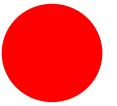


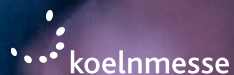


# Seminars/WorkLabs/ Demo Arena



September 11 & 12, 2019, Cologne

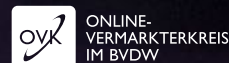
Organizer



Ideational and professional partner,  
owner of the DMEXCO brand



With the special participation  
of the Circle of Online Marketers (OVK)





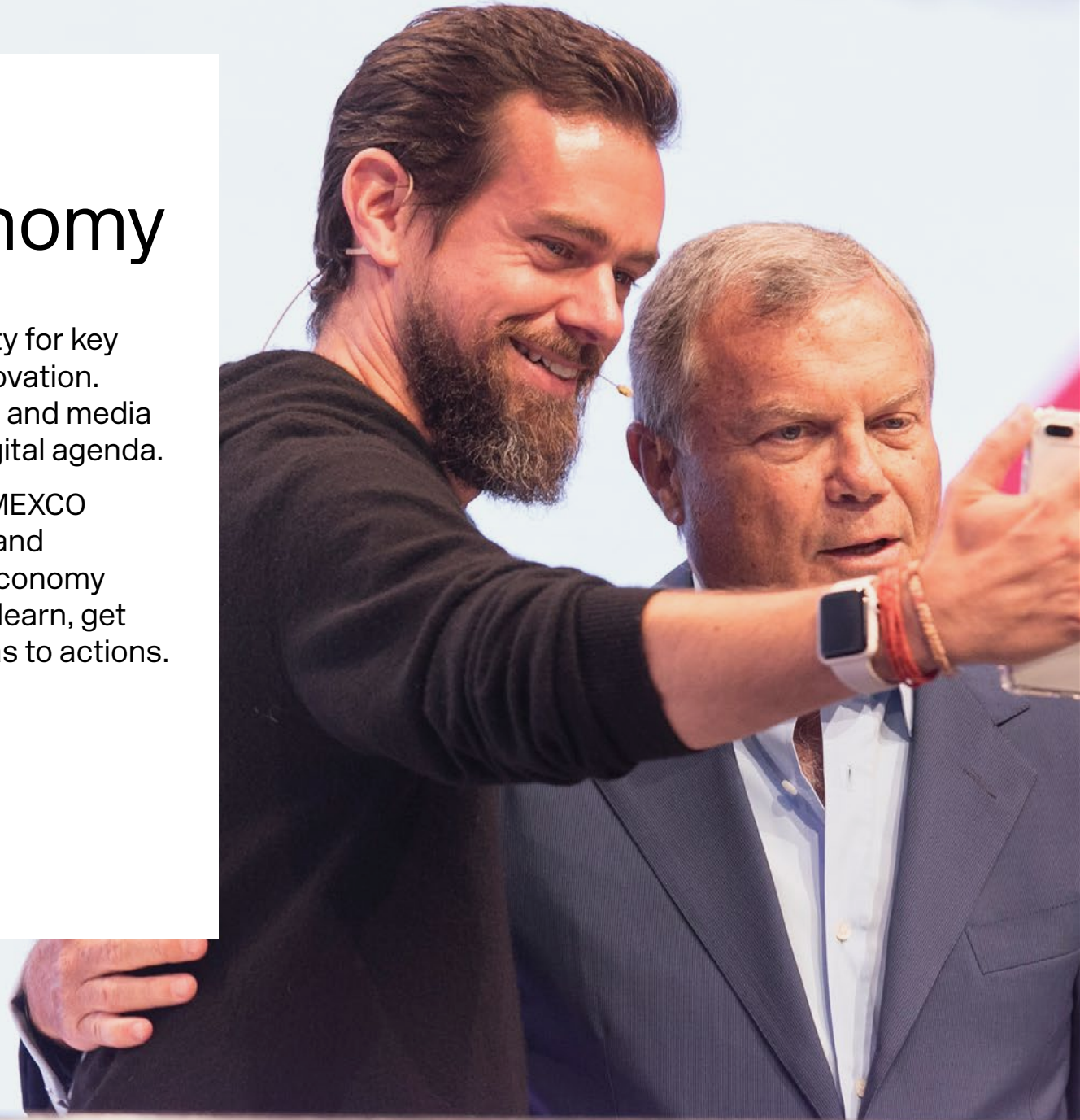
# The Meeting Place for the Digital Economy

DMEXCO is the meeting place and a community for key players in digital business, marketing, and innovation. We bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda.

