



20 and 21 October 2021

CCD Congress Center Düsseldorf

**Solutions for
multichannel marketing.
Theme worlds in the era
of digital transformation.**

**Exhibitor information for
business restart**

TURNING COMMUNICATION INTO AN EXPERIENCE!

PRINT & DIGITAL CONVENTION as hybrid event Multichannel Marketing Solutions

Experience the bandwidth of digital printing, digital media technology and multichannel applications at the PRINT & DIGITAL CONVENTION.

A highly relevant event. Eight integrated theme worlds present innovations, trends and visions:

- Dialogue Marketing
- Value Added Printing/Print Creative
- Label & Packaging
- Further Processing
- Printed Electronics
- Brand & Product
- Interior & Exterior Design
- Sustainable media production

The trade fair and accompanying lecture and workshop programme (4 parallel lecture slots with 48 lectures on 2 days) bridge the gap between technology, conceptual planning and concrete application, enabling profitable know-how transfer.

PRINT & DIGITAL CONVENTION is the meeting place for all important decision-makers in the printing and media industries, brand owners, publishers, agencies and industry players.

Digital version of the PRINT & DIGITAL CONVENTION

All 48 workshop and lecture sessions will also be available as a "join-in" format via video conferencing. There will also be digital themed tours of the show and digital-interactive match-making opportunities for exhibitors.



IT'S WORTH PARTICIPATING!

168% GROWTH

- Number of exhibitors almost tripled from 2017 to 2019. 100 exhibitors from the multichannel and publishing sectors, manufacturers, software companies, dialogue marketers, media companies and wholesalers are expected in 2021.

48 LECTURES AND THEMED WORKSHOPS

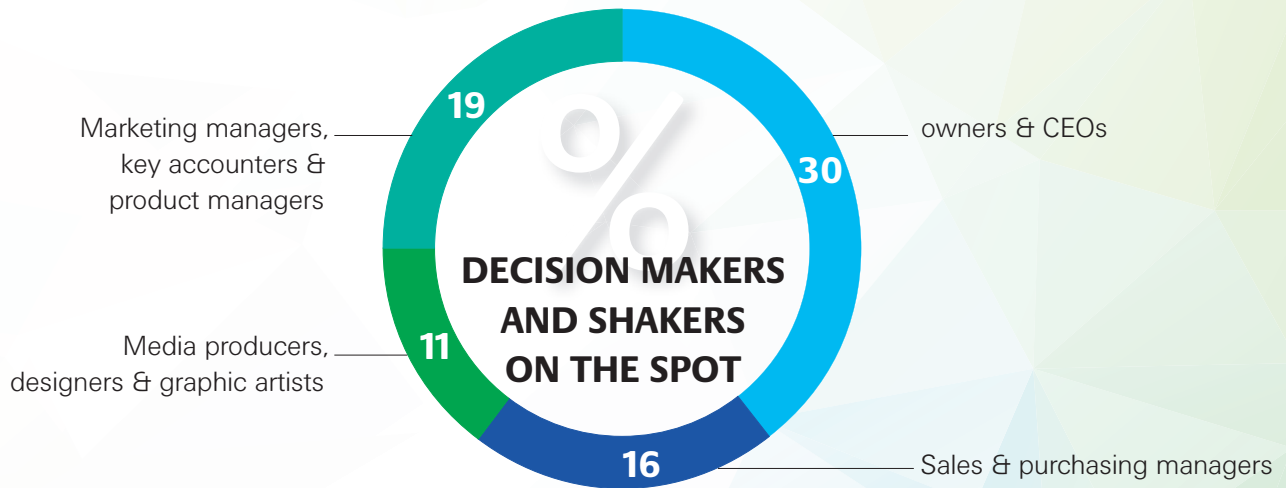
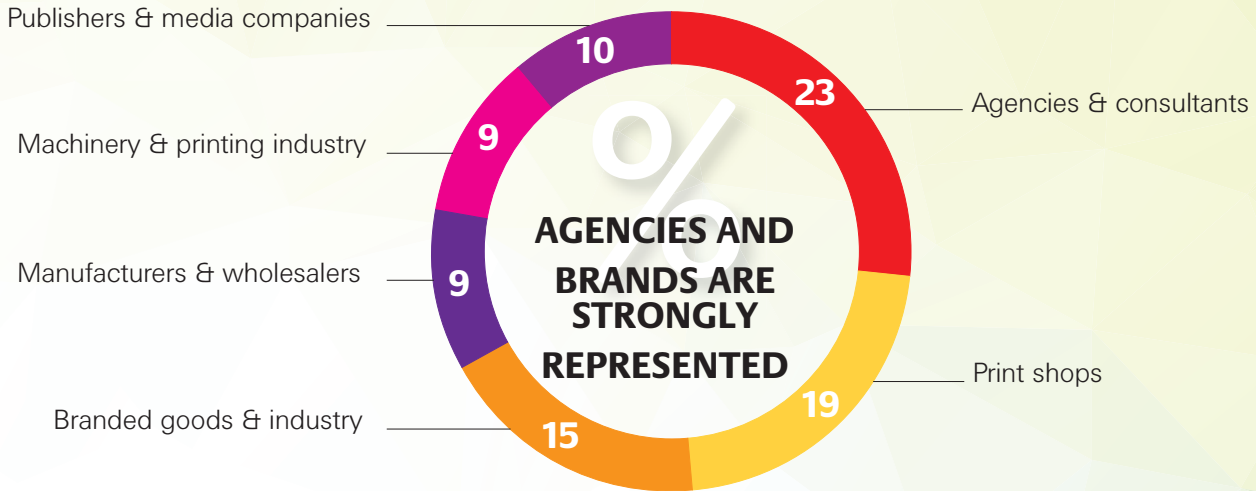
- Daily 4 parallel lecture series with 6 thematically clustered lectures – from "Dialogue Marketing" to "Brand & Product".

