



Sponsoring & Advertising Opportunities DMEXCO 2024

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)





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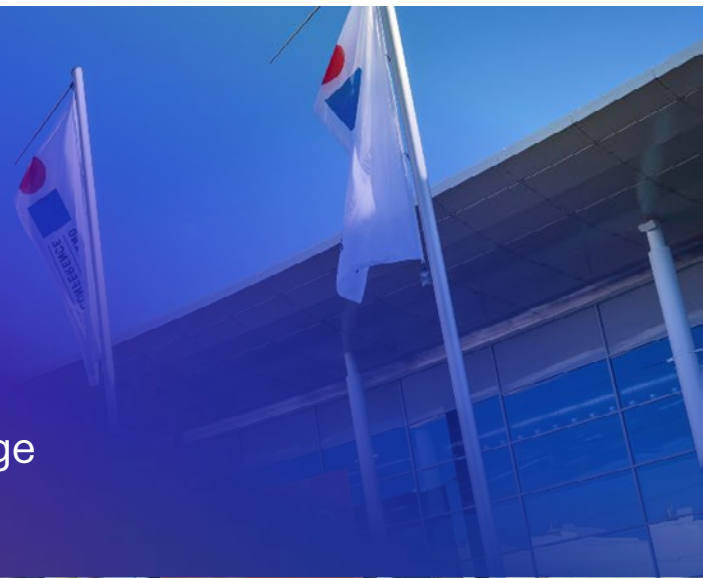
SOLD

[Browse the Marketing Kit](#)



Sample Sponsoring Package for under 10K

Stand out from the crowd & be visible
Your 360 degree brand awareness package
DMEXCO suggestion



Pre-DMEXCO Communication Campaign

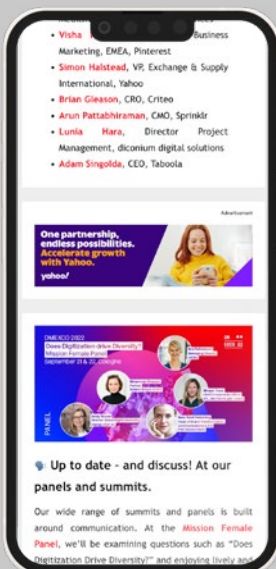
- Newsletter Banner Ad
€ 1,390.00
- Social Media Sponsored Post
€ 840.00

On-site Advertising Spaces

- Ad Box Boulevard
€ 2,800.00
- Floor sticker (1sqm)
€ 546.00

On-site Digital Advertising Spaces

- LED Mega Display Boulevard North / Hall 8
€ 3,354.59
- LCD Monitors / Entrances Halls
€ 373.63 (for 2 screens)



For more marketing & communication services take a look at our [Marketing Kit](#) here.



Digital Advertising Spaces

LED Mega Wall, Entrance North, outside



Content 22,5:9

Dimensions (W x H): **14.40 x 5.70 m**

Resolution (W x H): **2112 x 836 px**

Full price at 10-minute intervals 30 seconds

€ 22,168.91

LED Mega-Display / Front Above the Turnstiles - Entrance North



Content 16:9 LED

Dimensions (W x H): **4.80 x 2.70 m**

Resolution (W x H): **1920 x 1080 px**

Full price at 10-minute intervals 30 seconds

€ 3,354.59

Content 24:9 LED

Dimensions (W x H): **7.20 x 2.70 m**

Resolution (W x H): **2880 x 1080 px**

Full price at 10-minute intervals 30 seconds

€ 5,031.89



Digital Advertising Spaces

LED Mega-Display Boulevard North - Hall 8



Content 16:9 LED

Dimensions (W x H): **4.80 x 2.70 m**

Resolution (W x H): **1920 x 1080 px**

Full price at 10-minute intervals 30 seconds

€ 3,354.59

LED Mega-Display Boulevard North



Content 16:9 LED

Dimensions (W x H): **4.80 x 2.70 m**

Resolution (W x H): **1920 x 1080 px**

Full price at 10-minute intervals 30 seconds

€ 3,354.59

Content 24:9 LED

Dimensions (W x H): **7.20 x 2.70 m**

Resolution (W x H): **2880 x 1080 px**

Full price at 10-minute intervals 30 seconds

€ 5,031.89



Digital Advertising Spaces

LCD Screen Entrances – Halls 6, 7, 8 and 9



Content 16:9

Dimensions (W x H): **1.21 x 0.68 m**
 Resolution (W x H): **2 x 1920 x 1080 px**
 Full price for 2 screens at 10-minute intervals 30 seconds

