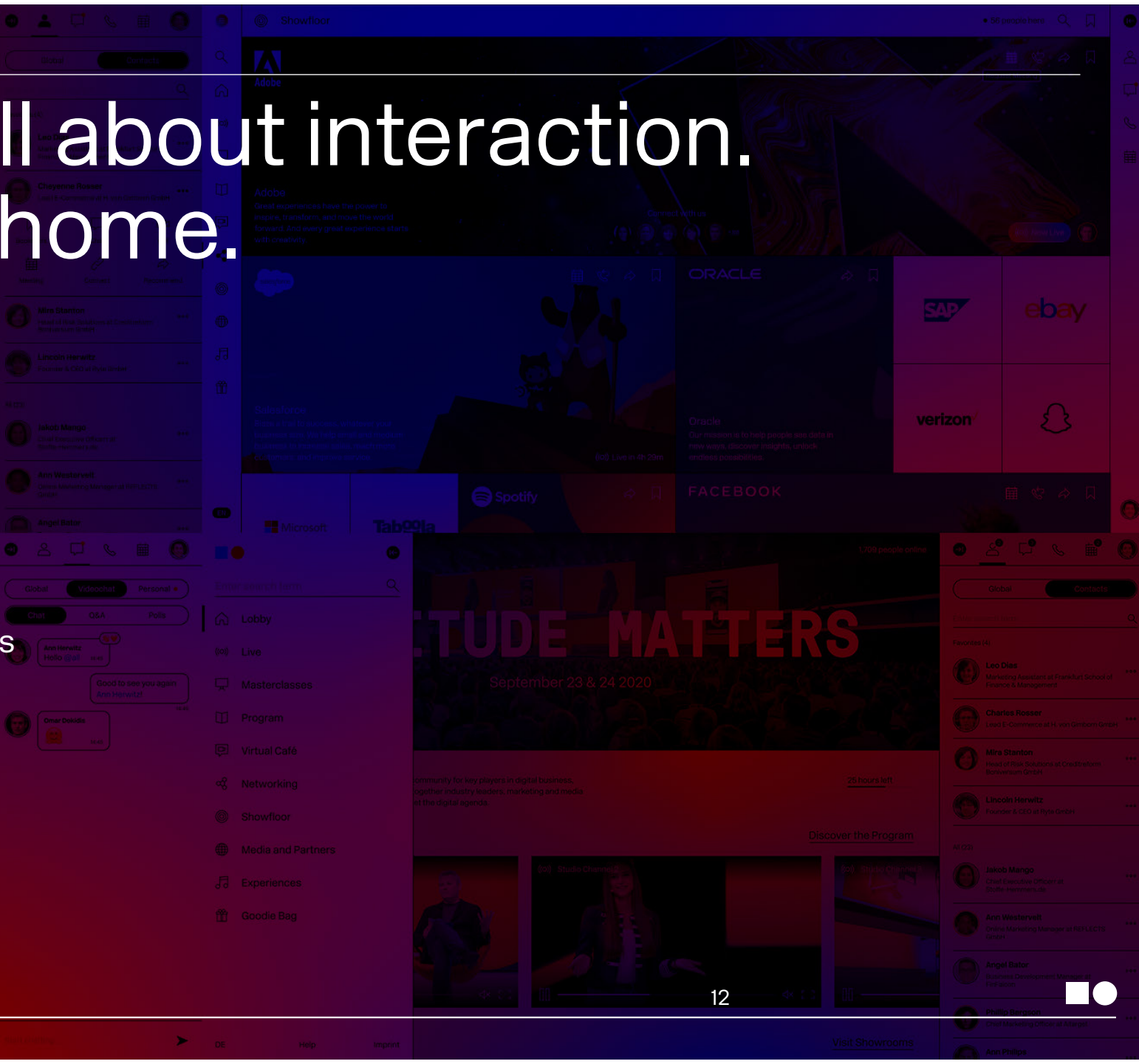
Audio/Video



Additional Gimmicks & Features

DMEXCO @home

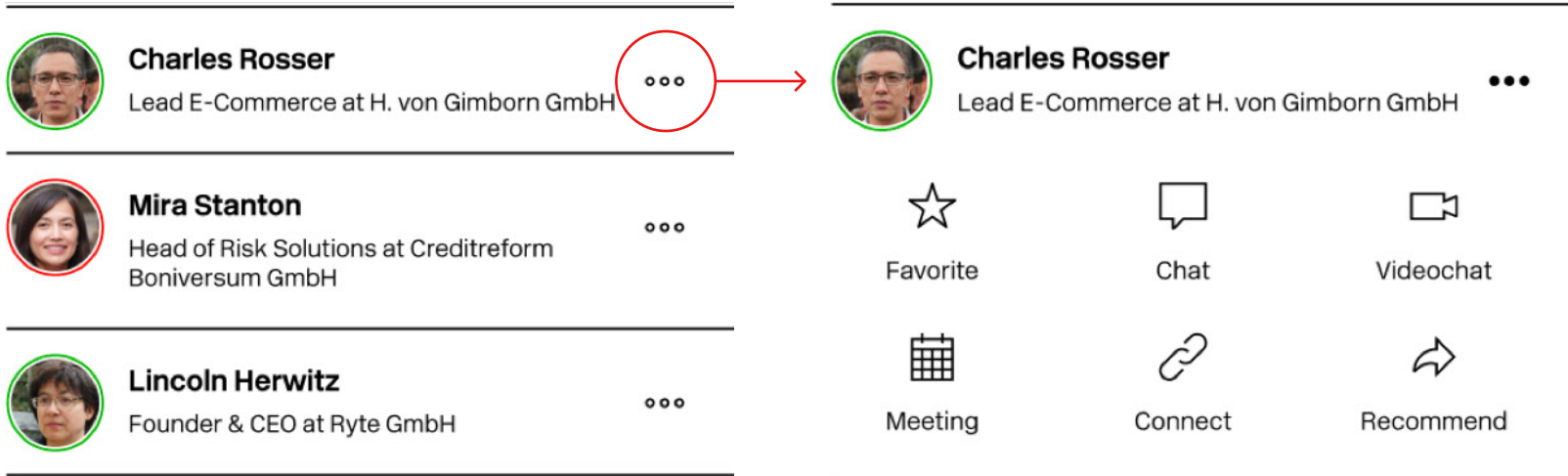
Outbrain



# Interactions Made Easy

The always-on communication center allows platform-wide instant interactions through text chats & audio/video meetings, contact exchange and meeting scheduling.

**Contact. Exchange. Interact.**



**Anywhere. Anytime.**

## Features

- Private text chats
- Instant video calls\*
- Spaces group exchange
- Scheduled audio/video meetings with screen sharing
- Instant exhibitor booth visits with audio/video