1,500 INDUSTRY VISITORS

- attendance and online

MARKETERS **DESIGNER**
MEDIA PRODUCERS
GRAPHIC ARTISTS **MEDIA BUYERS**
DIGITAL PRINT SERVICE PROVIDERS
ADVERTISING AGENCIES
PRINTING HOUSES

INDUSTRY VISITOR OVERVIEW 2018

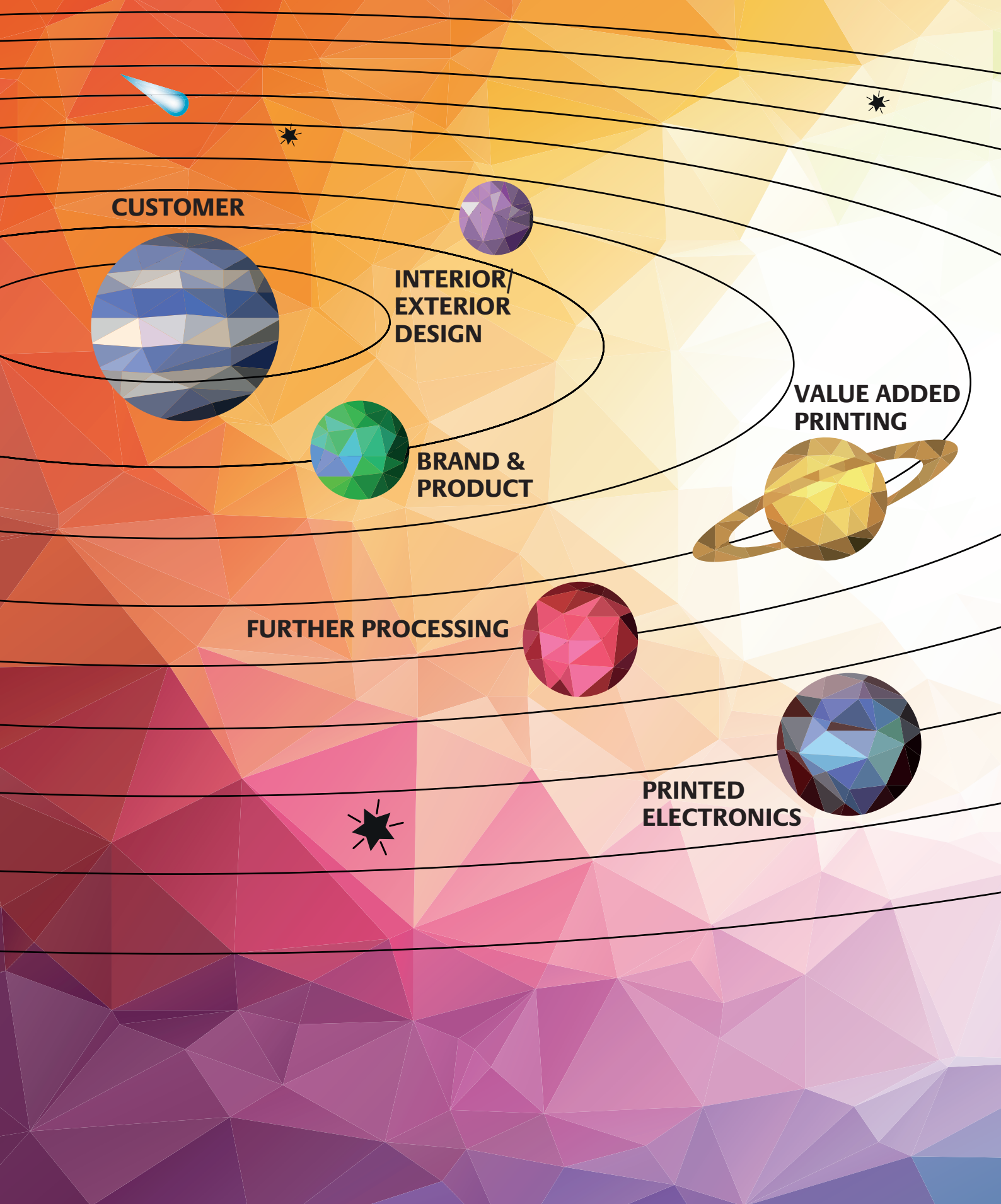


NATIONAL 90%
visitors from all over Germany
INTERNATIONAL 10%

PRINT SUPPLIER INDUSTRY
PUBLISHING HOUSES
PRINTBUYER **CREATIVES**
 MEMBERS OF THE PROFESSIONAL ASSOCIATION
 MEDIENPRODUKTION E.V. **INDUSTRY**
COMMUNICATION DECISION-MAKERS

