

DMEXCO 2023

September 20 & 21

DMEXCO is Europe's leading digital marketing & tech event. By creating opportunities for growth, networking, education, and inspiration, we set the benchmark as a business platform for the global digital economy.

Join our community in Cologne on Sept. 20 & 21, 2023. Here's an overview of what to expect at DMEXCO 2023.

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



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



SAVE
THE
DATE

DMEXCO 2022 in numbers



40,000

Marketing executives

100

Side events

600

Partners

14

Stages

770

Speakers

420

Sessions

250

Journalists



[WATCH THE VIDEO](#)

“The most important event in the calendar for deal-making”*

Transactional, inspiring, and highly engaging – DMEXCO delivers on its promises.

Read what the industry has to say:

“DMEXCO doesn't just have excellent weather, the **standout is that it has an incredible attendance!**”

Thomas Wlazik
General Manager DACH/NL
TikTok

“For us, DMEXCO is the **ideal platform for expert conversations with existing and potential partners.**”

Dirk Kraus
CEO
YOC AG

“The quality of the **keynotes, presentations, and masterclasses was extremely high** and they were packed with ideas and inspiration. [...] Congratulations DMEXCO! And see you next year!”

Jolanta Baboulidis
Country Director
Twitter Germany

“Once again, DMEXCO was a huge event. It has affirmed our belief that it is **THE platform where partners representing publishers, advertisers, agencies, and adtech can come together and talk business.**”

Sylwia Iwanejko-Sajewska
Managing Director DACH
TripleLift

DM ■ ●
EXCO 23

The most relevant business audience in the industry

DM
EXCO 23

Like no other industry event, DMEXCO offers you the highest density of executives and decision-makers.

40,000 marketing executives...

...with an unbeatable relevance...

...from all over the world...

...and across all industries.

Top 10 professionals

- 01 Marketing manager
- 02 Company owner
- 03 SVP / division or department manager
- 04 Sales manager
- 05 Other manager level (e.g. e-commerce, biz dev, etc.)
- 06 Project manager
- 07 C-suite / board member
- 08 Student / lecturer
- 09 Director / deputy manager
- 10 Trainee / young professional

77%

of DMEXCO visitors have purchasing power

54%

are senior executives

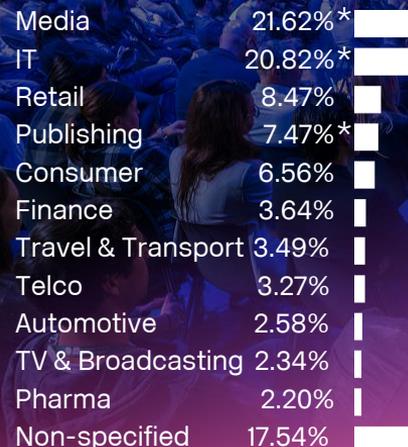
23%

hold C-level roles

91 countries

Top 10 countries

- 01 Germany
- 02 UK
- 03 Netherlands
- 04 USA
- 05 France
- 06 Austria
- 07 Spain
- 08 Switzerland
- 09 Israel
- 10 Italy



* across all relevant industries

[For more DMEXCO 2022 insights, click here](#)

A unique expo setting for your success

With hundreds of touchpoints, DMEXCO offers you the optimal environment to grow your business.

DMEXCO Worlds for smart guidance

Each DMEXCO World is an expo area dedicated to a specific digital vertical: agencies, e-commerce, media, and tech. With an integrated stage and networking area, they guide relevant visitors straight to you.



Open stages for a vibrant atmosphere

Our open conference stages are seamlessly integrated into the expo. While they ensure continuous traffic around your booth, the open layout invites attendees to stop by and get inspired by your sessions.



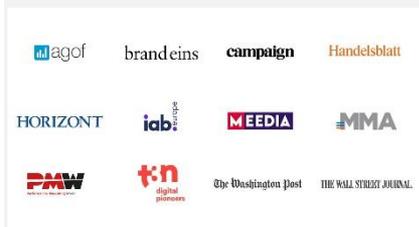
Public networking areas for new contacts

Multiple public networking areas foster exchange, interaction, and deal-making.



A partner network for relevant leads

From leading industry associations to international media houses – our partners attract thousands of high-relevance business contacts to DMEXCO.



[WATCH THE EXPO VIDEO RECAP](#)

Expo solutions 2023: At a glance

EXPO

Choose from one of our multiple expo solutions that best fit your goals

READY-TO-USE BOOTHS



Networking Space XS – S

Compact spaces for targeted business networking with zero effort.



From €5,000

CUSTOM BOOTHS



Plug & Play Expo Booth M – L – XL

Spacious, multi-purpose booths for bigger teams.