... and more

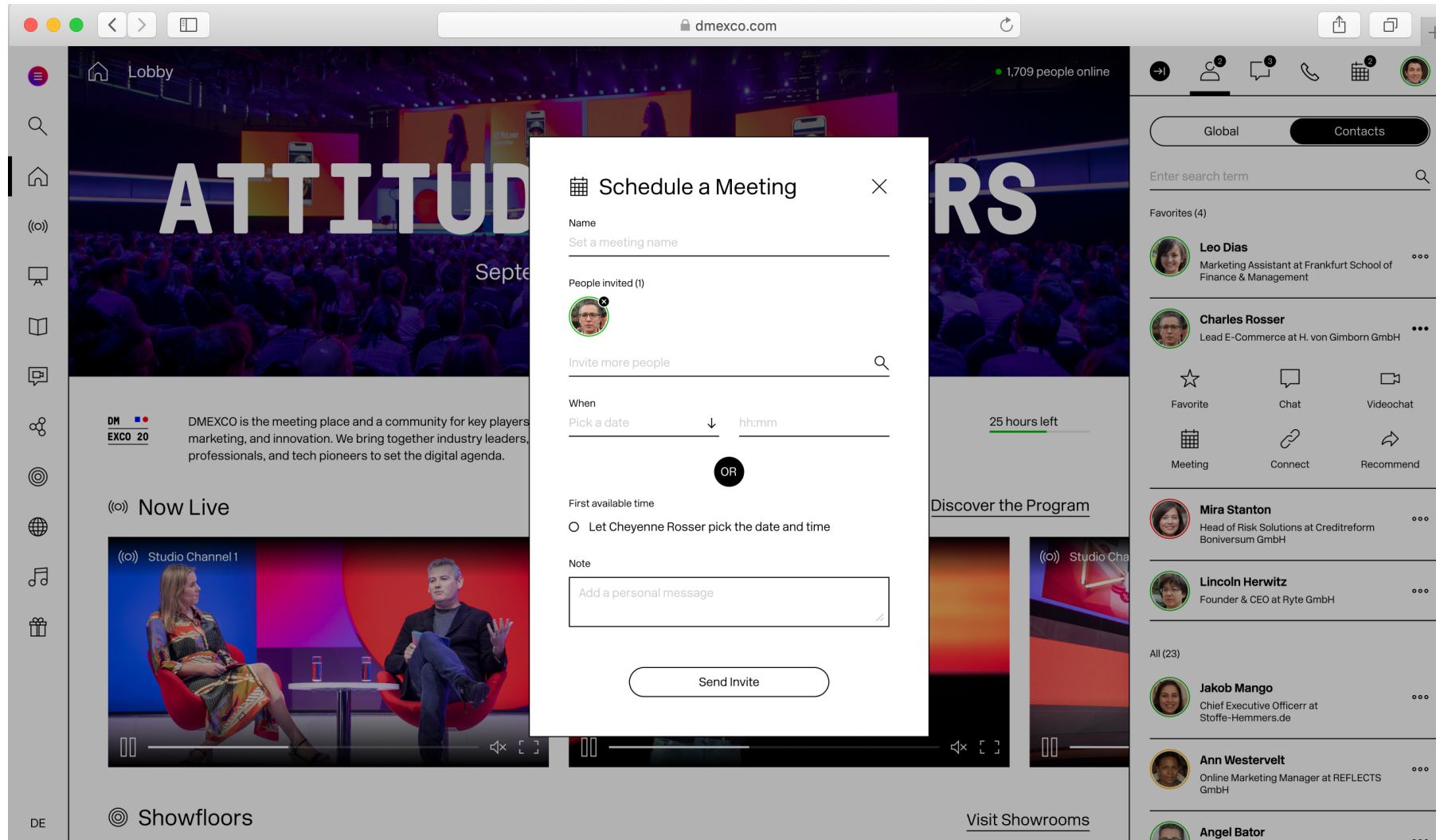
\* can be turned off





# Meeting Scheduling upfront & live

Schedule private meetings with up to 10 participants through the entire attendee data base.



The screenshot displays the DMEXCO platform interface. A modal titled "Schedule a Meeting" is open in the center. The modal includes fields for "Name" (Set a meeting name), "People invited (1)" (with a search icon), "When" (Pick a date, hh:mm), and "Note" (Add a personal message). A "Send Invite" button is at the bottom. The background shows a "Lobby" with a large "ATTITUDE" banner, a "Now Live" section with a video player, and a "Discover the Program" section. The right sidebar shows a "Contacts" list with names like Leo Dias, Charles Rosser, Mira Stanton, Lincoln Herwitz, Jakob Mango, Ann Westervelt, and Angel Bator.

## Features

- Pre-event access to all registered attendees
- Schedule meetings in-platform
- Download attendee list via CSV (Company, Name, Title, no email)



# © Audio-Video Room Types

Conversations are the fuel for business. DMEXCO @home offers a variety of different settings from private meetings to public rooms.

 **Private Meetings**  
whenever, wherever

max  
**10 PAX**

Connect with all attendees  
via private text chat and  
audio/video

- Not visible at platform / by invitation only
- Time limits depend on package (basic: 7min)

 **Private Space**  
in Virtual Cafe