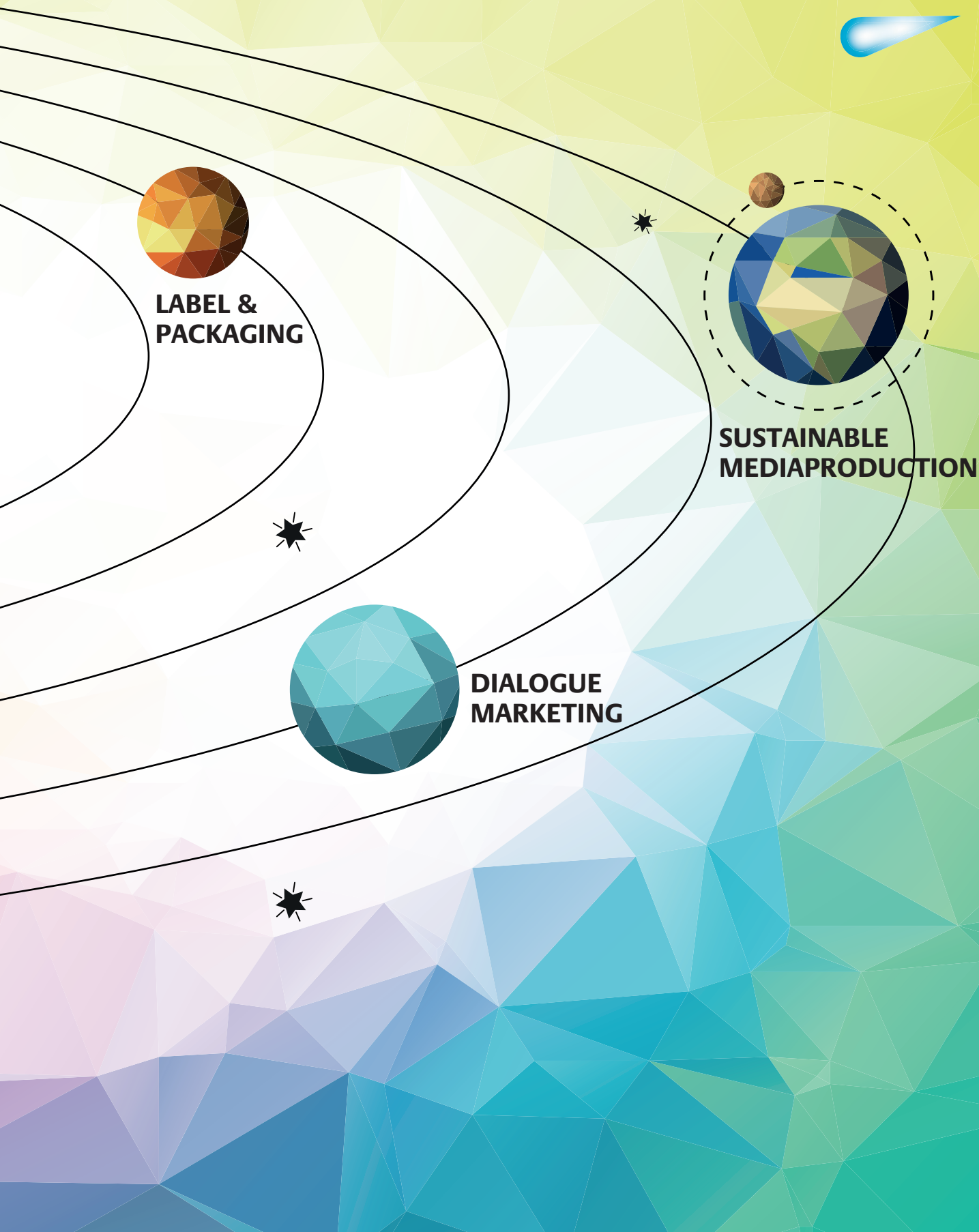


YOUR INDUSTRY TOPICS IN ONE EVENT



The **PRINT & DIGITAL CONVENTION** is more than a simple congress trade fair – it is a real experience. It makes complex technical solutions tangible and shows them in practical use, not as individual solutions, but in everyday application scenarios – always with a view to those who use advertising media and communication strategies.

Eight theme worlds illuminate innovations, trends and visions around the topics of marketing realisation, marketing automation and content marketing – across all touchpoints of the customer journey.



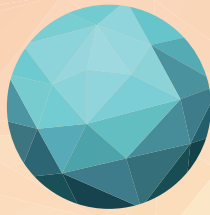
THE THEME WORLDS

DIALOGUE MARKETING

forges a path for genuine customer communication, enables a deeper understanding of customers and their needs. This helps products to achieve real and emotional added value and increases the success of companies.

Individualisation and personalisation are the big players here, giving customers the feeling of being valued and taken seriously. But this requires additional communication effort. This is solved by cross-channel, software-based applications for the acquisition, evaluation, processing and output of relevant data.

The theme world shows how a credible customer contact works, which communication strategy promises success and how the exchange with customers can be intensified.



VALUE ADDED PRINTING

stands for a unique communication experience. A value-added promise that is fulfilled through visual, haptic, olfactory and interactive finishing options that increase awareness of brands, products and communication.

Printed communication uses multi-sensor technology to generate emotions, interactive effects to ensure intensive, playful interaction, and digital technology to convey information.

The theme world documents the latest ideas for customer communication to generate added value and higher response rates.