Both globally informed and locally focused, DMEXCO offers an ecosystem with seminars, debates, and expositions outlining the future of the digital economy and driving market value. At DMEXCO you can learn, get inspired, build connections, and turn your ideas to actions.

## First tweet of Sir Martin Sorrell live on stage

at DMEXCO 2017! It's the result of a bet made the previous year when Jack Dorsey participated only via streaming: Sir Martin agreed to tweet if Jack would come to DMEXCO in person.





# DMEXCO Facts 2018

# 41K

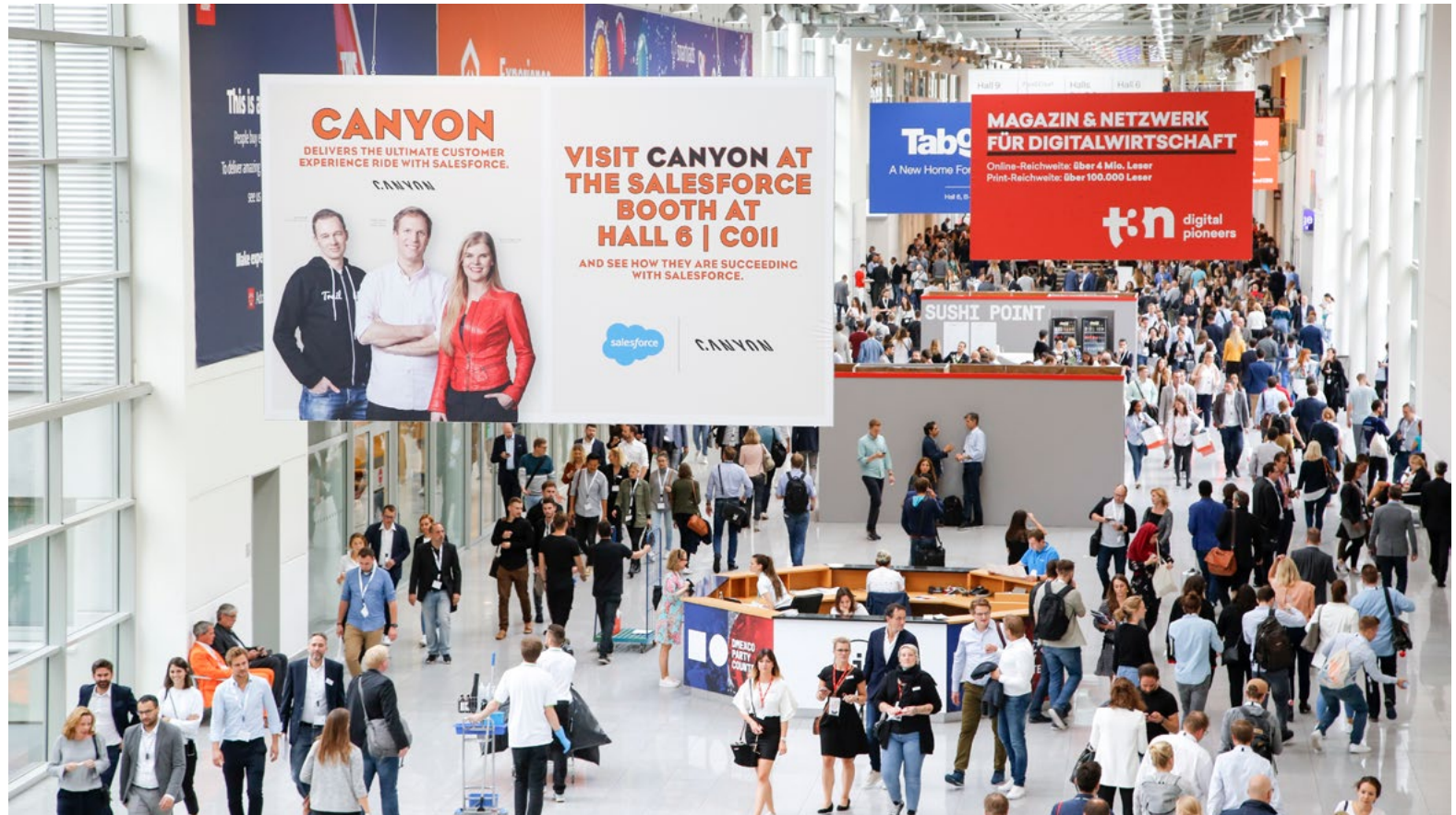
Visitors from 95 Countries

# 1K

Exhibitors from  
40 Countries

# 95

Countries



# 250<sup>+</sup>

Hour-long Program

# 550<sup>+</sup>

International Speakers

# 100K

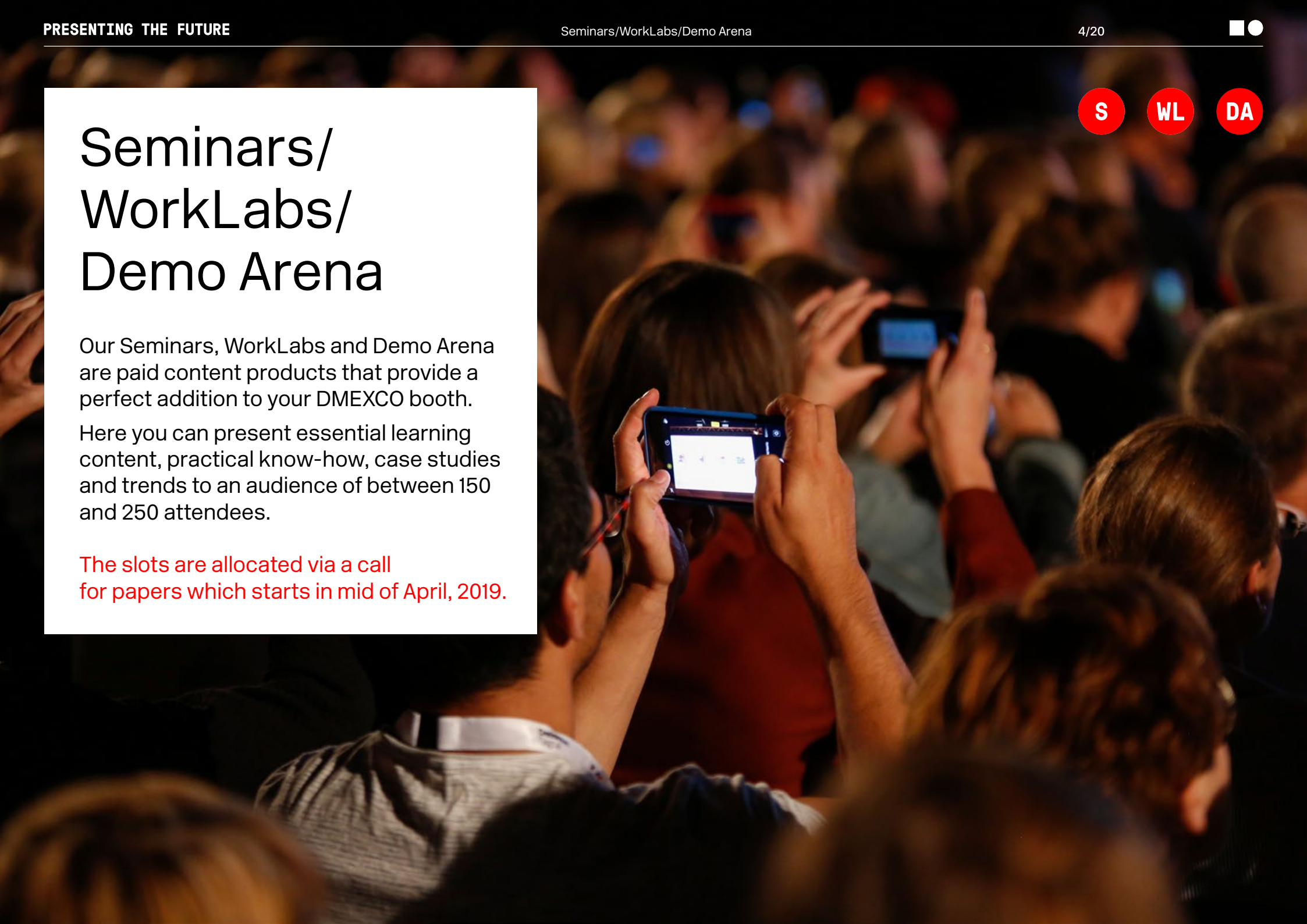
sqm Exhibition Space

# Seminars/ WorkLabs/ Demo Arena

Our Seminars, WorkLabs and Demo Arena are paid content products that provide a perfect addition to your DMEXCO booth.

