

MEDIA ALERT

No. 16 / 2017 / September 8, 2017, Cologne

#dmexco #partners #2017

dmexco 2017 is relying on an alliance of strong partners

Significant national and international associations, companies, and media of the digital world: More than 60 high-caliber partners and sponsors are supporting the planning and implementation of dmexco in 2017. You can find all of the partners and sponsors of this year's dmexco at a glance at <https://dmexco.com/partner/>

More than 60 national and international players in the digital economy have once again joined together to form a powerful network of partners for dmexco. The organizer of dmexco is Koelnmesse, one of the biggest trade fair organizers in Germany. The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy – BVDW) is the conceptual and professional partner of dmexco, with special assistance from the Circle of Online Marketers (OVK). The official partners of dmexco 2017 include the Arbeitsgemeinschaft Online Forschung (Working Group for Online Media Research - AGOF), the Gesamtverband Kommunikationsagenturen (General Association of Communication Agencies - GWA), the Internet Advertising Bureau (IAB) Europe, the Mobile Marketing Association, the Organization of Advertisers in the German Brands Association (OWM), the Advertising Club, and the World Federation of Advertisers (WFA).

Adobe will once again be supporting dmexco as Platinum Sponsor. Salesforce is also on board as Gold Sponsor Conference, and IBM is Gold Sponsor Expo

In 2017 Adobe is once again supporting dmexco as Platinum Sponsor. Salesforce is also supporting dmexco as Gold Sponsor Conference. This year IBM is Gold Sponsor Expo. Many additional sponsors will support parts of dmexco 2017: Procter & Gamble (Silver Sponsor Start-up Village), NBCUniversal (Silver Sponsor VIP Lounge), IBM iX (Silver Sponsor VIP Opening), Glomex (Silver Sponsor Video Channel & TV Studio), and Sourcepoint (Bronze Sponsor Live Voting Tool). Once again, the media companies supporting dmexco will include leading business and professional publications from Germany and abroad. At the international level, dmexco works closely with its media partners Adweek, beet.tv, Campaign, Digital Doughnut, eMarketer, ExchangeWire, marketingdirecto, MediaCat, Mediatel Newslite, Mobile Marketing Magazine, Sendenkaigi, The Arabian Marketer, The Drum, The New York Times, Video Ad News, and webrazzi. The national media partners of dmexco 2017 include absatzwirtschaft, acquisa, Berlin Valley, der Brutkasten, Die Bank, e-commerce Magazin, GFM Nachrichten, Gründerküche, Horizont, Internet World Business, marconomy, marketing-börse, Mobile Business, mynewsdesk, Netzpiloten, OnetoOne, Ryte, startingup, Ströer, t3n, Venture Daily, Versandhausberater, WIN Verlag, and W&V. Other members of this year's dmexco partner network include CNN (TV partner), Computer Rock and Kinetic (app partners), GoEssential (video partner), and Spotify (content partner).



SEPTEMBER 13 & 14,
2017
COLOGNE
www.koelnmesse.com

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Headquarters and place of jurisdiction: Cologne
District Court Cologne, HRB 952

Associated Federation



Wir sind das Netz

You can find a compact overview of all the sponsors and partners of dmexco 2017 at <https://dmexco.com/partner/> .

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<https://dmexco.com/partner/>. Tickets: <http://dmexco.com/tickets/>



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About dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for “Pure Business,” brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco – the world's leading exposition and conference of the digital economy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy – BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the exposition and conference. dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 & 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/dmexcovidéo.