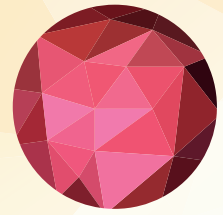


FURTHER PROCESSING

also signifies a love of detail. Communication with added value is achieved by processing that deviates from standard methods such as folding, gluing and cutting.

The finest contours are realized by simple creative ideas. Perforations appear as patterns, slipcases pack elegantly and leporellos present the big picture with an unusual folding technique. Creative further processing attracts attention and brings fun when discovering print products.

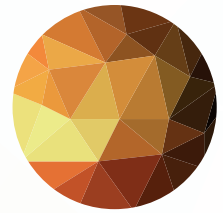
This theme world is about ideas and implementations for interactive print products through extraordinary finishing solutions – for mass communication or personalised messages.



LABEL & PACKAGING

is communication up close to the customer. Innovative materials, digital technologies such as NFC, attention-grabbing print finishes, effective security features and smart packaging solutions open up the playing field for direct and efficient interaction – at the point of sale and online.

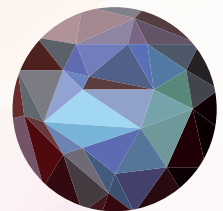
The theme world shows creative ideas and solutions for all touchpoints of the customer journey.



PRINTED ELECTRONICS

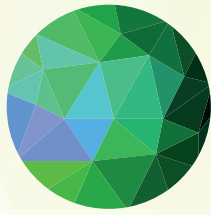
Innovative technology is growing dynamically and creating new products with unique selling points that offer consumers new functionalities. The development of this field is also transforming customer and brand communication.

The future is here and brings moving ads on printed magazine screens that replace traditional ads as well as labels that transmit consumer information via touch screens. This theme world shows the possibilities and where the journey is heading.



BRAND & PRODUCT

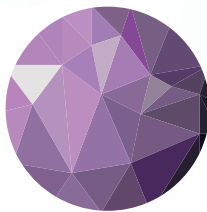
The distribution of complex content, including interactive real-time communication, requires new processes and digital tools in marketing. Social media marketing is indispensable and all touchpoints along the customer journey must be reached. Efficient product communication in omnichannel commerce can hardly be handled by companies without a central master data system. Multichannel publishing systems support content-driven, editorial corporate and marketing communication. The Brand & Product theme world showcases digital marketing software and systems and brings clarity into this complex market.



INTERIOR/EXTERIOR DESIGN

designs the appearance of brand and company. At trade fairs, at the point of sale and out-of-home, the message of the brand, product and company catches the eye with large-format and detailed designs.

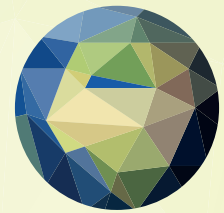
Digital signage, traditional displays and banners and individual digital printing in the room and on its furnishings create a harmonious overall picture. These solutions support the communication with customers and transport brand and image, both inside and outside. This theme world shows solutions for the transport of authentic and credible brand messages.



