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#dmexco #2017 #2018

A focus on quality: dmexco 2017 intensifies Pure Business

1,100 exhibitors, more than 570 top international speakers and 40,700 visitors: as an international meeting place for the global digital economy and an enabler of Pure Business, dmexco 2017 is underpinning its leadership role as the world's major show for digital innovations, insights and solutions. Take note: dmexco will be taking place in Cologne once again on September 12 and 13, 2018.

For the past two days, Cologne has been at the epicenter of the digital transformation: personalities, brands and key decision makers as well as newcomers and start-ups of the global digital industry all gathered at dmexco 2017 to discuss the key trends, topics and technologies of the digital cosmos, and transform them into successful new business. 40,700 industry specialists used over 100,000 square meters of dmexco space to gain information about the current and future business potential of the digital economy, make important business contacts, and immediately generate orders. 1,100 exhibitors (87 more than in 2016) from 39 countries presented their new products and innovations in the areas of marketing, communication and media in six fully booked exhibition halls. The 18 dmexco Conference stages attracted large audiences on both days with 570 top speakers.

"In the past nine years, we have managed to turn Cologne into the digital trade fair capital of Europe with dmexco. We are, of course, very proud of this development. For a B2B trade fair like dmexco, however, Pure Business and the highest level of quality always come first regardless of the pace of growth! This is precisely why we have introduced paid ticketing this year for the first time in cooperation with BVDW. After all, when it comes to growth, quality is the most important factor for us. And this is precisely what dmexco 2017 offered", explained Koelnmesse's CEO, **Gerald Böse**.

BVDW President Matthias Wahl: "Together with our partners at Koelnmesse, we managed to continue the focused organic growth with this year's dmexco. dmexco has remained true to its digital marketing origins and the associated themes, while continually aligning its range of topics with current economic developments. The new paid ticketing concept doubtlessly had a positive effect on quality for all the exhibitors. Those seeking to do business in the digital economy will not want to miss dmexco."

Christian Muche and Frank Schneider, both of dmexco: "dmexco's relevance as an international business platform can be clearly seen in the record number of exhibitors this year. More exhibitors than ever before came to Cologne in 2017 to use dmexco to boost their national and international business. One of the primary prerequisites for business success is the quality of the business contacts. In light of



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Conceptual and professional
sponsor:



this, and at the request of many exhibitors, we performed the corrective measure of introducing paid ticketing this year. After all, we don't just want to gather as many people as possible in the exhibition halls. Our aim consists of attracting a high-quality professional audience to strengthen dmexco's primary business claim. From our perspective, growth at any price makes no sense. For us and for dmexco, the decisive factors are Pure Business and the highest level of quality with regard to the contacts made and the trade fair experience as a whole. After all, that is what makes dmexco so unique as the top event of the global digital economy!"

New business opportunities: Opinary wins "The Hatch" award

New alliances, networked worlds, changing perspectives, known challenges and surprising solutions, as well as additional possibilities for digital business: dmexco 2017 successfully brought key trends and issues together with the business world. The new formats provided by this year's dmexco were especially well received. With its "World of Experience" expo special, dmexco established the innovation hub for the marketing communications and technology of tomorrow. From the Internet of Things to Virtual Reality: at the dmexco World of Experience and the dmexco Experience Hall, visitors experienced the future of digital business in numerous sessions and live demonstrations. At the dmexco Motion Hall, the topic of digital video and content was given its own dmexco forum for the second time - demonstrating cutting edge multi-screen technology and innovative marketing options in the form of compact screenings. As a new dmexco pitch format, "The dmexco and Procter&Gamble Start-up Hatch" caused quite a stir: 20 selected start-ups presented their business ideas in a unique competition on the dmexco stage. In today's final round, Opinary impressed the top-notch jury and won the 20,000 euro award sponsored by Procter & Gamble.

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For all facts and figures pertaining to dmexco 2017, visit https://service.dmexco.de/dmexco2017_Facts_Figures

dmexco 2017 testimonials:

Mike Klinkhammer, Managing Director, eBay Advertising Germany: "What distinguishes dmexco from other events is its enormous reach and high quality of participants. As an advertiser that aims to provide its customers with the latest digital features and services, dmexco is a fixed event in our annual planning since it allows us to profit from each other's knowledge and to develop our own business."

Tim Kendall, President, Pinterest: "dmexco is the leading international marketing event, bringing together the top brands, agencies and marketers from around the world."

Torsten Wingenter, Senior Director of Digital Innovations, Lufthansa Airlines:
"dmexco has become the primary meeting point for the digital industry in Germany with an international approach. As a globally active company with headquarters in Germany, this is a perfect fit for us."

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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 2018 will be held in Cologne on September 12 and 13, 2018. You can find all the information about dmexco 2017, 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.