

**DIGITAL MARKETING**

**EXPO & CONFERENCE**



**2018**

# World of Experience

**PRESENTING  
THE FUTURE**



The Innovation Hub for Marketing  
Communications and Technology

**DM** ■  
**EXCO**  
● **18**

September 12 & 13, 2018, Cologne

Organizer

Ideational and professional partner,  
owner of the DMEXCO trademark

With particular collaboration



# The Global Must-Attend Event for the Digital Economy

DMEXCO is the global business and innovation platform of the digital economy and the meeting place for makers and shakers, visionaries, marketing and media professionals, techies, and creative thinkers.

It presents disruptive trends and defines the business potential of tomorrow. DMEXCO combines the leading exposition with an outstanding conference — and it's the top event of the year for the digiconomy.

**PRESENTING  
THE FUTURE**

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Digital Marketing  
Expo & Conference

September 12 & 13, 2018,  
Cologne

# Who's there?



## PRESENTING THE FUTURE

**40.7K**  
Visitors

The Marketing Communications and Technology Industry

International Publishers and Media Owners

New Market Players: IoT, VR, AI and Wearables

**1,100**  
Exhibitors

Entrepreneurs and Start-ups

The Leading Digital Brands and Innovators

Executive Level Visitors **40,700**



C-Level



Senior Management



Have an Impact to the Purchase of Media & Technology Services

**30+**  
Top Global Advertising Spenders

All Media, Creative and Digital Agency Networks

The Most Relevant Cloud, Data and Technology Companies





**PRESENTING  
THE FUTURE**

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The digitalization of the world is changing society, our economy and how we communicate with our customers. Car manufacturers are becoming mobility platforms, food brands are taking over the smart kitchen with content or commerce, consumer electronics companies are turning into health experts thanks to data analysis, and the travel industry is creating an emotional travel bug with virtual reality.

This is opening up exciting new opportunities for marketing communications.

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## We Need to Transform!

“88% of companies listed in the Fortune 500 ranking between 1995 and 2015 do not exist today”.

Deloitte Digital

# World of Experience

The Innovation Hub for Marketing Communications  
and Technology

**PRESENTING  
THE FUTURE**

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With the World of Experience, we are establishing the Innovation Hub for marketing communications and technology.

As a first mover, you will present the connected world and the opportunities it provides. Come into contact with partners from various fields. Discuss, present and shape developments for your business.

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“Innovation starts with empathy”.



# It's All About The Consumer

**PRESENTING  
THE FUTURE**



Automated Driving



Chatbots



Smart Home



Robotics



Virtual Reality



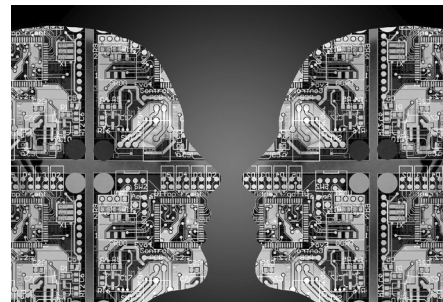
Voice Control



Augmented Reality



Internet of Things



Artificial Intelligence

The World of Experience presents:

- New Haptic
- New Experience
- New Products

# The Place To Be

**PRESENTING  
THE FUTURE**

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## 40.7K

Trade visitors  
from 105 countries

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## 100K

sqm Exhibitor  
Space

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## 1,100

Exhibitors

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## 570<sup>+</sup>

Speakers

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## 150K

Conference  
Live-Streaming  
Views

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## 250<sup>+</sup>

Hours  
Conference  
Program

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## 1,000

Journalists



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**DM** ■  
**EXCO**  
● 18

The World of Experience becomes a central part of DMEXCO – the leading global business and innovation platform.

**DM** ■  
**EXCO**  
● 18

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## 105

Nationalities

**WE**

# World of Experience

Expo Special

The IoT ecosystem, their leading brands and service providers are presenting their new connected products, consumer experiences and business at the World of Experience – be part of it!

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**Create New Business:**  
Data, Internet of Things,  
Smart Industry impact  
brands.

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**Initiate new Collaboration:**  
Meet business partners  
and the worldwide  
executives and decision  
makers – outside your  
familiar industry.