SUSTAINABLE MEDIA-PRODUCTION

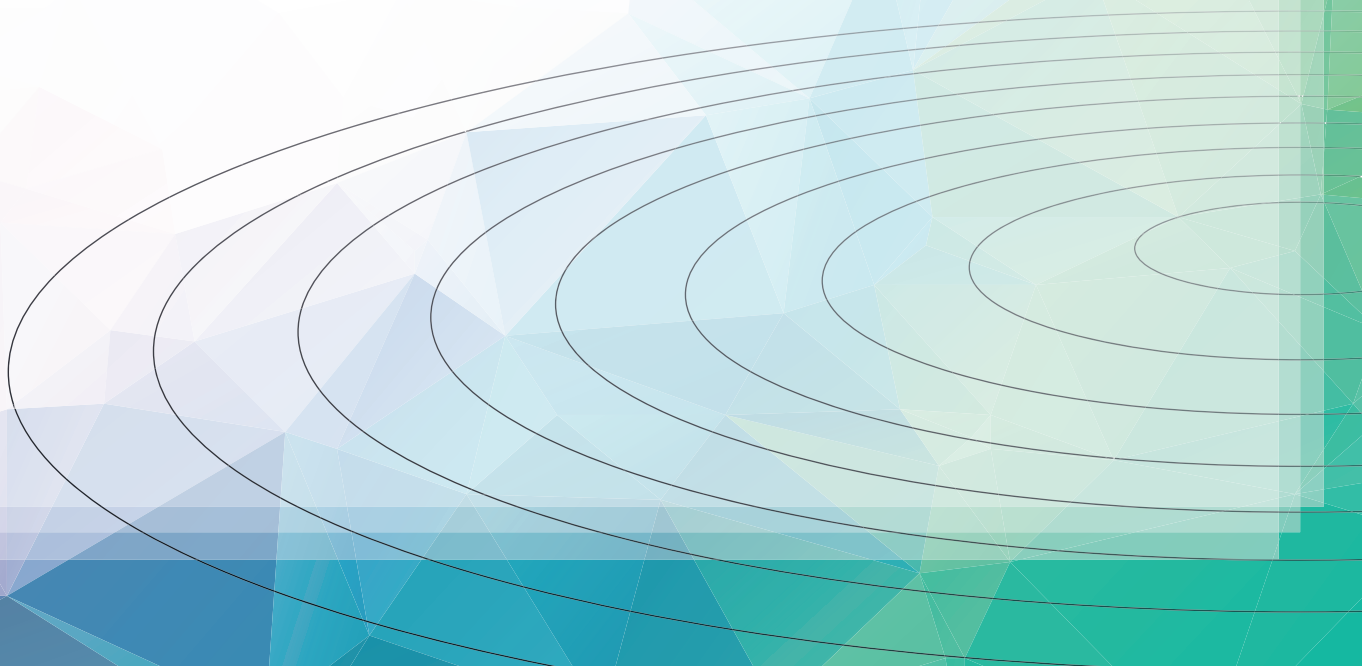
Climate protection, circular economy, climate compensation, recycling and many more terms require comprehensive clarification both in the communications industry and among customers and clients.

Commitment to sustainability in media production offers added value in two respects: On the one hand, companies gain an effective argument for communication with customers and investors by investing in climate protection. On the other hand, consistent implementation of sustainability strategies also realizes production and cost benefits. These arise from more effective workflows, more efficient technology and the reduction of emissions, energy and consumables.



DIE BUSINESS-LOUNGE

is the heart of the exhibitor area. This is where exhibitors meet their visitors for in-depth talks to discuss details about exhibits and services. The space offers businesses exactly the right setting – confidential for purchase talks or pleasantly communicative for casual meetings.



SHOW OFF YOUR SMARTS

PRINT & DIGITAL CONVENTION Highlight Guide

The special Highlight Guide edition of PRINT & DIGITAL CONVENTION shines a light on best practice and applications. Here, exhibitors have the opportunity to showcase their product highlights in action – ideally, together as a team.

Various scenarios are available that stage printing technology, software applications, finishing highlights, cross-media and marketing measures for brands and products in the context of a campaign. The project implementations are embedded in real brand demonstrations and an exhibition of all communication elements, some of which are produced live at the trade fair.

The Highlight Guide documents all best practice examples by naming the participating partners and their services. The Highlight Guide is published online and in a printed version for PRINT & DIGITAL CONVENTION.

▶ You will automatically receive all information about project scenarios and participation options with your exhibitor registration.



PRINT & DIGITAL CONVENTION Edelmeister Competition

Edelmeister is the prize for the most creative digital print finishing. The competition shows how print products become seductive eye-catchers and attention-grabbing communication tools.

The competition honours design ideas and print products that have been realised using current digital print finishing techniques on appropriate substrates.

The categories:

- Brochures, Commercial Print
- Mailings, Selfmailer, Dialogue Marketing
- Labels
- Packagings
- Posters

▶ All information about the competition and entries are available at www.edelmeister-wettbewerb.de.





