



drupa 2024 – Press release no. 8 / April 2022

International top players to take part in PRINT & DIGITAL CONVENTION 2022

In early summer, it is time again for an exciting journey into the print universe of multichannel and dialogue marketing: PRINT & DIGITAL CONVENTION invites the industry to Düsseldorf/Germany. Tickets are available now.

How is print repositioning itself? What added value does digital omnichannel communication create and how do analogue print products position themselves in this context? These and other relevant questions will be highlighted at the fifth edition of PRINT & DIGITAL CONVENTION, which will take place from 22 to 23 June 2022 at the Düsseldorf Exhibition Centre. The event is jointly organised by Fachverband Medienproduktion e.V. (f:mp.) and Messe Düsseldorf and will be an industry meeting place, business platform and content hub for media producers and decision-makers from industry, trade, marketing agencies and IT.

"We are delighted to once again be able to offer our visitors a unique combination of knowledge transfer, networking and trade fair," explains Rüdiger Maaß, Managing Director of f:mp.. "With its impressive quality of top-class exhibitors and the extensive congress programme, PRINT & DIGITAL CONVENTION is once again the must-see event for the print industry with its multifaceted applications and application areas."

International top players take part

About 60 renowned exhibitors will present their exciting exhibits to the approximately 1,000 expected participants at the congress fair, including Canon, DATEV eG, Deutsche Post AG, HP, IGEPA/vph GmbH & Co. KG, Inapa Deutschland GmbH, Koehler Paper SE, Konica Minolta, Leonhard Kurz



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



Stiftung Co. KG, Mondi Paper Sales GmbH and Xerox. An up-to-date overview of the exhibitors/partners of PRINT & DIGITAL CONVENTION is available at www.printdigitalconvention.de/en/partner Participation as an exhibitor at PRINT & DIGITAL CONVENTION is still possible at short notice.

"In recent years, PRINT & DIGITAL CONVENTION has successfully developed into an important building block in the industry's trade fair calendar with a focus on the DACH (Germany, Austria, Switzerland) and Benelux regions," Sabine Geldermann, Director Print Technologies Messe Düsseldorf, is pleased to report. "Above all, the special format of a congress trade fair and the variety of topics are appreciated and positively evaluated by visitors and exhibitors alike."

Top-class lecture programme

The impressive conference programme contributes to the success of the event. In addition to the three parallel lecture slots focusing on "Value Added Printing", "Marketing Automation & Programmatic Printing" and "Sustainable Media Production", panel lectures will also be offered for the first time at the "Forum Stadthalle" in the exhibition area. This newly created platform offers inspiring content, interaction and exciting discussion rounds and is open to all visitors free of charge. For further information about the programme and speakers: <https://printdigitalconvention.de/en/programm-2022>. The conference language is German (without translation).

Special format "Highlight Guide"

Best practice and creative applications are the focus of the special format "Highlight Guide". Based on different scenarios, exhibitors and partners will present how they stage printing technology, software applications, finishing highlights, cross-media and marketing activities for brands and products in the context of a campaign. For example, brand partner r[h]eingin launched a city edition in collaboration with artist Jacques Tilly, for which new gin packaging and a poster were developed and produced.



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For an overview of all five highlight projects:
www.printdigitalconvention.de/en/highlightprojekte .

Secure tickets now!

The ticket shop for the PRINT & DIGITAL CONVENTION is now open: At https://shop.messe-duesseldorf.de/pdc_e, participants can purchase their online tickets for the trade fair, congress and workshop sessions.

Voluntary hygiene standards create safety

The Covid restrictions of the past two pandemic years can now largely be lifted due to the current legal regulations. For the upcoming PRINT & DIGITAL CONVENTION this means that the 2G and 3G (vaccinated recovered, tested) restrictions and strict social distancing rules no longer apply. In order to make all participants feel safe and at ease, the f.mp. and Messe Düsseldorf as organisers of the congress fair will voluntarily adhere to selected hygiene and infection control measures. Messe Düsseldorf therefore recommends that medical face masks are worn on the premises and a 1.5 meter distance is maintained from other people.

For further information on PRINT & DIGITAL CONVENTION, please visit:
www.printdigitalconvention.de/en or www.drupa.com/en/drupa_global .

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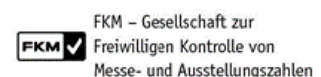
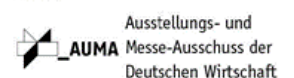
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