Here you can present essential learning content, practical know-how, case studies and trends to an audience of between 150 and 250 attendees.

The slots are allocated via a call for papers which starts in mid of April, 2019.





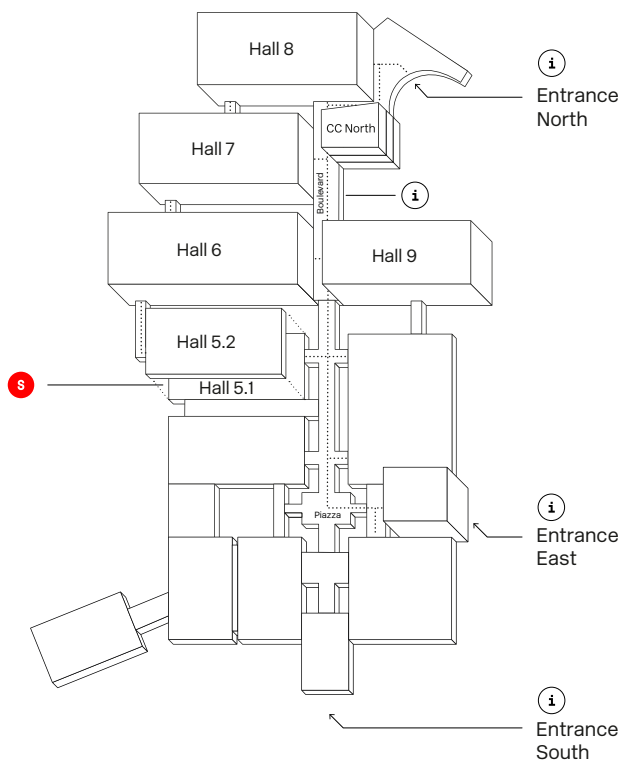
# Seminars

Participation fee  
plus statutory VAT

€3,990.00

The rooms accommodate

**300 people for a  
45-minute slot**



Practical knowledge, case studies, and inspiration for everyday marketing life. That is what the seminars are all about.

- 120 seminars held on 2 days in 8 rooms
- The rooms are oriented to our 5 key areas: **MEDIA, MARKETING, TECHNOLOGY, BUSINESS** and **FUTURE**
- High-end technology equipment
- Bookable extras such as live streaming, lead report and many more\*

**The slots are allocated via a call for papers which starts in mid of April, 2019.**

\*For further information please refer to our detailed service overview starting on page 14.



# Seminars

Choose your package!

## Basic Package

+ individual add ons  
to your respective Seminar \*

Total price: **€3,990.00**  
+ potential add ons

## Silver Package

including live streaming, lead report,  
photo coverage & service package\*

Value €8,350.00

Total price: **€7,000.00**  
(Savings of €1,350.00)

## Gold Package (limited to 25)

including live streaming, lead report,  
promo package, photo coverage  
& service package\*

Value €10,340.00

Total price: **€8,300.00**  
(Savings of €2,040.00)

\*For further information please refer to our detailed service overview starting on page 14.

