

MEDIA ALERT



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#dmexco #2017

On course for further growth: dmexco 2017 will open a sixth hall for the first time

dmexco continues its growth course unchecked: Just after the end of the “early bird” phase, the number of exhibitor and stand area registrations for dmexco 2017 is already significantly higher than it was at this point last year. For the first time, dmexco will open a sixth hall. Companies interested in exhibiting can secure a place for themselves at dmexco 2017 at <http://dmexco.com/registration/>.

dmexco is ending this year’s “early bird” phase with an approximately 15 percent increase of stand area compared to 2016. Once again, the number of registered exhibitors is greater than it was at this point last year. Because of the high demand, dmexco will open a sixth hall for the first time in 2017 in order to accommodate the expanded Startup Village. All of the important brands and the leading companies of the German economy have already secured their places at dmexco 2017. Among the new national exhibitors are Hermes Germany, Retail Media Group, Burda Community Network, Scholz & Friends Digital Media, ZTV, Greatcontent, Cleverclip, and TYPO3. International exhibitors are also showing increased interest. In addition to the registered exhibitors from Germany, dmexco 2017 is posting growth in registrations from the USA, the UK, Israel, France, and Eastern Europe. The first-time exhibitors include PX, DoubleVerify, and Appboy (USA); Panoramics, Rhythm One, and Performance Horizon (UK); Cedato, Tesertude, and Tabatoo (Israel); and CN Group and UBK (Czech Republic).



SEPTEMBER 13 & 14, 2017
COLOGNE

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Associated Federation



You can find registration forms for dmexco 2017 at

<http://dmexco.com/registration/>

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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global trade fair and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from OVK — Circle of Online Marketers, the BVDW is also the

conceptual and professional sponsor of the trade fair and conference.

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dmexco is organized by Koelnmesse.

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dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.