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**#dmexco #2017 #expo**

## **dmexco 2017 is almost fully booked: Pure Business is driving the growth of the Expo**

**Pure Business: Shortly before the official registration deadline, dmexco has once again posted a significant increase in the number of registered exhibitors and the total stand area. Six halls with a total area of 100,000 square meters are almost fully booked. More than 900 companies from all the important markets of the global economy have secured their places at dmexco early on. The percentage of international exhibitors coming to Cologne is expected to top 50 percent. The dmexco Start-up Village, featuring a selection of more than 150 newly founded companies, will occupy a hall of its own for the first time. This is where potential customers and business partners can come directly to the start-ups, in line with the motto "Ramp Up Your Business". You can still register for the Expo until April 30 at <http://dmexco.com/registration>.**

More than 900 exhibitors from all over the world have already taken advantage of the opportunity to be part of dmexco 2017. A new sixth hall will be opened for the first time, but even with this expansion the trade fair is now almost fully booked. All the significant players and leading companies of the global digiconomy will be on board. The exhibitors will include top brands such as Accenture, Adobe, Adform, Amazon, AOL/Yahoo (Oath), Bertelsmann, Deloitte, Discovery, eBay, Facebook, Google, Groupon, IBM, IPG Mediabrands, Microsoft, Omnicom, Oracle, PayPal, Publicis, Rakuten, Shazam, Salesforce, SAP, Sitecore, Spotify, Spryker, Telefonica, Twitter, Vice, and Yandex. The digital business sector in Germany is almost completely



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Cologne  
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Associated Federation



represented at the trade fair. The exhibitors from Germany will include important market participants such as Axel Springer Media Impact, Bauer Advertising, Burda Community Network, Gruner & Jahr, iq media, Otto Group, Payback, Performance Media, IP/RTL Group, SevenOne Media, Spiegel QC, United Internet Media, and Webtrekk. Among the new exhibitors using dmexco as an important business platform will be Arvato, Deloitte Consulting, DocCheck, GS1, Media Plan, Neo@Ogilvy, Retail Media Group (Metro), Scholz & Friends, and Typo3.

### **International exhibitors will use dmexco 2017 to expand business**

dmexco is noting a significant increase in participants from the growth markets in the UK, Israel, and Switzerland as well as the USA, France, Spain, and the Netherlands. This increase is mainly due to the effective positioning of dmexco in recent years through #roadtodmexco and the successful Satellite events in London, Zurich, and Tel Aviv. The joint stands from Switzerland and Israel, and especially the national pavilion of France, are enjoying strong popularity. This is increasing the proportion of exhibitors from outside Germany who want to use dmexco as a venue for new business or as a "gateway to Europe."

### **Start-up Village: The business of the future will have its own hall**

The new sixth hall at dmexco 2017 will increase the total stand area to 100,000 square meters. The event will once again use three entrances to the exhibition grounds. More space will be created to satisfy the exhibitors' growing need for stand area by leaving only the Debate Hall and the Congress Hall in Halls 6 and 9. This time all seminars will take place in Hall 5.1. The dmexco Start-up Village will occupy a hall of its own (Hall 5.2) for the first time. More than 150 popular newcomers from the fields of marketing, media, and tech will present innovative business ideas — mainly related to the Internet of Things — at dmexco 2017, as well as establishing

valuable contacts and striving to make their definitive breakthrough. For two days, the business of the future will be rocking here between the meeting units and the two Start-up Stages!

You can still register for the Expo at dmexco 2017 until April 30 at <http://dmexco.com/registration>.



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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 trade fair 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 OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner of the trade fair and conference. dmexco is organized by Koelnmesse.

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](http://www.dmexco.com), [www.facebook.com/dmexco](https://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).