

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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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

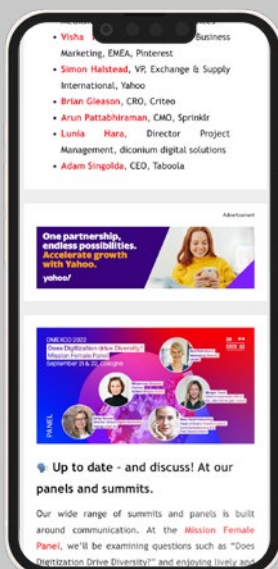
- Newsletter Banner Ad
€ 1,390.00
- Social Media Sponsored Post
€ 840.00

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**

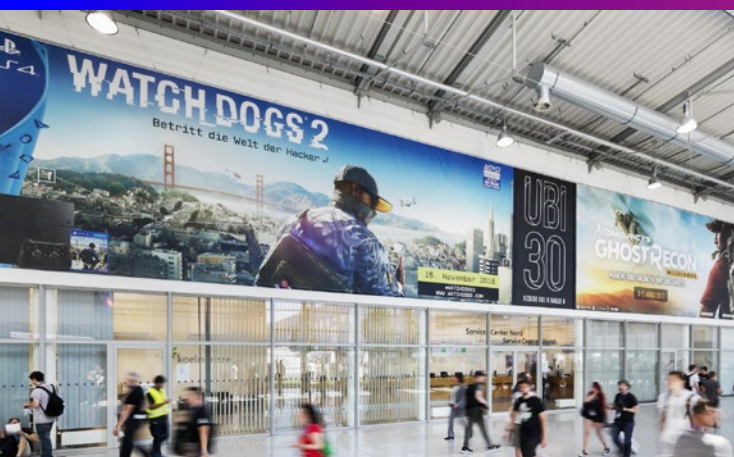
Area: **30.00 sqm**

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**

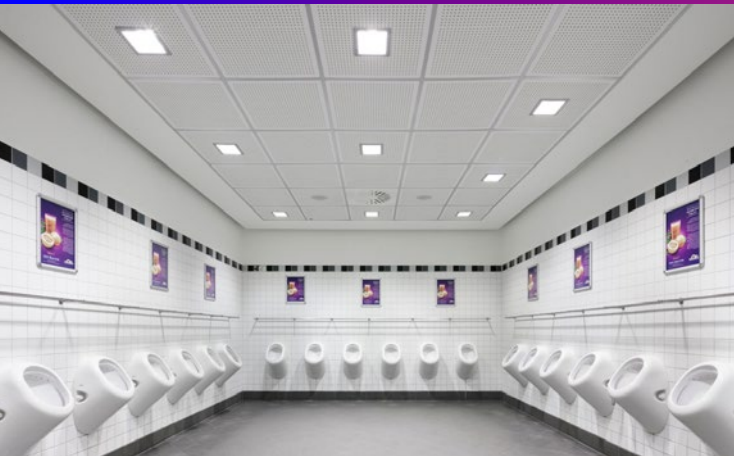
Area: **12 sqm**

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

SOLD

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

SOLD

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

Hostesses' Shirts

Only 1
SPONSORSHIP
PACKAGE
AVAILABLE

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



Special Sponsorings

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

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

Possibility
to organize your
own event in
the DMEXCO
Restaurant

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

Possibility
to organize your
own event in
the DMEXCO
Pub

DMEXCO Platinum Sponsor

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



SOLD

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

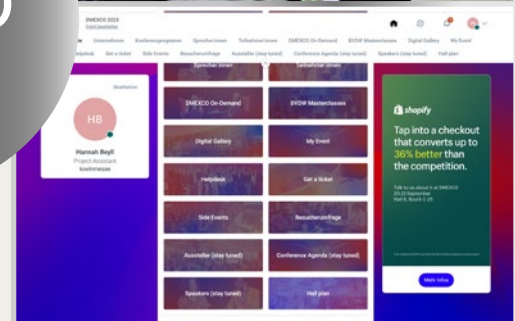
- Sponsored Podcast Episode
- Sponsored Blogstory