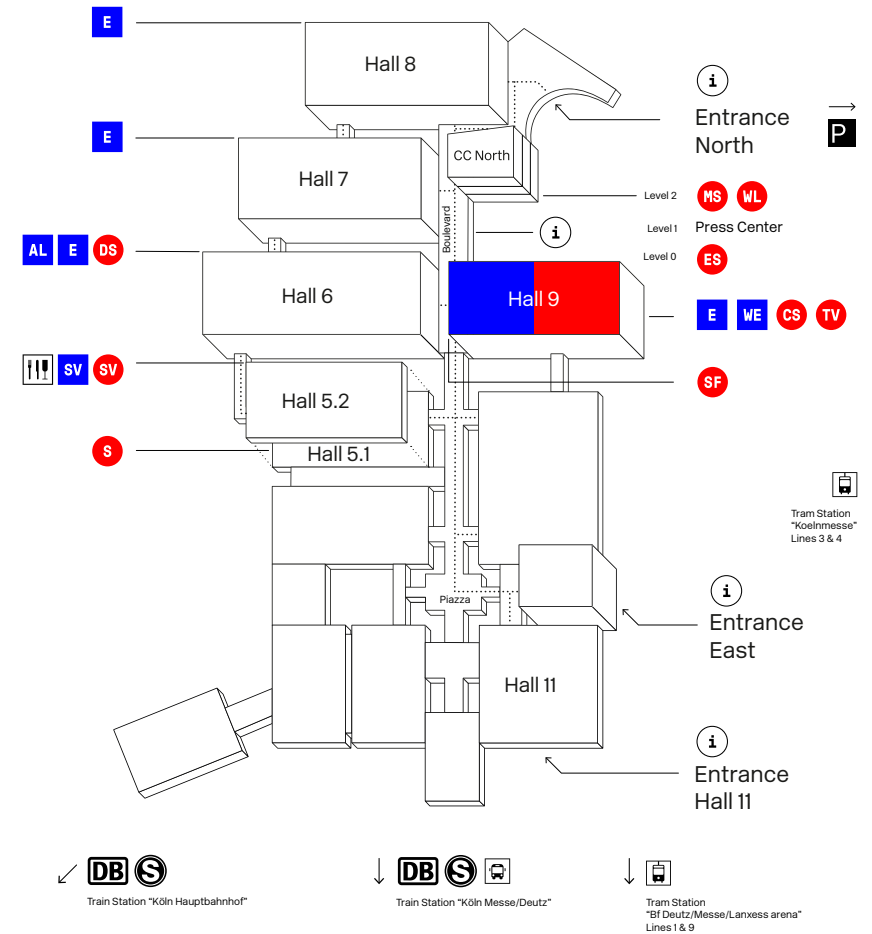
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**Present New Haptic:**  
Tangible products turn  
into communication  
platforms.

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**Show New Experiences:**  
New technologies  
provide powerful  
communication tools.

## PRESENTING THE FUTURE



Highly frequented  
Right next to the Congress Stage in Hall 9



# Experience Stage

The Link to the Conference



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Talk about on Stage  
& Showcases in the  
World of Experience!



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Next Big Things like IoT,  
Wearables, Artificial  
Intelligence, VR and AR



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A Digital World You Can  
See and Feel

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Pioneers and Visionaries  
from All over the World



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Thrilling Demonstrations

## PRESENTING THE FUTURE

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The two-day program on the DMEXCO Experience Stage celebrates the most important trends of our connected world.

Exhibiting brands with the most exciting demos and cases are invited to present them on stage.

Please note: Due to limited slots, the chance to speak is not guaranteed.

# Communication

## Media Everywhere

- World of Experience Topics and Trends in the DMEXCO Magazine (Print Edition with High Reach, and Wide Distribution of the E-Paper)
- World of Experience in the DMEXCO Guide (circulation: 25,000)
- DMEXCO Website (from August 15 to September 18, 2018: approx. 700,000 visitors)
- DMEXCO Newsletter (58,000 recipients)
- DMEXCO Social Media (Social Reach: 64,000\*)
- Press at DMEXCO (1,000 journalists)
- DMEXCO Topics and Trends in Trade Press

Print and PR communications with a high reach, extensive online measures and social media activities make sure the World of Experience grabs everyone's attention – both within DMEXCO's communication and the trade press!  
Before - During - After DMEXCO.

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THE FUTURE

# New Perspectives

## New Business

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### Exhibitor Bundle 1

30 Square meters  
of exhibition space  
including power cube  
(4 square meters)

8 Exhibitor passes

1 Sideboard

1 Bar

2 Brochure holders

1 Meeting module  
(1 standing table and 4 bar stools)

+ Electrical connection, Marketing  
bundle, Energy lump sum, AUMA-costs

€21,900

### Exhibitor Bundle 2

16 Square meters  
of exhibition space  
including power cube  
(4 square meters)

6 Exhibitor passes

1 Exponat pedestal

1 Sideboard

1 Bar

1 Brochure holder

1 Meeting module  
(1 standing table and 4 bar stools)

+ Electrical connection, Marketing  
bundle, Energy lump sum, AUMA-costs

€11,800

### Exhibitor Bundle 3

8 Square meters  
of exhibition space  
including power cube  
(4 square meters)

4 Exhibitor passes

1 Exponat pedestal

1 Sideboard

1 Bar

1 Brochure holder

1 Meeting module  
(1 standing table and 4 bar stools)

+ Electrical connection, Marketing  
bundle, Energy lump sum, AUMA-costs

€5,900

### + Free Services

- Exhibitor entry in the DMEXCO Guide
- Online Exhibitor Database entry
- Access to the DMEXCO Exhibitor Portal for the release of your company profile as well as highlights and news
- Daily cleaning and waste disposal
- 24/7 stand security

Free



# Contact

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# PRESENTING THE FUTURE

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We're happy to tell you more about your opportunities at DMEXCO and will be glad to advise you!