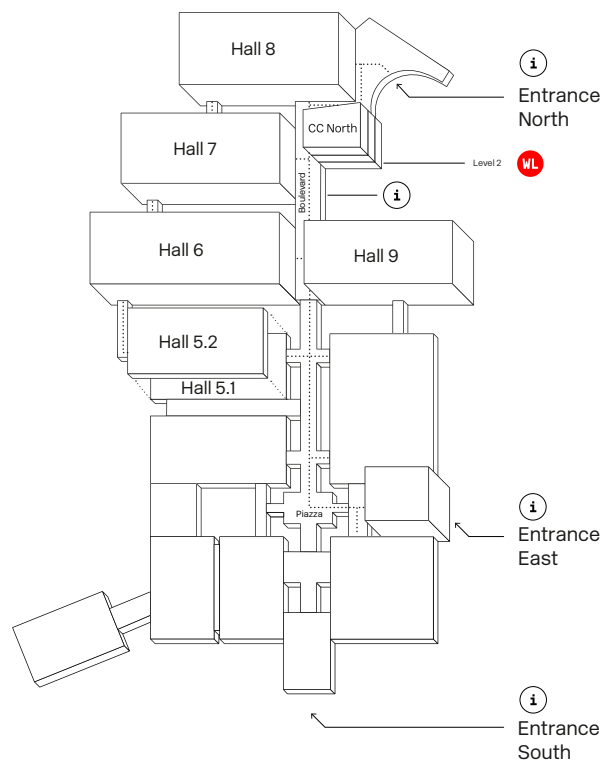
# WorkLabs

Participation fee  
plus statutory VAT

€3,290.00

The rooms accommodate

**70 people for a  
75-minute slot**



**As a session owner, you can determine the contents, procedure, and speakers of your session!**

High-level exchange of experience:

The practice-oriented WorkLabs go far beyond conveying knowledge – they are also designed to create a dialogue between the WorkLab owner & participants and provide both sides with suggestions and ideas for their businesses.

Here experts come together in small groups and can develop strategies together, solve problems or learn from each other.

Key facts:

- 20 sessions held on 2 days, divided into 2 rooms
- All WorkLabs run parallel
- High-end technology equipment
- Bookable extras such as live streaming, lead report and many more\*

**The slots are allocated via a call for papers which starts in mid of April, 2019.**

\*For further information please refer to our detailed service overview starting on page 14.



# WorkLabs

Choose your package!

Basic Package

+ individual add ons  
to your respective WorkLab \*

Total price: **€3,290.00**  
+ potential add ons

Silver Package

including live streaming, lead report,  
photo coverage, service package \*

Value €5,570.00

Total price: **€5,000.00**  
(Savings of €570.00)

Gold Package (limited to 12)

including live streaming, lead report,  
promo package, photo coverage,  
service package \*

Value €7,560.00

Total price: **€6,500.00**  
(Savings of €1,060.00)

\*For further information please refer to our detailed service overview starting on page 14.



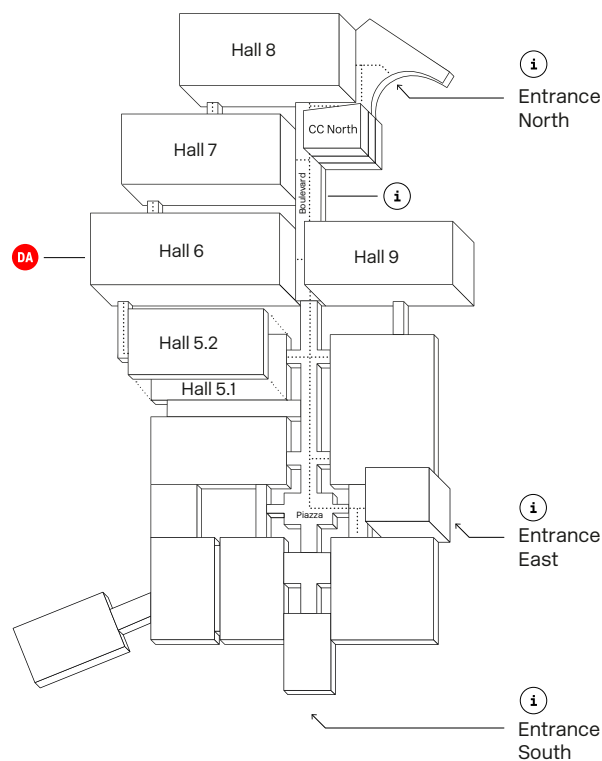
# Demo Arena

Participation fee  
plus statutory VAT

€3,500.00

The rooms accommodate

**160 people for a  
20-minute slot**



NEW!

DA

Do you have a brand new digital product or service idea you would like to present? Take the opportunity and introduce your innovation in front of a perfect target group on our Demo Arena and get direct feedback from the audience.

## Key facts:

- One stage, 15 slots per day
- Application is open to all DMEXCO 2019 exhibitors
- Live voting tool
- High-end technology equipment
- Bookable extras such as live streaming, lead report and many more\*

**The slots are allocated via a call for papers which starts in mid of April, 2019.**

\*For further information please refer to our detailed service overview starting on page 14.



