



PRINT & DIGITAL CONVENTION

June 22 -23, 2022
CCD Congress Center
Düsseldorf, Germany

Journey into the print universe of multichannel & dialog marketing

www.printdigitalconvention.de

f:mp.
fachverband
medienproduktion



TURNING COMMUNICATION INTO AN EXPERIENCE!

PRINT & DIGITAL CONVENTION 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
- Programmatic Printing

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.

IT'S WORTH PARTICIPATING!

168% GROWTH

- Number of exhibitors almost tripled since 2017
- Exhibitor profiles: Dialogue Marketing, Multi-channel-Publishing, Print, Software, Media companies and wholesalers

30 LECTURES AND THEMED WORKSHOPS

- 3 parallel lecture series to the main topics like „Programmatic Print“, „Sustainable media production“ und „Dialogue Marketing“.

1.500 INDUSTRY VISITORS

- Expected visitor numbers, which are close to the pre-crisis level

NATIONAL 90%

nationwide

INTERNATIONAL 10%

Visitors from DACH and Benelux

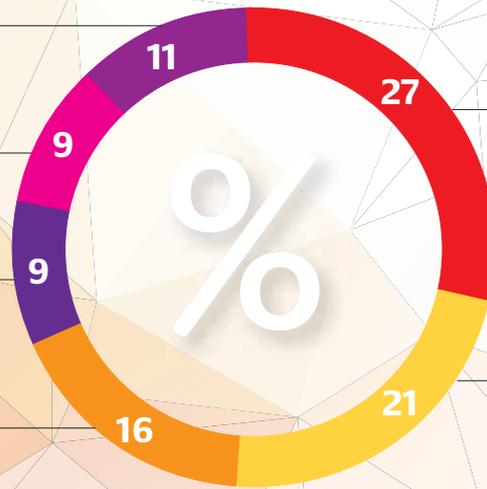
TRADE VISITOR PROFILES (MEAN VALUE 2017-2021)

Publishers & media companies

Machinery & printing industry

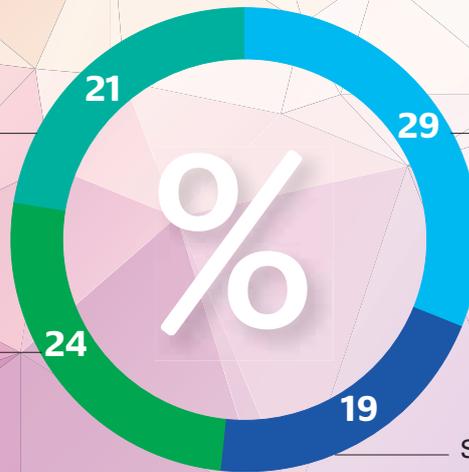
Manufacturers & wholesalers

Branded goods & industry



Agencies & consultants
production agencies

Print shops



Marketing managers,
key accounters &
product managers

Media producers,
designers & graphic
artists

owners &
CEOs

Sales & purchasing
managers

ADVERTISING AGENCIES

PRINT SUPPLIER INDUSTRY

MEDIA PRODUCERS

DESIGNER

DIGITAL PRINT SERVICE PROVIDERS

PRINTING HOUSES

PUBLISHING HOUSES

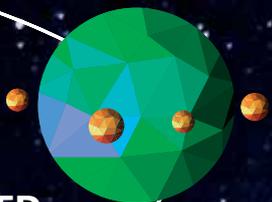
PRINT BUYER

COMMUNICATION DECISION-MAKERS

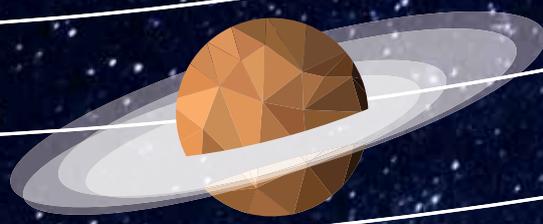
YOUR INDUSTRY TOPICS IN ONE EVENT

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 touch-points of the customer journey.

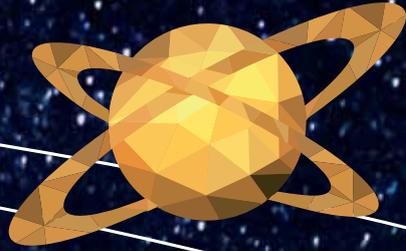


**VALUE ADDED
PRINTING**



FURTHER PROCESSING

**INTERIOR/
EXTERIOR
DESIGN**



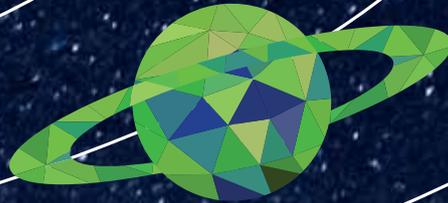
**PROGRAMMATIC
PRINT**



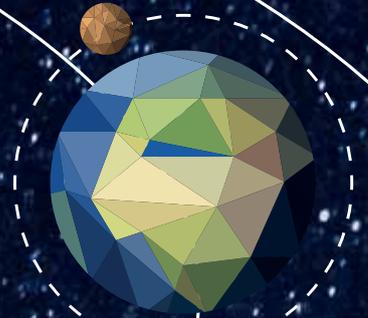
**BRAND &
PRODUCT**



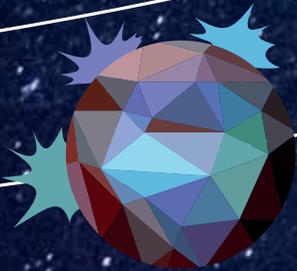
**LABEL &
PACKAGING**



**SUSTAINABLE
MEDIAPRODUCTION**



**DIALOGUE
MARKETING**



**PRINTED
ELECTRONICS**



THE THEME WORLDS

PROGRAMMATIC PRINT

As the double name suggests, Programmatic Printing combines the best principle from the online advertising world with the best principle from the print world.

