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

AGENCIES AND BRANDS ARE STRONGLY REPRESENTED

Publishers & media companies: 10%
Machinery & printing industry: 9%
Manufacturers & wholesalers: 9%
Branded goods & industry: 15%
Print shops: 19%
Agencies & consultants: 23%

DECISION MAKERS AND SHAKERS ON THE SPOT

Marketing managers, key accounters & product managers: 19%
Media producers, designers & graphic artists: 11%
Sales & purchasing managers: 16%
owners & CEOs: 30%

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

CUSTOMER

INTERIOR/EXTERIOR DESIGN

BRAND & PRODUCT

FURTHER PROCESSING

PRINTED ELECTRONICS

VALUE ADDED PRINTING
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.

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
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.

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

"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

"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

"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

"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

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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

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All exhibitor statements can be found here in full length: www.printdigitalconvention.de
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.
FORMER EXHIBITORS AND PARTNERS

### Exhibitors
- Antalis
- CHILI publish
- Ortmeyer
- NOVO
- Schätzl
- 4films
- O&H
- locr
- Mondi
- Swap
- Vogt
- HP
- OKI
- PCL
- Digitar
- Altavia
- druckpartner
- Leo
- SDV
- Medienservice GmbH
- PAV
- p: kurz
- DC Otto Theobald
- LimeGo
- Evers Frank Gruppe
- Druck-Medien, Umwelt
- Grunewald
- LahnPaper
- Genona
- KONICA Minolta
- IgEPA Group
- Paul + Paul
- META Paper
- B&K Offsetdruck
- Campain
- Drescher
- Tretec
- Creatura
- Canon
- Grafe Veredelungsgruppe
- RL Display
- W&CO
- Schaudt
- DRUCKEREI Vogl
- Kremp
- Print Concept
- Terminal AG
- Brunner Gräbner
- B&G
- Aperto & Lettershop
- A&L
- Interfon Adresse
- Horizon
- GLENDConsulting
- Fuchs Werbetechnik
- LIX
- AMAGOO
- Ziegler
- Blue Lane
- Highlight Media
- Berberich Paper
- Johnen
- Heftertechnik
- Highlight Media
- OCR SYSTEMFORM
- ROX
- Highlight Media
- Macht Entscheider entscheidungssicher
- DRUCKMARKT
- PRINTMARKT
- Printmedien
- Media
- Druck & Medien
- Marketing
- Publishing Austria
- Partner
- Print & Medientechnik
- Österreich
- VDBF e.V.
- International Post
- Corporation
- Mediapartner (formerly
- DRUCKMARKT
- macht Entscheider entscheidungssicher
- "o"
- 93
- www.druckmarkt.com
- 18. Jahrgang Heft 93 Oktober 2014
- "o"
- 93
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