



## drupa 2024 – Press Release No. 2 / September 2021

**Secure tickets now!**

### **PRINT & DIGITAL CONVENTION: Innovations, trends and visions in eight theme worlds**

From 20 to 21 October 2021, media producers and decision-makers from industry, trade, marketing agencies and IT will meet at the PRINT & DIGITAL CONVENTION (PDC) in Düsseldorf, which is organised by Fachverband Medienproduktion (f:mp.) and Messe Düsseldorf. Eight theme worlds, 4 daily parallel lecture series with a total of 48 lectures and workshops as well as over 60 renowned international exhibitors will give the approximately 1,000 expected visitors a comprehensive overview of product portfolios, innovations and solutions for print and multichannel marketing.

"As an in-person trade fair and interactive platform, the PRINT & DIGITAL CONVENTION promotes and activates existing and new business potential. Especially in these times, this offers an ideal basis for experiencing the diverse technologies, trends and applications in the eight theme worlds with all the senses," explains Rüdiger Maaß, Managing Director of f:mp. "PRINT & DIGITAL CONVENTION is more than a "classic" congress trade fair - it is an experience!"

For the first time, the fourth edition of the congress fair will be extended by digital formats in the two-day lecture programme. Sabine Geldermann, Director Print Technologies at Messe Düsseldorf, adds: "We are pleased to be able to offer participants who cannot be on site access to extensive knowledge transfer. This has already worked excellently in the context of virtual.drupa, which took place exclusively digitally."



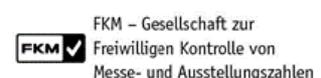
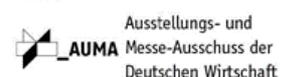
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## Innovations, trends and visions in eight theme worlds

The PRINT & DIGITAL CONVENTION is divided into eight inspiring theme worlds: Interior/Exterior Design, Brand & Product, Value Added Printing, Postpress, Label & Packaging, Printed Electronics, Dialogue Marketing and Sustainable Media Production. The theme worlds illuminate innovations, trends and visions in marketing realisation, marketing automation and content marketing - across all touchpoints of the customer journey.

Among others, INAPA, Koehler Paper, Canon, ESKO, FEDRIGONI, FKS, hp, KODAK, KONICA MINOLTA, KURZ, mondi, Obility, OKI as well as consumer goods brands such as HARIBO or RAPUNZEL have confirmed their participation as partners and exhibitors. For interested companies, participation as an exhibitor at PRINT & DIGITAL CONVENTION is still possible on short notice.

Visitors can expect exciting exhibits and future-oriented content, for example on the potential of digital printing applications, automated workflows, creative finishing and sustainable packaging solutions. The partners on the side of the exhibitors and brand manufacturers also make a significant contribution to this.

In addition, exhibitors can interact with the community on site and via live web sessions and present their agenda on relevant content to a broad audience.

Four parallel workshop sessions will focus on sustainable media production, marketing automation, value added printing and dialogue marketing. An overview of speakers and presentations is available to visitors at <https://tdm-e.f-mp.de/>

## Highlight-Guide

The special format "Highlight Guide" focuses on best practices and creative applications. Various scenarios are available that showcase print technology,



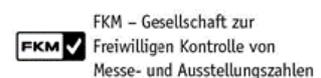
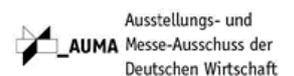
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software applications, finishing highlights, cross-media and marketing measures for brands and products in the context of a campaign. The project implementations are embedded in real brand demonstrations and a performance showcase of all communication elements, some of which are produced live at the fair.

### Secure tickets now

Visitor tickets are now available for visiting the fair, congress and workshop sessions or for virtual (digital) participation in the congress / workshops. The hybrid format offers the right access for everyone, be it directly on site in Düsseldorf as a trade visitor or conveniently from the (home) office. The number of participants on site is limited due to COVID restrictions, so it is advisable to secure a ticket now: [https://shop.messe-duesseldorf.de/pdc\\_e](https://shop.messe-duesseldorf.de/pdc_e)  
The conference language is German (without translation).

### Comprehensive Hygiene and Infection Protection Concept

Messe Düsseldorf secures the trade fair visit by means of a comprehensive Hygiene and Infection Protection Concept for events at the homebase Düsseldorf, which has already proven its worth during several trade fairs and is constantly adapted to the current circumstances. The best protection possible for all trade fair participants is ensured by tickets exclusively available online with pre-registration, checks ensuring that visitors have been tested, vaccinated or recovered at the entrances, high-performance air-exchange/filter systems in the exhibition halls, spacious hall layouts, targeted routing, distance markings and mandatory use of masks in the halls and rooms. Medical masks, FFP2 or KN95/N95 masks are permitted - no face shields or fabric masks.

For further information, please visit: [www.drupa.com/en/drupa\\_global](http://www.drupa.com/en/drupa_global) or <https://tdm-e.f-mp.de/>



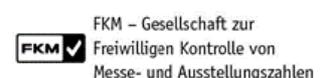
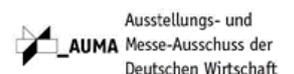
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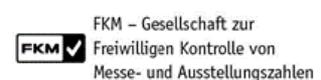
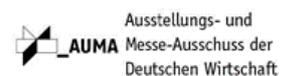
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