

**PDC**

PRINT  
DIGITAL  
CONVENTION

**WE.LOVE.PRINT**

**JUNE 16th + 17th, 2026**  
**DÜSSELDORF**

[printdigitalconvention.de](http://printdigitalconvention.de)

**EXHIBITOR  
BROCHURE**

**NEXT  
LEVEL  
PRINT**

Multichannel-Publishing | Dialogue marketing |  
Marketing-Automation

In cooperation with: **epda**

Organizer:



**FMP**  
Fachverband  
Medienproduktion

# WHERE YOUR INDUSTRY THINKS AHEAD



The **PRINT DIGITAL CONVENTION** is more than just a trade fair – it brings innovative print and digital solutions to life. In practical scenarios, it showcases trends and applications for marketing, advertising materials, and communication strategies – both analog and digital. Nine themed areas highlight innovations in marketing realization, automation, multichannel publishing, and content marketing along the entire customer journey.



Dialogue marketing



Further processing



Brand & Product



Label & Packaging



Programmatic Print



Value Added Printing



Interior/Exterior Design



Sustainable Production



Printed Electronics / Electronics in Print

# TOPICS AND TARGET GROUPS



Welcome to the trade fair for print, media, and marketing: Our themed areas showcase tomorrow's trends – from digital printing to marketing automation. The conference program offers 30 practical presentations over two days. Networking, knowledge transfer, and project highlights make the in-person format indispensable.

**30** lectures and  
THEMED workshops

3 lecture series on key topics such as  
programmatic print, sustainable media  
production, and packaging

**90 %** national  
visitors

**10 %** international  
visitors

from DACH and Benelux

**1,500** estimated  
professional  
visitors

- Dialogue marketing
- Value Added Printing
- Label & Packaging
- Further processing
- Brand & Product
- Interior & Exterior Design
- Sustainable production
- Programmatic Print
- Printed Electronics

**168 %**  
**GROWTH**

- Tripling of exhibitor numbers since 2017
- exhibitor profiles: Dialogue marketing, Multichannel-Publishing, Print, Software, Media companies and wholesalers

# TRADE VISITOR PROFILES

## ADVERTISING AGENCIES

Publishers & media companies (11%)

Agencies & consultants production agencies (27%)

Print shops (21%)

DIGITAL PRINT  
SERVICE PROVIDERS

## SUPPLIER INDUSTRY

Machinery & printing industry (9%)

Marketing manager, key accounter & product manager (21%)

## PUBLISHING- HOUSES

### MEDIA PRODUCER

## PRINTING HOUSES

MEDIA COMPANIES AND  
WHOLESALEERS

### COMMUNICATION DECISION-MAKERS

Print buyer, Media producer & Designer (24%)

Manufacturers & wholesalers (9%)

Branded goods & industry (16%)

## DESIGNER

Owners & CEOs (29%)

Sales & purchasing managers (19%)

# YOUR TRADE FAIR PRESENCE – IN THE RIGHT PACKAGE

## 1. exhibition space

## 2. Highlight projects

There is the opportunity to participate in the highlight projects.

## 3. Exhibitor tickets Trade fair + Congress

Exhibitor tickets for stand personnel, including daily catering.

## 4. Exhibitor tickets Networking evening event

Exhibitor tickets for the trade fair party.

## 5. VIP visitor tickets

Valid for both days of the event, including congress lectures

## 6. Marketing package

Online marketing services such as integration of exhibitor videos + downloads, logo presence (conference brochure, website, advertisements, and various conference media), online banners

Price

Price for FMP-Partner\*

**Package 1**  
Manufacturers, OEMs

**Package 2**  
Specialist dealers,  
wholesalers

**Package 3**  
Print and media  
service providers

**Package 4**  
Software companies

36 m<sup>2</sup>  
1 presentation slot

9 m<sup>2</sup>

9 m<sup>2</sup>

6 m<sup>2</sup>  
TableTop-Presentation  
with counter + Rollup

X

X

X

X

4

3

3

2

3

2

1

1

15

13

10

10

X

X

X

X

€ 10,900

€ 5,550

€ 4,520

€ 4,110

€ 8,840

€ 4,110

€ 3,490

€ 3,180

All prices are subject to 19% VAT.

## YOE WANT

### MORE?

We also offer customized packages and stand enlargements on request. Please feel free to contact us!

\* FMP partners:  
**WE.LOVE.PRINT** partners, PRINT digital! partners, Programmatic Print partners (PPA), PrintCity partners, and strategic partners of the FMP



## THE HIGHLIGHT-GUIDE

The special Highlight Guide format at PRINT DIGITAL CONVENTION showcases best practices and applications. Exhibitors have the opportunity to demonstrate their product highlights in action, either individually or as part of a team. Various scenarios are available, showcasing 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 a showcase of all communication elements, some of which are produced live at the trade fair. The Highlight Guide documents all best practice examples, naming the participating partners and their achievements. The Highlight Guide is published online and in print for the PRINT DIGITAL CONVENTION.

Here you will find all the important facts about the trade fair at a glance – compact, clear, and up-to-date.

## DATE

Tuesday, June 16, 2026

Wednesday, June 17, 2026

from 9:00 a.m. to 6:00 p.m.

from 9:00 a.m. to 5:00 p.m.

On the first day of the event, there will be a networking event for everyone after the fair closes.

## PLACE

Foyer of the exhibition hall 1 – Messe Düsseldorf  
Stockumer Kirchstr.61  
D-40474 Düsseldorf

## TICKETS

Day ticket (trade fair)	35 €
2-day ticket (trade fair)	65 €
Day ticket (trade fair/lectures)	185 €
2-day ticket (trade fair/lectures)	235 €
Ticket for evening event	60 €

All prices are subject to 19% VAT.

# PREVIOUS EXHIBITORS

			
			
			
			
			
			
			
			
			
			
			
			
			
			
			

# WHAT THE EXHIBITORS SAY

All exhibitor and visitor statements can be found on our website.

„We look forward to continuing this new and fresh exhibition concept.“

Thorsten Kinnen | Konica Minolta | 2025

"The PDC has proven itself to be the perfect marketplace for the graphic arts industry. Everyone was there: brand owners, buyers, media producers, printing companies, and suppliers.“

Frank Siegel | Obility GmbH | 2023

„The event bridges the gap between technology and practical processes.“

Thomas Schnettler | locr GmbH | 2022

„The PDC was a complete success for us as a brand and communications agency. The direct exchange with visitors was particularly valuable for us—numerous conversations resulted not only in many new contacts, but also in concrete orders. One thing is clear to us: we will definitely be back in 2026!“

Matthias Windolph |hotsushi.team | 2025

„You can really feel that there is more dynamism and movement in the industry again. The desire to network and exchange ideas has increased. This shows that going completely digital is not the solution – it's the mix that matters!“

Christian Kulhaneck | KehI | 2023

„A great opportunity to experience the digital transformation of the printing and media industry. PDC impresses with innovative solutions, exciting presentations, and valuable networking opportunities. An inspiring experience for all industry professionals.“

Horst Huber | WERK II Medien- und Informationsges. mbH | 2023

„The PRINT DIGITAL CONVENTION is a great industry networking event and gave us the opportunity to experience the PDC as part of the community in an exciting environment with inspiring discussions.“

Britta Ketzler | Carl Berberich GmbH | 2023



Organizer:



In cooperation with:



## YOUR CONTACT PERSONS

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