€ 373.63

LCD Wall Bridge – Boulevard North / North Side



Content 32:9

Dimensions (W x H): **4.85 x 1.37 m**
 Resolution (W x H): **Full HD 3840 x 1080 px**
UHD 7680 x 2160 px
 Full price at 10-minute intervals 30 seconds

€ 1,646.43

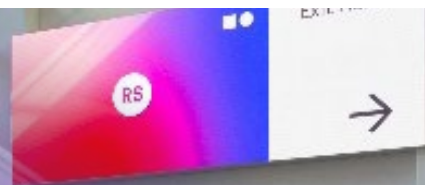
Content 48:9

Dimensions (W x H): **7.28 x 1.37 m**
 Resolution (W x H): **Full HD 5760 x 1080 px**
UHD 11520 x 2160 px
 Full price at 10-minute intervals 30 seconds

€ 2,476.88



Digital Advertising Spaces



LCD Screen Transition Boulevard North / Central Boulevard



Content 32:9

Dimensions (W x H): **4.85 x 1.37 m**
 Resolution (W x H): **Full HD 3840 x 1080 px**
UHD 7680 x 2160 px
 Full price at 10-minute intervals 30 seconds

€ 1,646.43

Content 48:9

Dimensions (W x H): **7.28 x 1.37 m**
 Resolution (W x H): **Full HD 5760 x 1080 px**
UHD 11520 x 2160 px
 Full price at 10-minute intervals 30 seconds

€ 2,470.88

LED Screen Transition Central Boulevard / Boulevard North



Content 16:9 LED

Dimensions (W x H): **4.80 x 2.70 m**
 Resolution (W x H): **1920 x 1080 px**
 Full price at 10-minute intervals 30 seconds

€ 3,354.59

LED-Screen Transition Passage 3 - 11



Content 16:9 LED

Dimensions (W x H): **4.80 x 2.70 m**
 Resolution (W x H): **1920 x 1080 px**
 Full price at 10-minute intervals 30 seconds

€ 3,354.59



Analogue Advertising Spaces

Fabric Banner / Entrance North, outside



Dimensions (W x H): **6.00 m x 6.00 m**
 Area: **36.00 sqm**
Total cost per banner:
 (incl. production and handling)

€ 8,081.28

Fabric banner*/ Boulevard

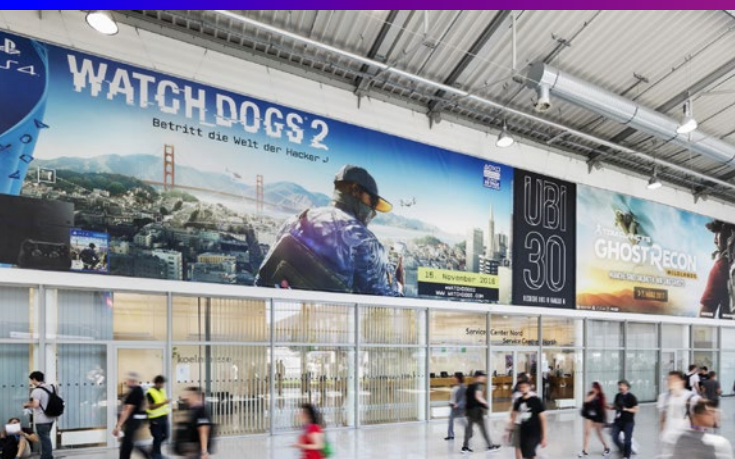


Dimensions (W x H): **5.00 x 3.00 m**
 Area: **30.00 sqm**
Total cost per banner:
 (incl. production and handling)

€ 6,387.00

*2-sided

Fabric banner** / Service-Center North



Dimensions (W x H): **50.00 x 5.00 m**
 Area: **250.00 sqm**
Total cost per banner:
 (incl. production and handling)