# Demo Arena

Choose your package!

## Basic Package

+ individual add ons to your respective Demo Arena slot \*

Total price: **€3,500.00**  
+ potential add ons

## Silver Package

including live streaming, lead report, photo coverage & service package \*

Value €7,860.00

Total price: **€6,700.00**  
(Savings of €1,160.00)

## Gold Package (limited to 10)

including live streaming, lead report, promo package, photo coverage & service package \*

Value €9,850.00

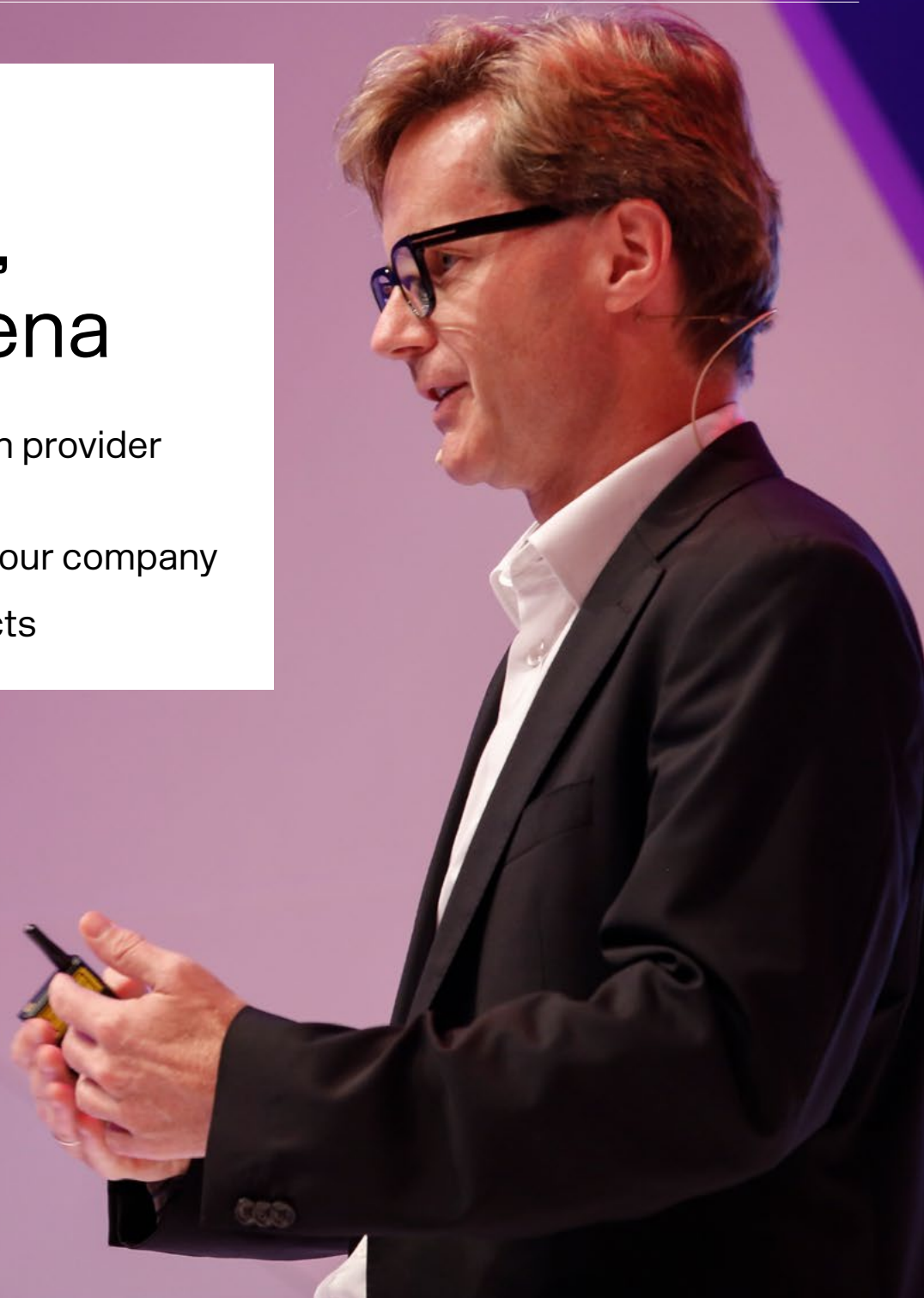
Total price: **€7,900.00**  
(Savings of €1,950.00)

\*For further information please refer to our detailed service overview starting on page 14.