Special Add-ons

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

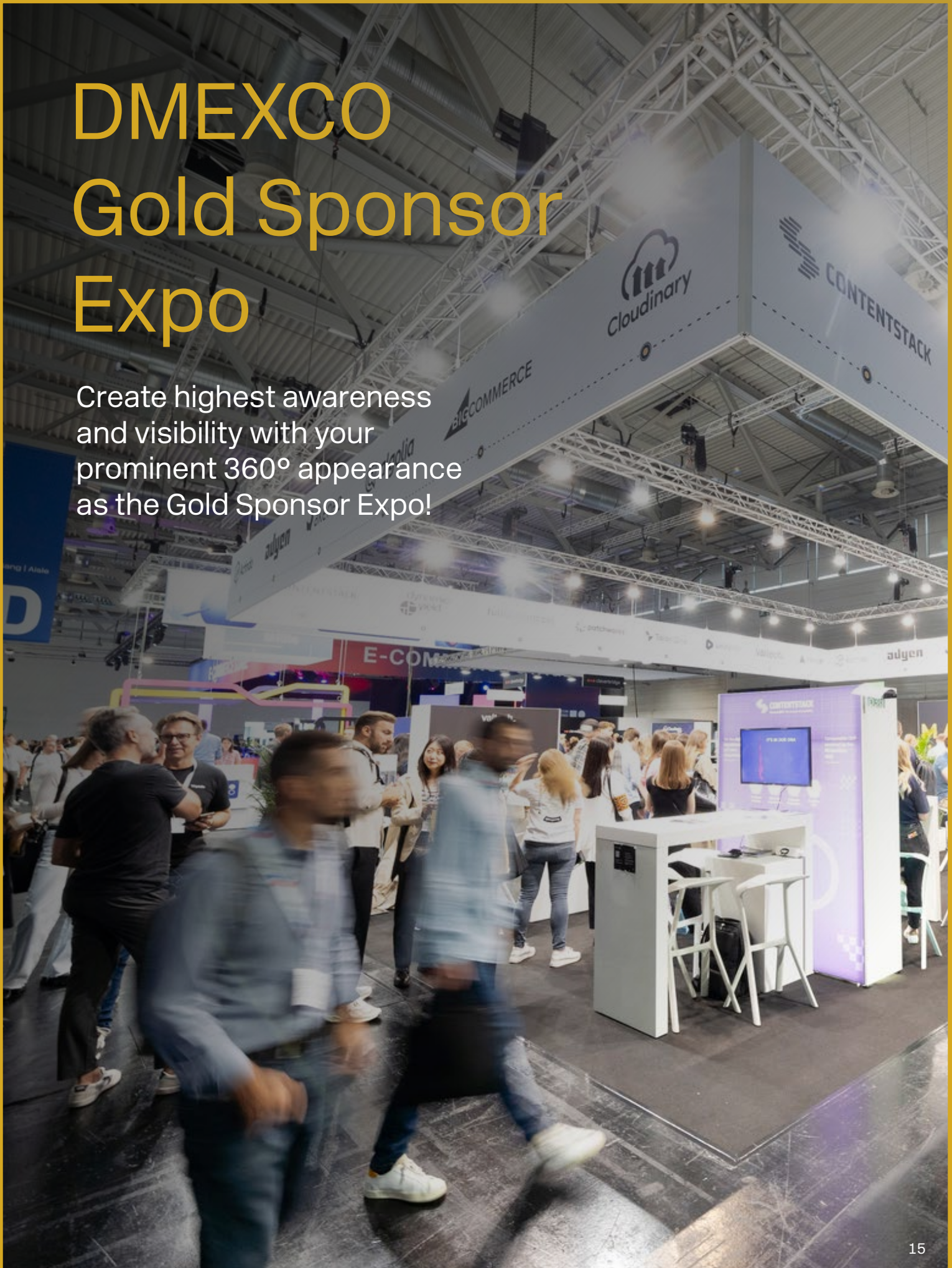
€ 75,000.00

SOLD



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

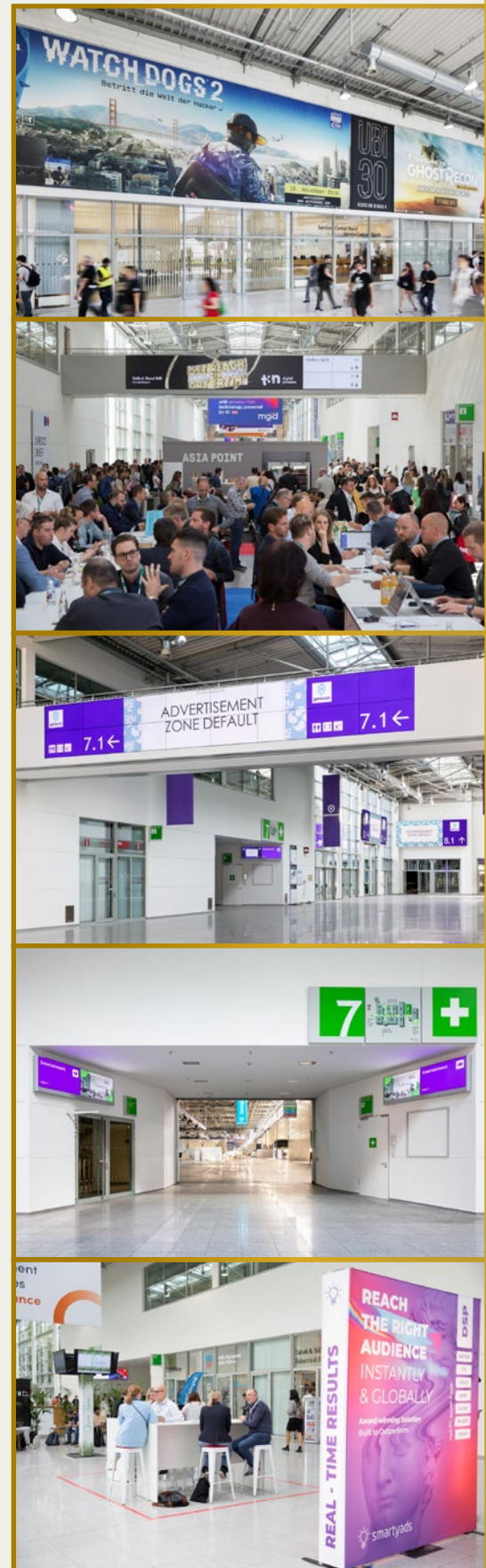
Digital Event Platform

- 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

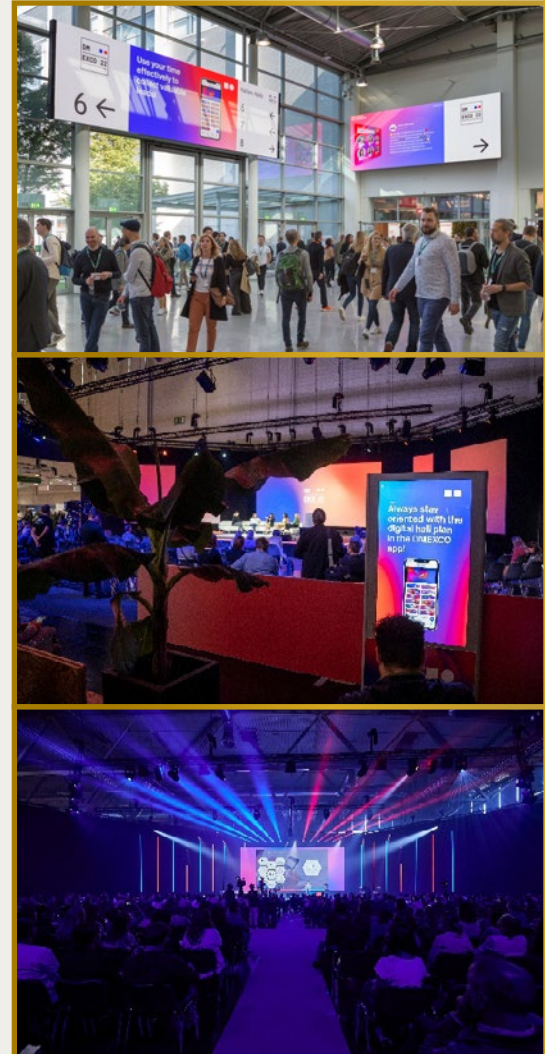
Digital Event Platform

- 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.



Michael Brendt
Sales Manager

T. +49 221 821 2917
michael.brendt@dmexco.com



Ingo Willems
Sales Manager

T. +49 221 821 2795
ingo.willems@dmexco.com



Jan Kempe
Sales Manager

T.+ 49 221 821 3711
jan.kempe@dmexco.com



Sophia Pätz
Sales Manager

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



Pascal Palt
Sales Manager

T. +49 221 821 3581
pascal.palt@dmexco.com



Yvonne Müller
Sales Manager - Advertising Spaces

T. + 49 221 821 2427
y.mueller@koelnmesse.de