From €16,000

INDIVIDUAL BOOTHS

Individual Booth

Stand out from the crowd with your very own individual booth, starting from 20 sqm



From €479,10/sqm*

Brand Experience

Integrate an eye-catching brand experience (e.g. lounge, cafe, shop) for maximum awareness.



On request

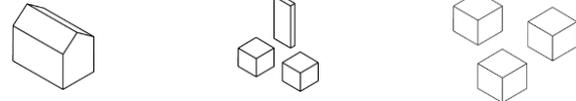
Brand Extension

Drive higher engagement with an interactive brand extension in addition to your booth.



On request

SPECIALS



Agencies

Choose between ready-to-use design booths (agency spaces) or private areas (agency houses).



From €5,000

Startups

Full-service packages including equipment, ticket bundles, and a speaking slot.



From €2,200

Group Organizers

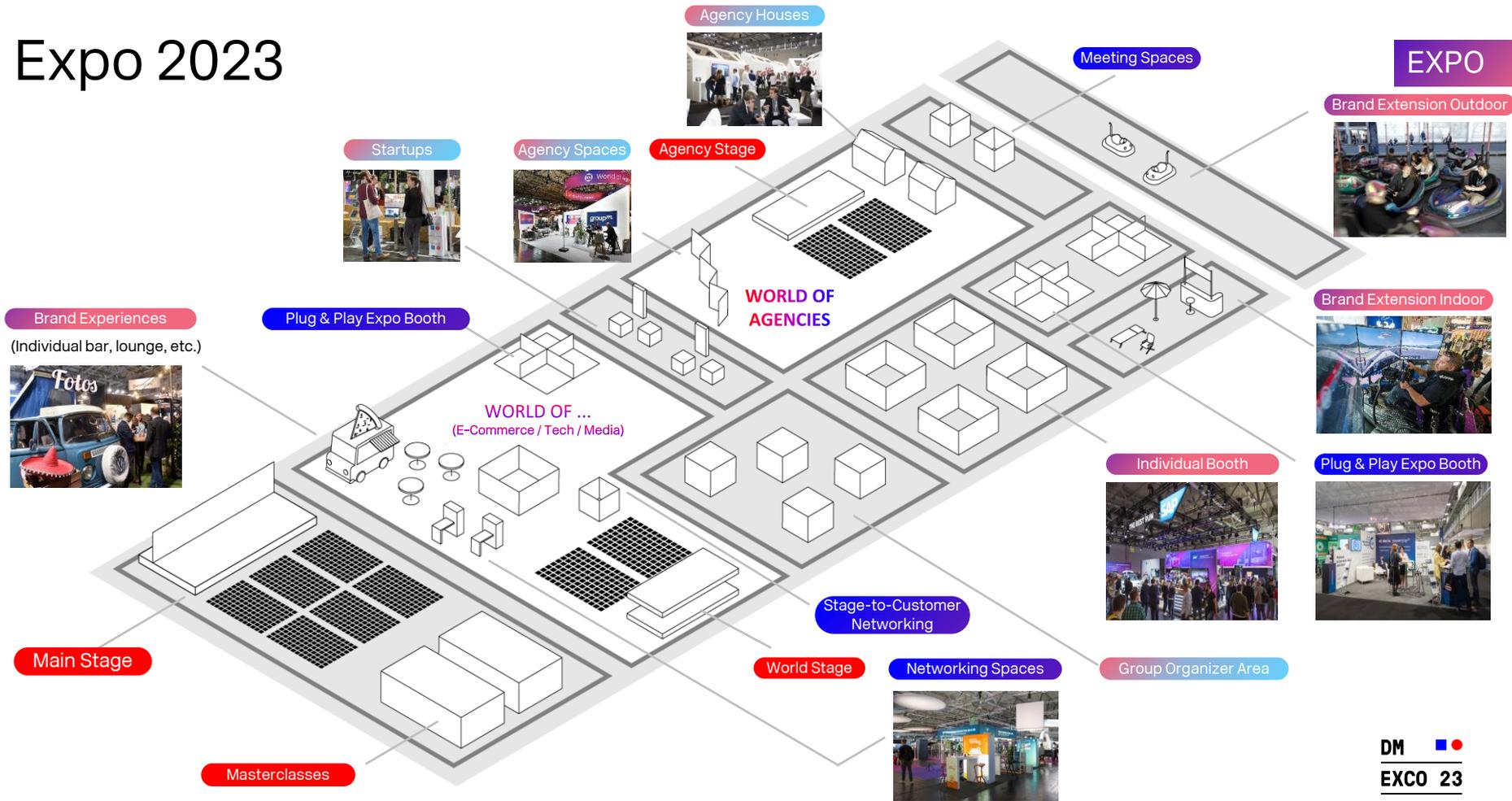
Get in touch with us if you are looking for a custom solution, including booth design & construction for your group, association, etc.