"The rise in visitor numbers made it clear that a new era of printing is dawning in omnichannel communication."

**Gerd van Gils, BDM Europe,
CHILI publish**

"The event bridges the gap between technology and practical processes."

**Thomas Schnettler,
Business Development,
locr GmbH**

"...digital printing with its possibilities can be grasped in all its facets."

**Kim Niemeyer,
Marketing & Kommunikation,
Ing. Fritz Schroeder GmbH & Co. KG,
Barsbüttel**

"Digital transformation is in full swing and concerns us all, as the exhibitors and the surprisingly large number of visitors have shown!"

**Bertin Sorgenfrey,
Head of International Marketing,
DALIM SOFTWARE GmbH,
Kehl**

"Super organized and great in terms of content, especially the development of integrated Theme Worlds, super spaces..."

**Michael Wietkamp,
Ortmeier Medien GmbH**

"The event mix is a perfect platform that combines information and communication!"

**Sven Bartels,
Head of Digital Printing
Competence Center,
Paper Union GmbH**

WHAT THE EXHIBITORS SAID

"The PrintDigital Convention has shown how great the interest in digitally printed products is among media producers."

**Jörg Hunsche,
Market Development Manager,
HP Deutschland GmbH**

"... because it was a high-calibre audience. Because the setting, catering and atmosphere were very positive and relaxed."

**Gerhard Märtterer
and colleagues, Eversfrank**

"What you set up in Düsseldorf is a fantastic achievement. Big compliment."

**Jürgen Lisei, Managing Director,
Otto Theobald GmbH**

"We're looking forward to a continuation of this new and fresh exhibition concept in 2021."

**Cord Hashemian,
Productmanager Konica Minolta,
Production Printing, Business
Solutions Deutschland GmbH,
Langenhagen**

"We've met both old acquaintances and made new contacts."

**Michael Adloff,
Managing Director, Theissen
Medien Gruppe**

THE OFFER FOR YOUR INDIVIDUAL PROFILE

FIND EXACTLY THE EXHIBITOR PACKAGE THAT SUITS YOU

PACKAGE 1

Manufacturers, OEMs

- 36 m² exhibition area
- 1 lecture slot
- 3 exhibitor tickets for stand personnel (incl. day catering) worth 750,00 EUR
- 3 exhibitor tickets for the evening event
- 5 VIP visitor tickets, valid for both event days, worth 1.250,00 EUR
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner

EUR 8.235,00

EUR 6,805.00 for PRINT digital! Partners and strategic partners of f:mp. / FEPE

PACKAGE 2

Specialist dealers, wholesalers

- 9 m² Exhibition area
- Option to present applications to several project exhibitors
- 1 exhibitor ticket for stand personnel (incl. day catering) worth 250,00 EUR
- 1 exhibitor ticket for the evening event
- 3 VIP visitor tickets, valid for both event days worth 750,00 EUR
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner

EUR 4,155.00

EUR 3,155.00 for PRINT digital! Partners and strategic partners of f:mp. / FEPE

Further custom-fit exhibitor packages on request.

A list of additional services for your trade fair stand (advertising possibilities, rental furniture, electricity, insurance, etc.) after your official registration.

PACKAGE 3

Print and media service providers

- 9 m² Exhibition area
- Option to present applications to several project exhibitors
- 1 exhibitor ticket for stand personnel (incl. day catering) worth 250,00 EUR
- 1 exhibitor ticket for the evening event
- 2 VIP visitor tickets, valid for both event days worth 500,00 EUR
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner

EUR 3,455.00

EUR 2,655.00 for PRINT digital! Partners and strategic partners of f:mp. / FEPE

PACKAGE 4

Software companies

- TableTop presentation on 6 m² exhibition area with counter and rollup (each individually printed) with logo etc.)
- Option to present applications to other exhibitors
- 1 exhibitor ticket worth 250,00 EUR
- Marketing package: logo presence (congress brochure, website, advertisements and various Conference media), online banner

EUR 3,155.00

EUR 2,455.00 for PRINT digital! Partners and strategic partners of f:mp. / FEPE

YOU WANT MORE?

