



PRINT & DIGITAL CONVENTION 2023 – Press Release No. 3 / February 2023

PRINT & DIGITAL CONVENTION shows the future of multi-channel and dialogue marketing

About three months before its kick-off on 16 May, the PRINT & DIGITAL CONVENTION 2023 is on a very positive course for success: the bookings received so far already exceed the previous year's levels. Numerous international industry players will be represented again making the Düsseldorf congress trade show the trendsetting platform for multi-channel and dialogue marketing. The Ticketshop is open as of now.

They will demonstrate how print becomes an experience, how haptics sparkle and what tomorrow's digital and online strategies will look like: the exhibitors and speakers of the PRINT & DIGITAL CONVENTION 2023 will offer countless opportunities to discover trends and be inspired. Renowned enterprises such as Konica Minolta, Canon, Xerox, RISO, and KURZ will be "on board" as exhibitors and introduce to participants their solutions and applications for a modern and sustainable media production.

"It is a great success that we have already achieved an increase of 5% in exhibitor registrations compared to the previous event at this point in time," explains Rüdiger Maaß, Managing Director of Fachverband Medienproduktion e.V., f:mp. (Media Production Association). "What makes us especially happy is that we have currently canvassed 20% first-time exhibitors."

One of these new exhibitors is Zaikio, a development studio that emerged from software company Crispy Mountain and Heidelberger Druckmaschinen AG. Commenting on this, Thomas Ahlrichs, advisor at Zaikio, says: "The format of the PRINT & DIGITAL CONVENTION convinces me: the atmosphere is familiar and allows in-depth exchange at eye level. I meet old acquaintances here and learn



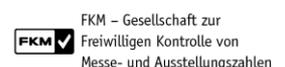
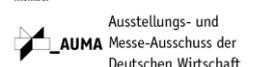
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



about new things. This makes the PDC a brilliant interface for the industry. We do have a bit of a weak spot for open interfaces...”

After all, the PRINT & DIGITAL CONVENTION is not only a congress trade show but also a hands-on experience and content-focused event. A concept that has also convinced Kim Niemeyer, Marketing & Communication, Ing. Fritz Schroeder GmbH & Co. KG: “The PRINT & DIGITAL CONVENTION demonstrates time and again and in many ways that the world of print is alive and diverse. The exhibitors bring print to life. We are happy to be a part of this, flagging up the opportunities offered by print processing and finishing and provided by this mix of technology, knowledge transfer and networking.”

With their innovative solutions and applications Konica Minolta are also a perfect fit for the diverse range of topics covered by this congress trade show. Confirming this, Mirko Pelzer, Offering Manager Germany & Austria at Konica Minolta Business Solutions Deutschland GmbH, says: “As a longstanding partner of the PRINT & DIGITAL CONVENTION we look forward to once again helping to shape one of the most relevant meetings of the graphics industry in 2023. In tune with the motto ‘Use your Opportunities’ we will present GLAMPRIENT showing how customers can fully leverage their creative potential to turn print into a unique experience that delivers its impact on all levels.

What also makes the PRINT & DIGITAL CONVENTION so special is the presentation of innovative technologies by way of highlight projects, which not only feature individual machines or tools but practice-oriented total solutions. One of these highlight projects involves LEONHARD KURZ Stiftung & Co. KG, a global leader in thin-film technology. Elke Andersch, Marketing Manager Packaging and Print at KURZ, emphasises: “The holistic congress concept of the PRINT & DIGITAL CONVENTION allows finishing specialists KURZ to introduce to visitors a plethora of their comprehensive solutions for both analogue and digital finishing. As part of the planned highlight project, KURZ - jointly with its subsidiary SCRIBOS - will demonstrate a combination of finishing and functional security features by means of



an impressive practical example. And, needless to say, KURZ will also score points in terms of sustainability here.”

Also awaiting participants here will be an extensive and high-calibre lecture agenda on both trade show days alongside exciting exhibits and in-depth expert advice at the exhibitors’ stands themselves. In addition to three parallel lecture slots focusing on the topical themes “Value Added Printing”, “Marketing Automation & Programmatic Printing” and “Sustainable Media Production” there will also be inspiring panel presentations at the “Forum Stadthalle” within the exhibition area.

The PRINT & DIGITAL CONVENTION will be held in Düsseldorf from 16 to 17 May 2023 and organised by the Fachverband Medienproduktion f:mp. (Media Production Association) in cooperation with Messe Düsseldorf and drupa. Tickets and further information are available at: <https://www.printdigitalconvention.de/en>

Your Contact:

Press department for drupa 2024 / PRINT & DIGITAL CONVENTION 2023

Anne Schröer, Manager MarCom (Press & PR)
Maria-Sophie Schulte, Junior Manager MarCom (Support)
Tel.: +49 (0)211 4560 -465 /-589
SchroeerA@messe-duesseldorf.de, SchulteM@messe-duesseldorf.de

Exhibitor services for drupa 2024 + PRINT & DIGITAL CONVENTION 2023

Christian Hruschka, Senior Project Manager
Tel.: +49 (0)211 4560 985
HruschkaC@messe-duesseldorf.de

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

Rüdiger Maaß, Managing Director
Tel.: +49 (0)6542 54 52
info@f-mp.de