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#dmexco #2016 #app #hallplan

Get a perfect overview of dmexco: The dmexco app and the hall plan for 2016 are now available

The new version of the official dmexco app is now available at the App Store (<https://itunes.apple.com/de/app/dmexco-15/id910868200?mt=8>) and the Google Play Store (<https://play.google.com/store/apps/details?id=com.spoiledmilk.dmexco>). It offers a full range of services for all visitors — always up to date, always at your fingertips. The app will bring you all the top news, the complete conference program, profiles of all the exhibitors, and the official hall plan of dmexco 2016, which is now also available online at http://service.dmexco.de/dmexco2016_floor-plan. You will be able to get a comprehensive overview of this year's global business and innovation platform of the digital economy.

The official dmexco app is now being launched, about one week before dmexco 2016 opens its doors. In this optimized version of the app, dmexco offers visitors a comprehensive package of mobile support in order to make their visit to the global business and innovation platform as effective as possible. The dmexco app provides all the latest information, lots of practical tips and services in German and English, the complete program, and a list of all the speakers at the dmexco conference at a glance. In cooperation with Twice Reply the "Hi-Engage" platform is used to keep all visitors up to date via the dmexco app. An optimized overview of the five halls of the event is provided by the integrated hall plan of dmexco 2016, which is now also available online at http://service.dmexco.de/dmexco2016_floor-plan. The official dmexco app can be downloaded free of charge on iOS



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Associated Federation



(<https://itunes.apple.com/de/app/dmexco-15/id910868200?mt=8>) and

Android

(<https://play.google.com/store/apps/details?id=com.spoiledmilk.dmexco>)

devices.

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A hotspot for digital players and agencies

Whether it is accessed via the dmexco app or on the dmexco website, the dmexco hall plan reveals that all the significant brands and leading companies of the global digiconomy will be on board at dmexco 2016. Hall 7 will be the meeting point of big players such as Facebook, Google, Adobe, AOL, Bing, MediaLink, Salesforce, Spotify, Twitter, Vice, Yahoo, Yandex, and Telefonica. In this hall you'll also find the dmexco Agency Lounge & Area, featuring some of the biggest media agencies. Many globally operating media networks and leading national media agencies will be represented at their own stands in 2016. On hand will be GroupM, Publicis Media, Omnicom Media Group, Dentsu Aegis Network, IPG Mediabrands, Havas Media Group, Pilot Group, and Mediaplus Group, together with representatives of their international clients. The agency networks coming to dmexco have a total worldwide billing volume of more than 300 billion EURO.

From the new entrance of Hall 6 to the Start-up Village

In Hall 6 visitors to dmexco will find the expanded Start-up Village, where 100 young digital companies from the areas of marketing, media, and technology will demonstrate the potential of their solutions and present their ideas and visions to the market. Here you will also find the Debate Hall, as well as high-caliber exhibitors such as Groupon, Neustar, Oracle, Rakuten, and SAP. To enable visitors to enter more quickly and walk shorter distances, dmexco has supplemented Entrance North with a new entrance to Hall 6. Visitors will be brought to this new entrance by free shuttle buses and taxis. Hall 8 will feature the stands of many top companies, including Amazon, eBay, IBM, accenture, Hubert Burda Media, Eurosport, Payback, PayPal, RTL

Group, Shazam, Sky, Ströer, and Zalando. In Hall 9 you'll find the large Congress Hall, the Girls' Lounge, which will be the meeting point of outstanding women in the sector, as well as the TV studio for reporting on dmexco in moving images, the new Virtual Reality (VR) theme world, and the drone area. The dmexco Seminars and the food court, which has been greatly expanded to its present size of 3,000 square meters, will be in Hall 5.

Two dmexco innovations at the Congress Center

During dmexco 2016 the Congress Center will house not only the VIP Lounge and the Work Labs but also two dmexco innovations: the Experience Hall and the Motion Hall. Here visitors will be able to experience two additional impressive theme worlds. The focus will be on the increasingly important segment of original digital video, as well as the latest developments and marketing opportunities associated with a new type of customer experience made possible by groundbreaking technologies.

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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 partner of the trade fair and conference. dmexco is organized by Koelnmesse.

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.