max  
**100 PAX**

Invite selected clients to  
private meetups &  
presentations

- Controlled access by request / invitation
- Always-on during opening hours

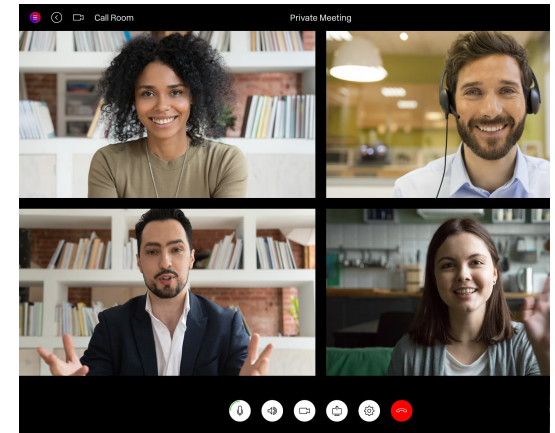
 **Public**  
in your Showroom

no limit  
**∞ PAX**

Welcome visitors in public  
video rooms on your brand  
showroom

- Public access for all attendees
- Always-on during opening hours

## Features



- High quality Audio-Video-Rooms (based on AWS Chime)
- Exchange contacts
- Screensharing
- Quality Control
- Picture-in-Picture
- etc.





# Additional Gimmicks & Features

Exercise with the DMEXCO community, pick a free copy of your favourite digital magazine or grab a digital goodie bag – DMEXCO @home has so much more to offer.



## Experiences

Music, sport and some fun ;)



## Statistics and Exports

Detailed engagement reports of your participation



## Full-text Search

Finding everything everywhere



## Backstage Greenrooms

Speakers and staff backstage rooms



## Digital Goodie Bag

Goodies, special deals or vouchers to all attendees to promote your company



## Media & Partners

A digital kiosk at your fingertip with content & insights



## Picture-in-picture

Multi-tasking for more value



## and more

relevant stuff for doing business in the new normal



# Contact our DMEXCO @home representatives today



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