

PRINT & DIGITAL CONVENTION

22 and 23 June 2022
CCD Congress Center Düsseldorf

2022
WAVE

Repositioning the print universe in the
multichannel marketing environment

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All industry themes in one
Trade fair format

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Live experience: live campaigns
and product highlights

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TRAVEL TO THE PRINT UNIVERSE OF MULTICHANNEL & DIALOGUE-MARKETING

How is print repositioning itself? What are the opportunities in multichannel publishing? What potential exists in digital omnichannel communication and where is room here for the analogue print product?

This year, the congress fair **PRINT & DIGITAL CONVENTION** also provides answers to relevant industry questions and makes the connection from technology to concrete applications.

Divided into nine theme worlds, the practice-oriented trade fair format presents innovations, trends and visions of an industry in transition. With its themes, new products, the accompanying congress programme and panel presentations addressing current megatrends, **PRINT & DIGITAL CONVENTION** is once again the must-see event for the printing and graphic arts industry.

Benefit from the unique combination of know-how transfer, networking and experience print excellence in the scope of highlight project presentations.

We are looking forward to meeting you!



Dieter Beller



Chairman of the Board
Fachverband Medienproduktion e.V.

Organizer: Fachverband Medienproduktion e.V.
in partnership with Messe Düsseldorf/drupa

1.500 VISITORS

— on two days expected from Germany, Austria, Switzerland and BENELUX. Statistics refer to preCOVID times

NEW ORIENTED TO DEMAND

— Youngster Talent Recruitment. Launch of new networking platform connecting young talents with the printing industry.

THE INDUSTRY GATHERING FOR THE FUTURE BUSINESS MODEL OF PRINT

PRINT & DIGITAL CONVENTION makes complex and technical solutions tangible, shows them in practical use and in application scenarios suitable for everyday use. Always with a view to those who use print, advertising media and communication strategies – whether analogue or digital.

ALL INDUSTRY TOPICS IN ONE FORMAT

Nine thematic worlds highlight new developments, trends and visions in the fields of marketing realisation, automation, multichannel publishing and content marketing - across all touchpoints of the customer journey:

- Dialogue Marketing
- Value Added Printing / Print Creative
- Label & Packaging
- Finishing
- Printed Electronics
- Brand & Product
- Interior & Exterior Design
- Sustainable Media Production
- Programmatic Printing

INTERESTING FOR

- Members of the Association for Media Production (f:mp.).
- Media Producers
- Print shops
- Supply industry for print
- Advertising Agencies
- Graphic Artist/Aesigners
- Media Buyers
- Publishing Houses
- Communications Decision Makers

30 PRESENTATIONS,
8 PANEL SESSIONS

- Three parallel presentation slots daily and panels at the central „Forum Stadthalle“ in the center of the exhibition. Key topics: „Programmatic Printing“, „Sustainable media production“ and „Value added printing“.

**CONGRESS PROGRAMM
AND PANEL PRESENTATIONS**

The current programme
is available at
printdigitalconvention.de



PROGRAMMATIC PRINT

Print is repositioning itself in the emerging cookie-less age: it creates attention and adds value to the discovery of print products integrated to a modern omni-channel marketing to reach the right target group at the right time and the right channel with the right message.

We show where the physical medium paper, with its multisensory effects, promises even more success than the conventional forms of display advertising, content, search engine, e-mail, influencer, affiliate and social media marketing.

DIALOGUE MARKETING

creates ways for real customer communication and enables understanding of customer needs. This helps products to achieve real and emotional added value and increases the success of companies.

Individualisation and personalisation are the big game changers and customers have a feeling of being valued and taken seriously. But this requires additional effort in communication that can be solved by cross-channel, software-based applications for the collection, evaluation, processing and output of relevant data.

The thematic world demonstrates how credible customer contact works, which communication strategy promises success and how dialogue with customers can be intensified.

FINISHING

is also attention to detail. Communication with added value through creative processing that can easily deviate from standards such as folding, gluing and cutting.

Simple but effective ideas create the finest contours. Perforations appear as patterns, slipcuses and leporellos present the big picture with an unusual folding technique. Creative finishing adds value and makes discovering print products fun.

This theme world is all about ideas and implementations for interactive print products through unusual finishing solutions – for mass or individual production.

VALUE ADDED PRINTING

stands for a unique communication experience.