€ 56,377.50

** This fabric banner is also available as a half banner.



Analogue Advertising Spaces

Fabric banner hall 6 / Boulevard North (also available at hall 8)



Dimensions (W x H): **5.00 m x 5.00 m**
Area: **25.00 sqm**
Total cost per banner:
(incl. production and handling)

€ 6,805.75

Ad Box



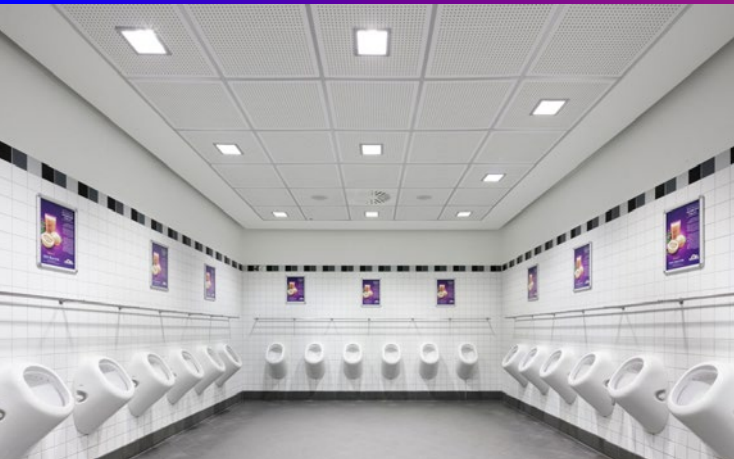
Dimensions (W x H): **2.10 m x 2.40 m x 0.40 m**
Area: **12 sqm**
Total cost per banner:
(incl. production and handling)

€ 2,800.00



Analogue Advertising Spaces

Sanitary facilities / poster frames



Dimensions (W x H): **0.297 x 0.42 m** (per frame)
 Area: **0.125 sqm**
Total cost for 10 frames:
 (incl. production and handling)

€ 1,790.00

Floor stickers



Dimensions (W x H): **1.00 m x 1.00 m**
 Area: **1.00 sqm**
Total cost:
 (incl. production and handling)

€ 546.00

Window space / Entrance South



Dimensions (W x H): **7.04 x 3.24 m**
 Area: **24.08 sqm**
Total cost:
 (incl. production and handling)

€ 7,650.70



Special Sponsorings

Partner of DMEXCO Lanyard Wall

This package includes:

- Placement of your logo and lanyards on DMEXCO Lanyards wall in Entrance North and South with other lanyards sponsors
- Equal depiction of the sponsor's logo and the 4c DMEXCO logo (layout to be approved by the DMEXCO team)
- Production and delivery by the sponsor
- Number of lanyards: up to 10,000

€ 5,000.00

Co-Branding Lanyards

BE THE BRAND WORN BY EVERYONE!

This package includes:

- Equal depiction of the sponsor's logo and the 4c DMEXCO logo (layout to be approved by the DMEXCO team)
- Production and delivery by the sponsor
- All fair visitors receive a lanyard at the entrance

€ 31,900.00

Only 1 SPONSORSHIP PACKAGE AVAILABLE

Hostesses' Shirts



BE EVERYWHERE! SPREAD YOUR MESSAGE ON STRIKING SHIRTS WORN BY OUR HOSTESSES AND HELPERS. DURING THE ENTIRE DMEXCO.

This package includes:

- Number of t-shirts: approx. 400
- Print 4c
- Production and delivery fees are included

€ 17,000.00

Only 1 SPONSORSHIP PACKAGE AVAILABLE

Video Ad at DMEXCO



SPOTLIGHT ON. ALL EYES ON YOU. INCREASE YOUR VISIBILITY AT DMEXCO AND PRESENT YOUR BRAND TO THE ENTIRE DMEXCO COMMUNITY.

This package includes:

- Video is played once during lunch break on the Center Stage and Topic Stages
- One video up to 20 sec.
- Three videos per break per day

Day one € 7,200.00

Day two € 5,900.00

Only 4 SPONSORSHIP PACKAGES AVAILABLE



Special Sponsorings

DMEXCO Café

Possibility to organize your own event in the DMEXCO Café



Be the first eye-catcher in the Entrance North.