"Programmatic advertising" in online marketing refers to the "fully automated and individualized buying and selling of advertising space in real time."

These marketing mechanisms also work for print media. How? That's what the Programmatic Print theme world shows you.

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.

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.

VALUE ADDED PRINTING

steht 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.

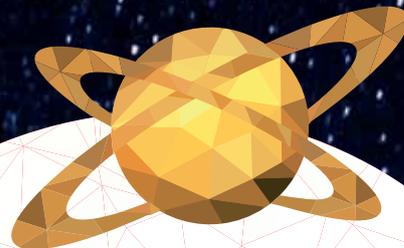
LABEL & PACKAGING

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.

THE 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.



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.

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.



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.



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.



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 Märterer
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

OFFER FOR YOUR INDIVIDUAL PROFILE

FIND EXACTLY THE EXHIBITOR PACKAGE THAT SUITS YOU

PACKAGE 1

Manufacturers, OEMs

- 36 m² exhibition area
- 1 lecture slot
- Option to present applications to several project exhibitors
- 3 exhibitor tickets for stand personnel (incl. day catering)
- 2 exhibitor tickets for the evening event
- 10 VIP visitor tickets, valid for both event days – incl. lectures
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner...

€ 8.550,--

€ 6.990,-- for PRINT digital! Partners and strategic partners of f:mp

PACKAGE 2

Specialist dealers, wholesalers

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

€ 4.330,--

€ 3.270,-- for PRINT digital! Partners and strategic partners of f:mp

PACKAGE 3

Print and media service providers

- 9 m² exhibition area
- Option to present applications to several project exhibitors
- 3 exhibitor tickets for stand personnel (incl. day catering)
- 5 VIP visitor tickets, valid for both event days – incl. lectures
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner...

€ 3.560,--

€ 2.710,-- for PRINT digital! Partners and strategic partners of f:mp

PACKAGE 4

Software companies

- TableTop-Präsentation auf 6 m² exhibition area mit Theke + Rollup (individuell bedruckt mit Logo)
- 2 exhibitor tickets for stand personnel (incl. day catering)
- 10 VIP visitor tickets, valid for both event days – incl. lectures
- Marketing package: logo presence (congress brochure, website, advertisements and various conference media), online banner...

€ 3.250,--

€ 2.510,-- for PRINT digital! Partners and strategic partners of f:mp

YOU WANT MORE?

Further custom-fit exhibitor packages on request.

Feel free to contact us!

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

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

REGISTRATION as exhibitor at PRINT & DIGITAL CONVENTION 2022

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

Phone: +49 (0)6542 5452

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

Manufacturers, OEMs

€ 8.550,--

We are:

- PRINT digital! Partner
 strategic partner
of f:mp.

€ 6.990,--

PACKAGE 2

Specialist dealers, wholesalers

€ 4.330,--

We are:

- PRINT digital! Partner
 strategic partner
of f:mp.

€ 3.270,--

PACKAGE 3

Print and media service providers

€ 3.560,--

We are:

- PRINT digital! Partner
 strategic partner
of f:mp.

€ 2.710,--

PACKAGE 4

Software companies

€ 3.250,--

We are:

- PRINT digital! Partner
 strategic partner
of f:mp.

€ 2.510,--

With this signature I accept the exhibition conditions of the
organizers of PRINT & DIGITAL CONVENTION 2022 and
confirm that my data may be entered and used in the Messe
Düsseldorf exhibitor system (for technical orders etc.).

Name in block capitals

Function

Place, Date

Stamp and legally binding signature

We are
repeat exhibitors.

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

We would like to exhibit
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
 Programmatic Print

YOUR TICKET FOR BEST BUSINESS

DATE

Wednesday 22. to Thursday 23 June 2022

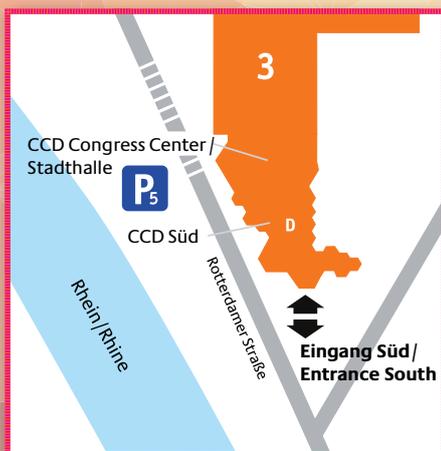
TIME

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):	€ 35,--
2-day ticket (trade fair):	€ 65,--
Day ticket (trade fair/lectures):	€ 185,--
2 Day ticket (trade fair/lectures):	€ 235,--
ticket Net(t)working event:	€ 60,--

All prices are subject to VAT.

Ticket prices include daily catering.



Mediapartner



FORMER EXHIBITORS AND PARTNERS



YOUR CONTACT PERSONS

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MESSE DÜSSELDORF GMBH

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Senior Project Manager drupa
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