On request

*Early bird all-in rate until Feb 28: €479,10/sqm (row booth); from March 1: €493,10/sqm (row booth)

Expo 2023



Hall plan example

Pricing overview

Get the early bird discount until Feb. 28! ***

EXPO

READY-TO-USE BOOTHS

TYPE	LOCATION	SETUP**	SIZE	PRICE
Networking Space XS – S	Networking areas in all DMEXCO Worlds*	• Table • Basic branding	XS: 6 sqm	From €5,000
		XS + extended meeting space in networking area	S: 6 sqm + meeting space	From €8,000
Plug & Play Expo Booth M – L – XL	In all halls	Modular turnkey booth: • Individually branded walls • Basic furniture, power outlet, daily cleaning, etc. • Assembly & dismantling by DMEXCO team	M: 16 sqm	From €16,000
			L: 27 sqm	From €23,000
			XL: 54 sqm	From €45,000

CUSTOM BOOTHS

TYPE	LOCATION	SETUP**	SIZE	PRICE
Individual Booth	In all halls	Your individual booth design (Your own booth construction)	Flexible size starting from 20 sqm	From €479,10/sqm***
Brand Experience	In all halls	Lounge, bar, cafe, meeting rooms, etc. (Construction by DMEXCO or by yourself)	Flexible size starting from 20 sqm	On request
Custom add-on: only bookable in addition to a booth space				
Brand Extension	Dedicated indoor & outdoor areas	Your individual brand experience (e.g. bumper cars, beach club, ice skating, etc.)	Flexible size	On request

SPECIALS

TYPE	LOCATION	SETUP**	SIZE	PRICE
Agency Spaces	World of Agencies	Spaces: • Small pre-designed area for open customer reception w/ high table & tall chairs • Reception counter • Logo placement	4 – 12 sqm	From €5,000
			40 sqm	From €39,500
Agency Houses		Houses: Open, private lounge area and closed meeting rooms with basic furniture		
Startup Packages	Startup area	• Booth with walls and furniture, electricity, logo placement, tickets • Pitch slot on the start-up stage included	Start-up Unit	From €2,200
			8 sqm	€6,500
			16 sqm	From €11,400
Group Organizers	Dedicated areas in all halls	• Custom solutions for group organizers • Contact the DMEXCO team for additional information	Flexible size	On request

* Except World of Agencies

** Full setup available on request

*** Early bird all-in rate until Feb 28: €479,10/sqm (row booth); from March 1: €493,10/sqm (row booth)

Modular add-ons for an even higher ROI

EXPO

Stage-to-Customer networking

Take your engaged session audience to the next level: book one of our on-stage networking areas and jump to a seamless follow-up after your session (meet the speaker, deep dives, etc.).



Bookable meeting rooms

In a need of an extra dose of privacy? Closed meeting rooms can be booked at short notice, including additional infrastructure such as screens, catering, etc.



On-site & media advertising

Draw awareness to your booth – with mega prints, digital wall ads, newsletter features, or exclusive sponsoring packages.



Host your own party event

Throw your own booth party or side event at DMEXCO – and we'll help you promote it within our community.



Your event @DMEXCO 2023

Integrate your corporate event (e.g. conference, annual meeting) into DMEXCO on-site and/or online and benefit from our top-notch infrastructure and audience.



Thought leadership meets lead generation

CONFERENCE

Conference and expo – this is what YOUR winning team looks like. While your expo booth is the hotspot for business and growth, the DMEXCO conference puts your brand in the spotlight AND helps you generate leads at scale.

2 Main Stages

Keynote, fireside chat, presentation, or panel – for brand awareness and thought leadership

Put your brand in the spotlight on the DMEXCO main stages.

- All formats are available by application or invitation only

- Keynote (18 min)
- Presentation (18 min)
- Panel (36 min)
- Fireside chat (18 min), max. 10 slots available: €22,500

Application required

4+ Topic Stages

Lecture – for thought leadership

Showcase your unique expertise and drive traffic to your booth

- 18 min

Lecture: €6,500

Summit – for maximum brand awareness

Organize your own summit with **multiple sessions** for the highest possible brand visibility

- 60 / 90 / 120 min
- Co-partnership possible

Summit: on request

NEW

8 Masterclass Tracks

Masterclass – for lead generation

The ideal format to create a dialogue with your audience, showcase products, or present a case study

- 30 min
- GDPR-compliant lead list for your sales – follow-up included

Masterclass: €8,000

1 Startup Stage

Start-up pitch – for demos & pitches

Is your startup the next big thing? Pitch your idea to the DMEXCO visitors and find new customers, investors, or partners.

- 8 min
- Bookable via start-up package

Incl. in the startup package



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Get in touch with
us! More details
coming in early
2023.

See you at DMEXCO!
Sept. 20 & 21, 2023

[Send me more information!](#)