- Logo placement above the café entrance
- Floor sticker in front of DMEXCO Café
- Branding of the coffee cups and napkins
- Logo on official [DMEXCO partners page](#)

Price on request

DMEXCO Restaurant

Possibility to organize your own event in the DMEXCO Restaurant



Your restaurant sponsorship at the center of DMEXCO

- The restaurant prides 500 seats for DMEXCO visitors and is centrally located between Entrance North, the Congress Center and the halls.
- Logo placement at the entrance to the DMEXCO Restaurant
- Floor stickers in front of DMEXCO Restaurant
- Branding of the coffee cups and napkins
- Logo on official [DMEXCO partners page](#)

Price on request

DMEXCO Pub

Possibility to organize your own event in the DMEXCO Pub



Your restaurant sponsorship in midst of the highly frequented Boulevard

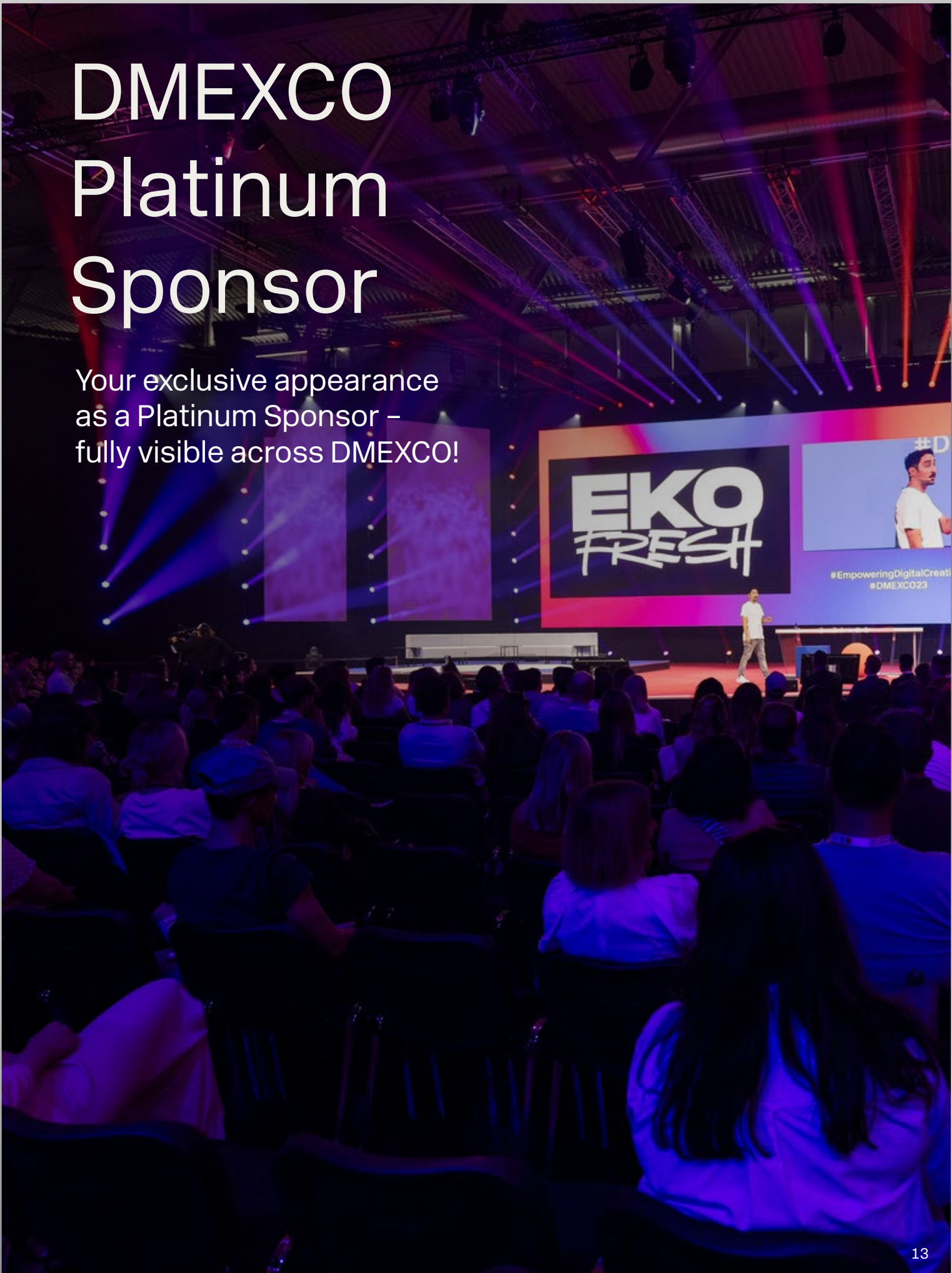
- The DMEXCO Pub provides 400 seats for DMEXCO visitors and offers you great branding opportunities.
- Logo placement at the entrance to the DMEXCO Pub
- Branding of the coffee cups and napkins
- LCD Monitor Boulevard North / restaurant 16:9
- Logo on official [DMEXCO partners page](#)

