



7. und 8. Mai 2019

CCD Congress Center Düsseldorf

www.printdigitalconvention.de

Messe Düsseldorf GmbH ■ Messeplatz ■ D-40474 Düsseldorf



Press Release

Looking ahead to PRINT & DIGITAL CONVENTION 2019

On 7 and 8 May 2019 the Convention and Exhibition PRINT & DIGITAL CONVENTION, highlighting innovations and trends on the subject of “Solutions for Multichannel Marketing”, will take place for the third time at the Congress Center Düsseldorf (CCD). Continuing to grow, around 100 exhibitors and 1,500 visitors are expected.

The PRINT & DIGITAL CONVENTION focuses on the opportunities of both digital and printing technologies. The event aims to combine the potential of printed products in all their facets and the opportunities, which are opening up through digital transformation. The focus is not solely on technology, but on application: Intertwining print and digital solutions leads to exciting and effective marketing campaigns.

After its successful second edition in April 2018, the convention and exhibition will offer again many interesting and practical talks, as well as a unique programme of workshops in both German and English, combining ideas and design with innovative marketing strategies. “In 2019 we will be highlighting an even larger number of successful applications. The themes of the event will be very diverse and definitely forward-looking,” says Rüdiger Maaß, CEO of f:mp. (the German Professional Association of Media Producers).

Organised by f:mp. and Messe Düsseldorf, the PRINT & DIGITAL CONVENTION is a leading event which recently has been gaining in popularity in different industries, the retail sector, marketing and IT.



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f:mp.
fachverband
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“We want to give a platform to the pioneering ideas and visions that are currently arising in and around media production and marketing. It is a good way to test the relevant trends of the present and the pioneering topics of the future, says Rüdiger Maaß.

“Media service providers, publishing companies and agencies need to keep an eye on the technology behind their ideas if they want to receive creative stimuli and stay up-to-date. We therefore aim to put the focus of this convention and exhibition mainly on the benefits of digital technologies and on the combination of those technologies with outstanding print applications. Cross-media is only one of many keywords.”

There are numerous innovative solutions and ideas for the implementation of marketing strategies that are waiting to be discovered. At the accompanying exhibition, speakers and exhibitors will be illustrating, for instance, their future visions of the digital transformation in marketing. The PRINT & DIGITAL CONVENTION will be setting the direction of successful communication along a wide range of media channels.

“Thematically, the PRINT & DIGITAL CONVENTION will largely highlight the same main topics as drupa. Our involvement as equal partners must be seen, in particular, against the background of our collaboration with f:mp. and our joint creation of successful ideas, new business models and the future of print. With its worldwide network, drupa enables us to increase the internationalism of the convention and to support the focus on the topics of the future,” emphasises Sabine Geldermann, Director drupa, Messe Düsseldorf.

To reach this goal, there will be further collaboration with FEPE (European Federation of Envelope Manufacturers) and IPC (International Post Cooperation) for the next event. Together with the two official association partners, this will mean a strengthening of the thematic area “dialogue marketing” with regard to both content and exhibitors.

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So far, over 30% of all previous exhibitors have already booked stands for 2019. In addition, a large number of new exhibitors have also expressed interest. The envisaged growth target of the organisers is therefore highly realistic, as they are aiming to attract 100 exhibitors and 1,500 delegates to the convention. All the big names in print and digital will definitely be there.

Further details, including how to register, can be found on the internet, at www.printdigitalconvention.de.

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