In addition to the exhibitor packages we offer individual stand enlargements.

Feel free to contact us!

Fachverband Medienproduktion e. V.
Waldbornstraße 50 | 56856 Zell/Mosel
Rüdiger Maaß, Managing Director
Register court: Cologne Local Court

Messe Düsseldorf GmbH
Stockumer Kirchstraße 61
40474 Düsseldorf, Germany

Registration

as exhibitor at PRINT & DIGITAL CONVENTION 2021

If you have any questions please do not hesitate to contact us

Phone: +49 (0)6542 5452

Fax: +49 (0)6542 5422

E-mail r.maass@f-mp.de / www.f-mp.de

Company

Phone

Street

Fax

Postcode, City

E-mail

Country

Web

Contact person

VAT ID No.

PACKAGE 1

We register as
Manufacturer, OEM

EUR 8,235.00

We are:

PRINT digital! partner

strategic partner
of f:mp. / FEPE

EUR 6,805.00

PACKAGE 2

We register as
Specialist/Wholesaler

EUR 4,155.00

We are:

PRINT digital! partner

strategic partner
of f:mp. / FEPE

EUR 3,155.00

PACKAGE 3

We register as
Print Service Providers

EUR 3,455.00

We are:

PRINT digital! partner

strategic partner
of f:mp. / FEPE

EUR 2,655.00

PACKAGE 4

We register as
Software Company

EUR 3,155.00

We are:

PRINT digital! partner

strategic partner
of f:mp. / FEPE

EUR 2,455.00

With this signature I accept the exhibition conditions of the organizers of
PRINT & DIGITAL CONVENTION 2021 and confirm that my data may be entered
and used in the Messe Düsseldorf exhibitor system (for technical orders etc.).

We are
repeat exhibitors.

We would like
more stand space
and ask for
an individual
offer.

We would like to exhib-
it our product/services
in the following theme
world:

Further Processing

Label & Packaging

Brand & Product

Value Added Printing

Printed Electronics

Dialogue Marketing

Interior/Exterior Design

sustainable
media production

Name in block capitals

Function

Place, Date

Stamp and legally binding signature

YOUR TICKET FOR BEST BUSINESS

DATE

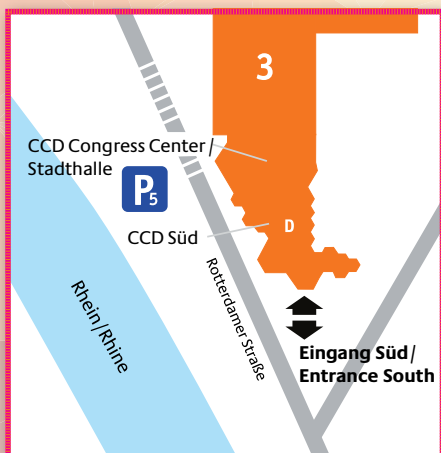
Wednesday, 20 October 2021 and
Thursday, 21 October 2021

TIME

Start at 9.00 am – end at 6.00 pm
On the first day of the event, there will be a
Net(t)working event for everyone after the trade fair closes.

LOCATION

CCD Congress Center Düsseldorf



TICKETS

Day ticket (trade fair): **EUR 25,00**
2-day ticket (trade fair): **EUR 35,00**
Day ticket (trade fair/lectures): **EUR 145.00**
2-day ticket (trade fair/lectures): **EUR 195.00**

All prices are subject to VAT.

Ticket prices include daily catering.



Mediapartner



FORMER EXHIBITORS AND PARTNERS

Partners



Exhibitors



YOUR CONTACT PERSONS

Fachverband Medienproduktion e. V. (f:mp.)

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Managing Director

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E-mail r.maass@f-mp.de
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MESSE DÜSSELDORF GMBH

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Senior Project Manager drupa

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www.drupa.de