Price on request



DMEXCO Platinum Sponsor

Your exclusive appearance
as a Platinum Sponsor –
fully visible across DMEXCO!





DMEXCO Platinum Sponsor

On site

Entrance North

- Fabric banner Entrance North (outdoor)
- LED Mega Wall (30 sec.) (outdoor)
- LED Mega Display Above the Turnstiles - Entrance North Front (30 sec.) (indoor)

Boulevard

- Fabric banner in boulevard
- LCD Screen Transition Between Boulevard North and Central Boulevard (30 sec.)
- LED Screen Transition Between Central Boulevard / Boulevard North (30 sec.)

Entrance South

- LED Screen Transition 3-11 (30 sec.) (indoor)

Marketing & Communications

Press

- Mentioning in one of the DMEXCO press releases prior to the event

Website

- Sponsor Banner on the DMEXCO Homepage
- Logo on official [DMEXCO partners page](#)

Newsletter

- Newsletter Banner Ad prior to the event
- Banner Ad in Highlight Mailing (day one of DMEXCO)

Social Media

- Social Media Sponsored Post prior to the event
- Promotion of one video on demand entry via one Social Media Sponsored Post after DMEXCO

Video

- Highlighting as a Platinum Sponsor in DMEXCO image video

Digital Event Platform

- Tiering as a Platinum Sponsor within the DMEXCO online exhibitor directory
- Sponsored Banner Event Home (bottom & right side)
- Logo Grid Event Home
- Sponsored Push Notification during DMEXCO

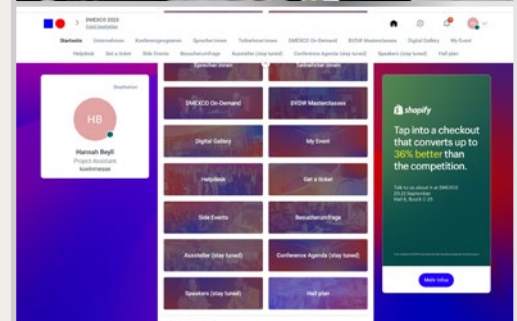
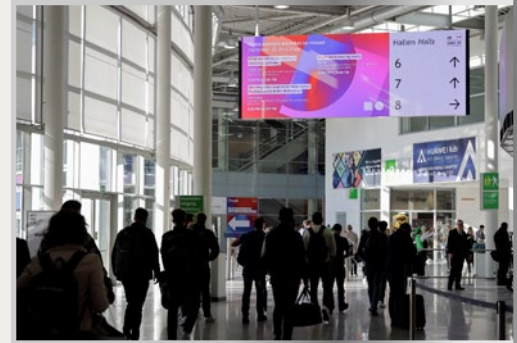
Content

- Sponsored Podcast Episode
- Sponsored Blogstory

Special Add-ons

- Fireside Chat on Center Stage
- 200 tickets (2 day-tickets)
- VIP Parking 5 permits
- Admission to VIP Lounge for 5 people

