

No. 16.18 // Cologne, September 8, 2016

#dmexco #2016 #latestnews

More than 1,000 exhibitors, a new VR & drone area, and Spotify star Zara Larsson: The final news report prior to dmexco 2016

Get ready for the best dmexco ever: dmexco has crossed the magic threshold of 1,000 exhibitors. Additional highlights at dmexco will include the new virtual reality & drone area and the Swedish Spotify star Zara Larsson presenting her live music act as the finale of the first day of the event. This year's dmexco will be held for the first time in five halls, including the new Experience Hall, the new Motion Hall, and the significantly expanded Start-up Village. You can get an optimal overview by using the official dmexco app for iOS

(<https://itunes.apple.com/de/app/dmexco-15/id910868200?mt=8>) and Android (<https://play.google.com/store/apps/details?id=com.spoiledmilk.dmexco>) The current hall plan is available at www.dmexco.com/hallplan. You download all of them free of charge.

For the first time in its history, dmexco, the global business and innovation platform, will cross the magic threshold of 1,000 exhibitors. More than 120 of these exhibitors will be participating in dmexco for the first time. The event's motto, "Digital is everything — not every thing is digital", will bring all the significant brands and leading companies of the global digiconomy on board. More than 50 percent of the exhibitors will come from outside Germany in 2016. The impressive exhibitor lineup will include important brands such as Amazon, Facebook, Google, Accenture, Adobe, AOL, Bauer, Bertelsmann, BurdaForward, Dentsu Aegis, Discovery, DMAX, eBay, Facelift,



SEPTEMBER 14 & 15, 2016
COLOGNE

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Associated Federation



GroupM/WPP, Gruner + Jahr, Havas, IBM, Media Impact (Axel Springer), Mediabands, MediaLink, OMD, Omnicom, Oracle, Otto Group, Payback, PayPal, Popsugar, Pro7/Sat1, Publicis, Rakuten, RTL Group, Salesforce, SAP, Scout24, Sky, Spotify, Ströer, Teads, Telefónica, The Girls' Lounge, Twitter, Vice, WerbeWeischer, Yahoo, Yandex, and Zalando. Further highlights, which dmexco will be presenting on the trade fair grounds include the virtual reality (VR) and drone area, which will serve as a new theme world within dmexco's "World of Experience". In the new area, dmexco visitors can experience the multifaceted application areas of virtual reality for themselves. Here the virtual reality experience will become impressively visible, not only for individual users but for all interested visitors. In exciting live demos, leading players will demonstrate all the things that drones can do nowadays and show how drones can make the relationship between consumers and brands closer and more valuable. Visitors will be able to handle the drones and try them out for themselves.

Zara Larsson and popular newcomers will rock dmexco 2016

Spotify will present an outstanding musical highlight to round off the first day of dmexco: the sensational Swedish singer-songwriter Zara Larsson, who will fire up the atmosphere on the dmexco stage in the Congress Hall. There will also be lots of activity this year at the greatly expanded and completely sold-out dmexco Start-up Village. In 2016, 100 of the most exciting newcomers from the fields of marketing, media, and tech will be rocking the Village — four times the number of company founders that participated in the Village last year. The start-ups that will present themselves here come from every sector and many countries of the international digiconomy, especially the USA, Israel, India, the UK, and Hong Kong.

dmexco services provide optimal orientation

In 2016 dmexco will be held for the first time in five halls. To enable visitors to enter more quickly and walk shorter distances, dmexco has supplemented

the Entrance North with a new entrance to Hall 6. Visitors will be brought to this new entrance by free shuttle buses. Visitors can now find a comprehensive overview of all the locations, exhibitors, and areas at dmexco 2016 in the official hall plan at www.dmexco.com/hallplan and via the new, optimized version of the official dmexco app, which can now be downloaded free of charge 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>).



Over 1,000 exhibitors, a new VR & drone area, and the Spotify star Zara Larsson: www.dmexco.com



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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.