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#dmexco #2017 #news

## From the Start-up Village to the World of Experience: dmexco 2017 is entering the busy phase

**The countdown has begun! About 100 days before the big show begins, the preparations for dmexco are in full swing. The dmexco staff is working at full speed on numerous innovations to provide exhibitors and visitors alike with an unforgettable experience and enable direct business deals. In dmexco's ninth year of growth, its features will include an expanded Start-up Village in a hall of its own and a larger-than-ever World of Experience as a central innovation hub for marketing communication and marketing technology. Save the date: The multistage dmexco ticketing process for trade visitors will start on July 17 at a price of €99 at <http://dmexco.com/tickets/>.**

More than 1,000 exhibitors, over 50,000 trade visitors, and more than 500 top speakers from the worldwide digital business are expected to come to dmexco 2017. And we will make sure that every one of them enjoys being in Cologne and benefits from dmexco as a central business and innovation platform. That is why today, about 100 days before the big show, we are working at top speed on numerous innovations. The innovations start with our plans for the halls and the exhibition grounds. This year visitors can reach dmexco via three entrances (South, North, and the entrance to Hall 6). Thanks to the new sixth hall, dmexco will be offering its exhibitors and visitors significantly more space. dmexco 2017 will establish the Expo special, World of Experience, as the central innovation hub for the marketing



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Associated Federation



communication and marketing technology of tomorrow. This is where the “first movers” of the connected world will present their networked products, new consumer experiences and innovative business operations. The focal themes will include the Internet of Things, connected cars, artificial intelligence, voice technology, virtual and augmented reality, and numerous facets of the smart home. You can find more information about the dmexco World of Experience at <http://dmexco.com/world-of-experience/>. Inspiring keynote speeches and controversial talks about the increasingly important theme area Connected World, as well as all the other highlights from previous dmexco events, are now available on the restructured dmexco video channel at <http://dmexco.com/video/>. Relevant content can now be captured in five minutes instead of 45 minutes and shared directly with the community via the social media.

### **Newcomers from all over the world will make their pitches at the dmexco Start-up Village**

The dmexco Start-up Village will occupy a hall of its own 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. The international participation at this year’s event is already breaking all previous records: 43 percent of the registrations so far have come from outside Germany. Many exciting young companies are coming to dmexco from Israel in particular (15 percent) in order to establish valuable contacts and make their definitive breakthrough. In line with the motto “Ramp up your business,” this year’s Start-up Village will offer its own dmexco pitch with a grand final round and attractive awards. In addition, the incubators and accelerators will have extensive presentation options for the first time. More information about the dmexco Start-up Village is available at [http://dmexco.com/start\\_up\\_village/](http://dmexco.com/start_up_village/).

### **Ticketing for dmexco will begin on July 17, 2017**

Save the date: From July 17, interested digital professionals can secure their tickets for the dmexco Expo and Conference 2017. The quicker the better — it will be worth your while! During the first five weeks of the multistage ticket price model, dmexco visitors will pay €99 for two days at the leading international event of the digital economy with its tremendous potential for direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. You can reach the dmexco ticket shop at <http://dmexco.com/tickets/>.

**Christian Muche and Frank Schneider from the dmexco team:** "dmexco has long been one of the Top 3 tentpole events of the global digital economy. In the ninth year of dmexco as well, we see the results of our development at a constant high level. But of course that doesn't mean we're resting on our laurels — we are constantly developing dmexco even further by means of numerous innovations for digital business and additional investments in our exhibitors' and visitors' overall quality of stay. Here's to an optimal and unforgettable trade fair and conference experience and successful business at dmexco 2017!"



#dmexco #2017 is entering the busy phase — so save your tickets from July 17 at <http://dmexco.com/tickets/>



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Page  
4/4

### **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 the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor 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](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).