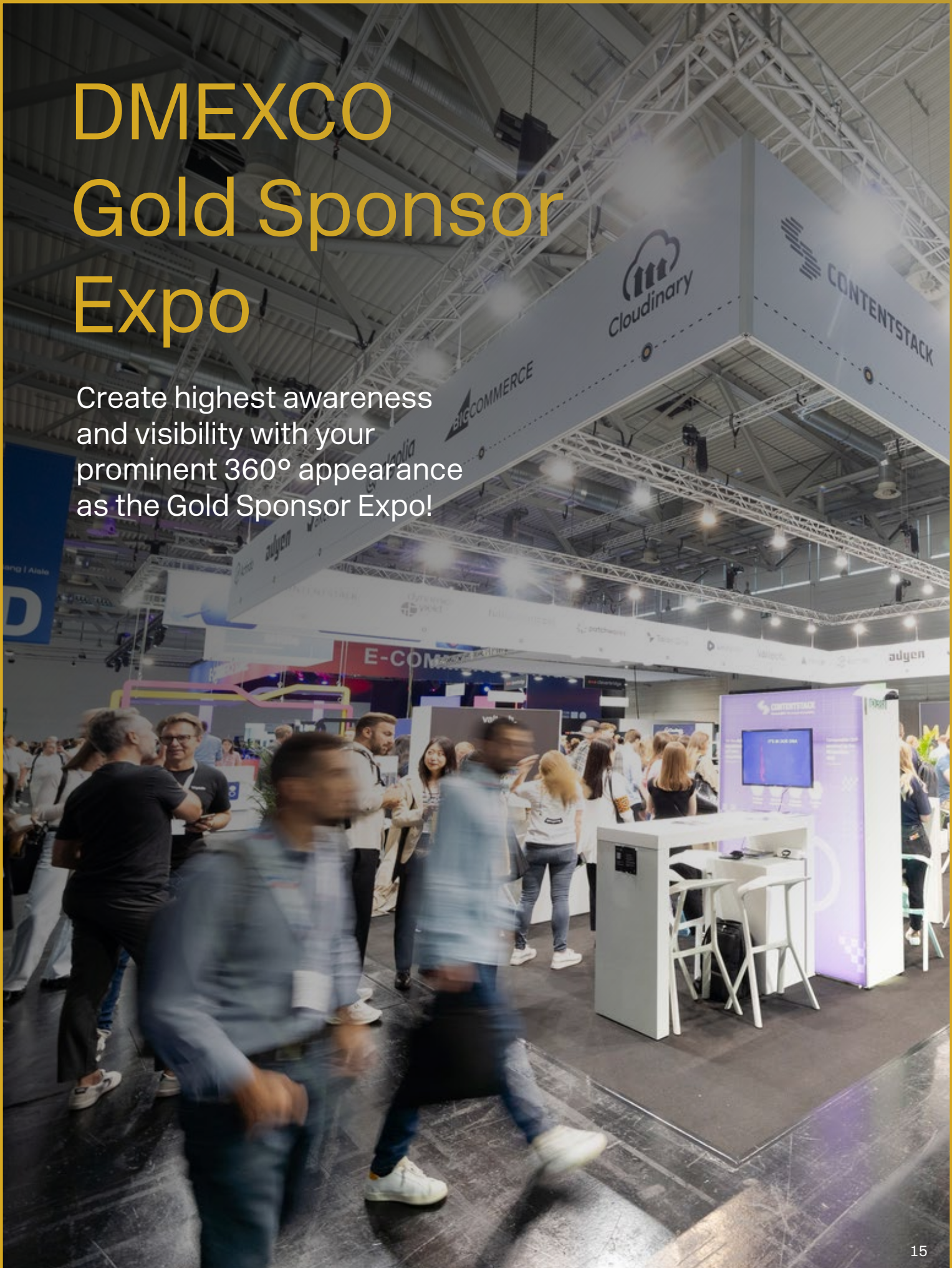
€ 75,000.00





DMEXCO Gold Sponsor Expo

Create highest awareness
and visibility with your
prominent 360° appearance
as the Gold Sponsor Expo!





