

MEDIA ALERT

No. 15 / 2017 / 4 September 2017, Cologne

#dmexco #floorplan #app

dmexco 2017 at a glance: dmexco App and floor plan now online

All the exhibitors, all the stages, all the locations: starting immediately dmexco is providing its visitors the perfect planning tool including a scheduling feature with its new dmexco App 2017 (http://dmexco.com/dmexco_app). The official floor plan is also available for download (<https://dmexco.com/floorplan/>) and provides a simple guide with exposition highlights like the World of Experience, Start-up Village, Girls' Lounge and Agency Lounge & Area. The dmexco Magazine 2017, which is now also available in e-paper form (www.dmexco.com/dmexco2017_dmexco_Magazine) and the dmexco Ambassadors (<https://dmexco.com/ambassadors/>) provide the best information about current dmexco trends and topics before and during the event. dmexco tickets are available for 99 EUR at <http://dmexco.com/tickets/>.

With its numerous new features, the dmexco App 2017 is the perfect planning tool for a successful visit - providing a constantly updated and accessible full service in mobile form. It includes all the top news, all the profiles of the over 1,050 exhibitors, targeted exhibitor searches in the floor plan, the entire conference program, a practical scheduling feature and the ticket wallet, which can be used to display and scan all of one's personal e-tickets with a single click. The floor plan is now available online at <https://dmexco.com/floorplan/>. The official dmexco App 2017 is available for free download for iOS and Android at https://dmexco.com/dmexco_app/.

Hotspot for agencies, first movers and newcomers

As can be clearly seen on the floor plan and in the dmexco App, the global digital economy is coming together at dmexco 2017! At its agency hotspot in Hall 6 (https://dmexco.com/agency_hot_spot/), dmexco is bringing the crème de la crème of the international agency scene together in Cologne. Among others, this includes DentsuAegis, iCrossing, IPG Mediabrands, Omnicom, Pilot, Plan.net, Plista, and Publicis. Together with their special service providers, the top agencies represent media budgets worth billions of dollars. In Hall 9, Snap, Merck, Lufthansa, Reply and other first movers of the connected world will be presenting their innovations at the cutting edge of megatrends like IoT, KI, Virtual and Augmented Reality as well as numerous facets of smart homes as part of the dmexco World of Experience (<https://dmexco.com/world-of-experience/>). For the first time in a hall of their own, 150 newcomers from the worlds of marketing, media and technology will be presenting their business ideas in the dmexco Start-up Village (https://dmexco.com/start_up_village/) and making their pitches for a 20,000 EUR award as part of the "dmexco and Procter&Gamble Start-up Hatch".

Gender equality and moving images at dmexco



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Headquarters and place of jurisdiction: Cologne
District Court Cologne, HRB 952

Associated Federation



Wir sind das Netz

Together with strong partners including The Female Quotient, Refinery29 and the Women Speaker Foundation, dmexco 2017 is launching various initiatives with a focus on female leadership and gender equality (https://dmexco.com/gender_equality/). One of these is the Girls' Lounge powered by The Female Quotient in Hall 9. It is the central meeting point for women at dmexco to share, gain knowledge and promote change together. With even more top brands, insights and case studies, the dmexco Motion Hall (https://dmexco.com/motion_hall/) is entering its second round as an international forum for video and moving image screenings in Congress Center North this year.

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dmexco Insights in the dmexco Magazine 2017 and from the dmexco Ambassadors

The new dmexco Magazine presents initial topics, trends and outlooks from important sectors of the global digital economy as well as lots of inspiring dmexco tips as to what awaits visitors at this year's exposition and conference. The dmexco Magazine 2017 is available for free download as an e-paper at www.dmexco.com/dmexco2017_dmexco_Magazine. Before and during the event, the dmexco Ambassadors will be providing exciting insights. True social media all-rounders and digital marketing experts are serving as dmexco Ambassadors in 2017 including Gerrit Schumann (Chief Digital Officer, Verlagsgruppe Handelsblatt), Jörg Binnenbrücker (Managing Partner, Capnamic Ventures), Klaus Eck (CEO & Founder d.Tales), Falk Hedemann (Journalist, Social Media and Content Strategist), Stefan von Gagern (Journalist, Content, PR and Social Media) and Sven Wedig (CEO & Founder Vollpension Medien). For further information about the dmexco Ambassadors and their channels, visit <https://dmexco.com/ambassadors/>.



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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.

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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 2017 will be held in Cologne on September 13 & 14, 2017. You can find all the information about dmexco 2016, 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.