A value-added promise that is delivered via visual, haptic, olfactory and interactive enhancement options and increases the perception of brands, products and communication.

Printed communication uses multisensory technology to generate emotions, interactive effects for intensive playful engagement, and digital technology to convey information.

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

LABEL & PACKAGING

is communication very close to the customer. Innovative materials, digital technologies such as NFC, eye-catching print finishes, effective security features, and smart packaging solutions open up the playing field for direct and efficient communication - 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 center of the exhibitor area. This is where exhibitors meet their visitors for expert talks, where they go into detail about exhibits and services.

The area offers exactly the atmosphere that business needs - confidential for sales talks or pleasantly communicative for a relaxed meeting over a coffee.

BRAND & PRODUCT

The distribution of complex content, up to and including interactive real-time communication, require digital tools in marketing. Social media marketing is indispensable and all touchpoints along the customer customer journey.

Efficient product communication in omnichannel commerce can hardly be managed without a central master data system. Multichannel publishing systems support content-driven, and marketing communication that is driven by editorial content.

The Brand & Product theme world creates transparency in the confusing market of digital marketing software and systems and presents them.

PRINTED ELECTRONICS ELECTRONICS IN PRINT

Innovative technologies are subject to dynamic development, create products with unique selling propositions, new functionalities and thereby change customer and brand communication.

The future is here, bringing moving ads on printed screens in magazines to replace traditional ads and labels that convey consumer information via touchscreen.

The theme world shows innovative solutions and enables a look into the future.

INTERIOR/EXTERIOR DESIGN

designs the appearance of brand and company.

At trade shows, at the point of sale and out-of-home, the message of brand, product and company catches the eye through large-format and detailed staging.

Digital signage, classic displays and banners or individual digital printing on the furnishings and in the room create a coherent overall image. Inside and outside, these solutions support communication with customers and transport brand and image. The theme world shows solutions for transporting authentic and credible brand messages.

SUSTAINABLE MEDIA-PRODUKTION

Climate protection, circular economy, climate compensation, recycling and far 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.

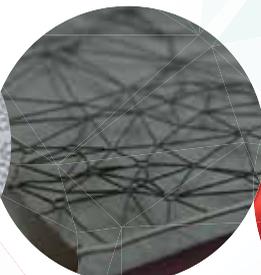
THE RANGE OF SERVICES OFFERED BY PRINT HIGHLIGHT-GUIDE

The established trade show **PRINT & DIGITAL CONVENTION** stands for the presentation of best practices and applications.

Here, exhibitors show their product highlights in implementation and present participating project partners.

Experience projects from the world of print technology, finishing highlights, software applications, cross-media and marketing campaigns for brands and products. The project implementations are embedded in real brand demonstrations and a showcase of all the communication elements, some of which are produced live at the trade show.

The accompanying „Highlight Guide“ documents – online and as a print version – all best practice examples, naming the participating partners and their performance.



CONFERENCE PROGRAM

Since the first edition in 2019, the „DNA“ of **PRINT & DIGITAL CONVENTION** has been characterized to a large extent by an impressive conference program in the form of top-class specialist presentations. In addition to the three parallel staged session slots with the main topics „Value Added Printing,“ „Marketing Automation & Programmatic Printing,“ and „Sustainable Media Production“, participants will for the first time be offered panel presentations at the „Forum Stadthalle“ in the exhibition area.

This newly created forum offers inspiring content, interaction and exciting discussion rounds in an open format in the exhibition area and is open to visitors free of charge.

This platform will feature new ideas and successful concepts for future technologies, in addition to specialist presentations addressing trend topics.



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Exhibitors

YOUR TICKET FOR BEST BUSINESS

DATES

Wednesday, 22. June 2022: 9.00 am – 18.00* pm

Tuesday, 23. June 2022: 9.00 am – 17.00 pm

*On the first day of the event, a networking event will take place after the trade show closes.

LOCATION

CCD Congress Center Düsseldorf
(Entrance Stadthalle)



TICKETS

TRADE FAIR:

Day ticket EUR 35,00

2-day ticket EUR 65,00

TRADE FAIR and LECTURES:

Day ticket EUR 185,00

2-day ticket EUR 235,00

NETWORKING EVENT: EUR 60,00

All prices are subject to VAT.

Ticket prices include daily catering.



REGISTER NOW!

Tickets at:
printdigitalconvention.de