DMEXCO Gold Sponsor Expo

On site

Boulevard

- 1/2 Fabric banner / Service Center North
- LCD Wall / Bridge / Boulevard North, North & South Side (30 sec. each)
- LCD Monitors / Entrances Halls (30 sec. each)
- Ad Box in Boulevard

Marketing & Communications

Website

- Sponsor Banner on the Expo Page / Website
- Logo on official [DMEXCO partners page](#)

Newsletter

- Newsletter Banner Ad prior to the event

Social Media

- Social Media Sponsored Post prior to the event

Video

- Highlighting as Gold Sponsor in DMEXCO image video

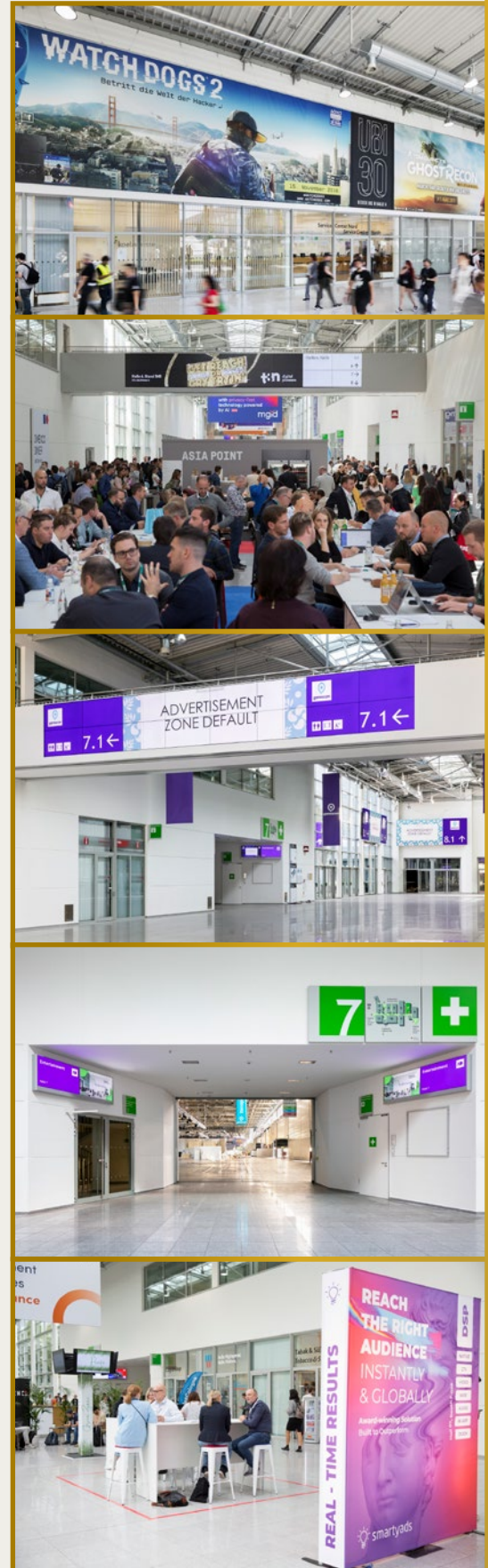
Digital Event Platform

- Tiering as a Gold Sponsor within the DMEXCO online exhibitor directory
- Logo Grid Event Home

Special Add-ons

- Lecture on Topic Stage
- Meetingroom approx. 25 sqm
- 200 tickets (2 day-tickets)

€ 47,000.00





DMEXCO Gold Sponsor Conference

All eyes on you! Get full
visibility as the Gold Sponsor
Conference at DMEXCO!



SOLD



DMEXCO Gold Sponsor Conference

On site

Entrance North

- LED Mega Display Boulevard North (30 sec.)

Stages

- Logo placement on digital signage at the entrances of the Center Stage
- Video slot (up to 20 sec.) on the on the Center Stage and on the Topic Stages, which can be presented once on day one and up to 2 times on day two

Marketing & Communications

Website

- Sponsor Banner on the [Conference Page / Website](#)
- Logo on official [DMEXCO partners page](#)

Newsletter

- Newsletter Banner Ad prior to the event

Social Media

- Social Media Sponsored Post prior to the event
- Social Media Sponsored Post after DMEXCO

Video

- Highlighting as a Gold Sponsor in DMEXCO image video

Digital Event Platform

- Tiering as a Gold Sponsor within the DMEXCO online exhibitor directory
- Logo Grid Event Home
- Sponsored Push Notification during DMEXCO

Special Add-ons

- Fireside Chat on Center Stage
- 200 tickets (2 day-tickets)

€ 47,000.00



SOLD



Contact Sales Team

If you have any further questions or need more information, please do not hesitate to contact us.



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