# How You Can Benefit from DMEXCO Seminars, WorkLabs and Demo Arena

- ✓ Positioning of your company as an expert, solution provider and innovation driver within your target group
- ✓ Positive image transfer of the DMEXCO brand to your company
- ✓ Building awareness for your company and products



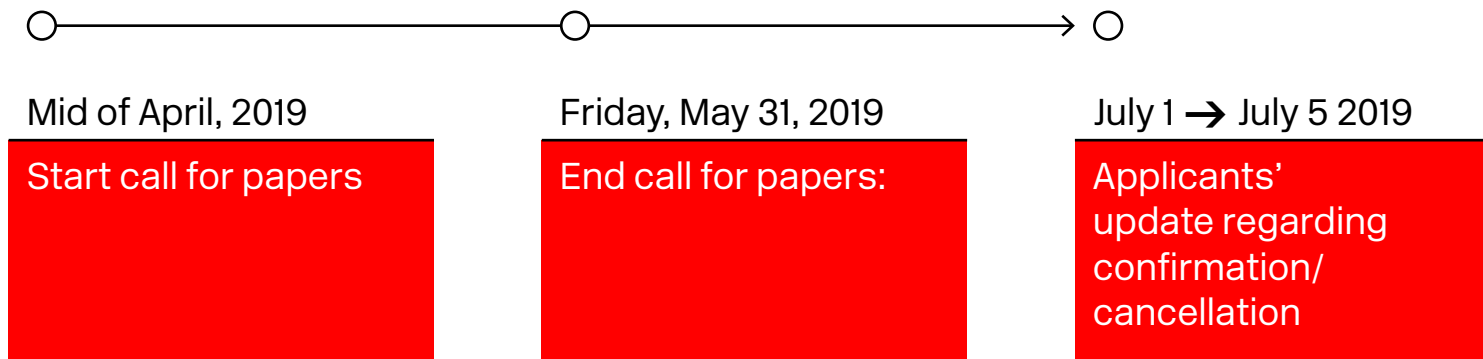




# How to Apply

You can apply for a slot at the Seminars, WorkLabs and Demo Arena after the start of the call for papers. After reviewing the applications we will inform you of our decision. To help you create a perfect application, we have summarized our criteria in a Q&A section which is available by clicking on the link below.

## Time schedule



Application for DMEXCO Seminars, WorkLabs and Demo Arena: <https://dmexco.com/speaker/#registration>



# Contact

If you have any individual ideas or special requirements, please let us know.  
We'd be happy to check the feasibility for you!



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Lead Seminars, WorkLabs,  
Demo Arena

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nicole.waldschmidt@dmexco.com



Tamina Schnetz  
Project Assistant Conference

P +49 221 821 29 19  
t.schnetz@dmexco.com

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# See you at DMEXCO 2019

September 11 & 12, 2019, Cologne



# Detailed Overview

- 1 Services
- 2 Basic Package
- 3 Add ons





# 1 Services

Make your DMEXCO session as successful as possible with our new comprehensive services

Promo package (limited and bookable as part of the GOLD package, see details for individual formats)

Single session

Integration in the DMEXCO newsletter

„The Key Topics of DMEXCO Seminars // WorkLabs // Demo Arena 2019” (up to 56,000 recipients)

1 post to your format on Facebook, Twitter, LinkedIn & Xing DMEXCO social media channels

DMEXCO Blog: mention in the announcement article

“The Key Topics of DMEXCO Seminars // WorkLabs // Demo Arena 2019”

Highlighted Seminar // WorkLab // Demo Arena announcement in front of the rooms → limited to 5 places: first come, first served

Total price: €1,990.00

Lead report

Evaluation of your session based on participant data

Provision of participant data and participant structure overview

General DMEXCO overview with Facts & Figures DMEXCO 2019

Total price for Seminars & Demo Arena: €2,490.00

Total price for WorkLabs: €990.00



# 1 Services

Make your DMEXCO session as successful as possible with our new comprehensive services

Sponsored Story on the DMEXCO Blog (limited number of 12 and bookable as part of the seminars, see details for individual formats)

Sponsored blog article on the DMEXCO blog on the seminar topic incl. editing by DMEXCO editorial staff (you must provide briefing and content)

Social media promotion on Facebook worth 100 EUR (total running time of 5 days)

Publication after consultation with content editors

Total price:

€3,900.00

## Live streaming & photo coverage of the session

Prominent placement of live links on the Seminars // WorkLabs // Demo Arena landing page

Labeling of the live streaming in the online & offline program

Integration in DMEXCO YouTube channel

Special newsletter for DMEXCO visitors → the sessions are available in live stream for all those who cannot make it to DMEXCO

Photographer on-site during the session for mood shots  
(Free use of the photo material for the session holder acknowledging the owner of the image rights)

Total price:

€1,290.00

## Service package

Additional host/hostess support for:

- Distributing flyers
- Distributing seminar documents
- Coordinating guest seating arrangements
- Collecting business cards incl. box
- Facilitation of audience questions
- Q&A platform for audience activation incl. Q&A manager

Total price:

€580.00



## 2 Basic Package

Services	Seminars	WorkLabs	Demo Arena
Support provided by DMEXCO team (Q&A on applications, etc.) Support title and session orientation through Lead Seminars, WorkLabs and Demo Arena	×	×	×
Communication package: <ul style="list-style-type: none"> <li>• editable DMEXCO visual for your session</li> <li>• newsletter integration: format promotion in the weekly newsletter incl. link to program (no individual announcement)</li> <li>• social media integration: format announcement on DMEXCO social media channels (no individual announcement)</li> </ul>	×	×	×
Photos & bio on website	×	×	×
Room incl. WLAN for speakers, LAN, innovative technology and technical team on site with seating	×	×	×
Equipment: whiteboard, flipchart, presentation case	×	×	×
Voting tool			×
Drinks for speakers	×	×	×
Number of guaranteed guest seats:	30	15	0
<b>Total Price (in EUR)</b>	<b>3,990.00</b>	<b>3,290.00</b>	<b>3,500.00</b>





# 3 Add ons:

## Seminars

These services can be booked individually or as a Silver or Gold package.

Services & package prices	Value (in €)	Basic	Silver	Gold
Promo package (limited to 25)*	1,990.00			×
Sponsored Story (limited to 12)	3,900.00			
Live stream & photo coverage	1,290.00		×	×
Service package team on site with seating	580.00		×	×
Lead report	2,490.00		×	×
Value (in EUR)			8,350.00	10,340.00
<b>Total package price (in EUR)</b>		<b>3,990.00</b>	<b>7,000.00</b>	<b>8,300.00</b>
Savings of (in EUR)			1,350.00	2,040.00

\*The Promo package can initially only be booked in conjunction with the Gold package.  
Release as a single module will be announced by DMEXCO in due time.



# 3 Add ons:

## Demo Arena

These services can be booked individually or as a Silver or Gold package.

Services	Value (in €)	Basic	Silver	Gold (limited to 10)
Promo package* (limited to 10)	1,990.00			×
Live stream & photo coverage	1,290.00		×	×
Service package	580.00		×	×
Lead report	2,490.00		×	×
Value (in EUR)			7,860.00	9,850.00
<b>Total package price (in EUR)</b>		<b>3,500.00</b>	<b>6,700.00</b>	<b>7,900.00</b>
Savings of (in EUR)			1,160.00	1,950.00

\*The Promo package can initially only be booked in conjunction with the Gold package.  
Release as a single module will be announced by DMEXCO in due time.



# 3 Add ons:

## WorkLabs

These services can be booked individually or as a Silver or Gold package.

Services	Value (in €)	Basic	Silver	Gold (limited to 12)
Promo package* (limited to 12)	1,990.00			×
Live stream & photo coverage	1,290.00		×	×
Lead report	990.00		×	×
Value (in EUR)			5,570.00	7,560.00
<b>Total package price (in EUR)</b>		<b>3,290.00</b>	<b>5,000.00</b>	<b>6,500.00</b>
Savings of (in EUR)			570.00	1,060.00

\*The Promo package can initially only be booked in conjunction with the Gold package.  
Release as a single module will be announced by DMEXCO in due time.