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The countdown is on: Last updates on the dmexco 2011!

Now confirmed: Further top speakers at the dmexco Conference and UBERCLOUD +++ Additional session on the digital future at the creative summit meeting +++ International Expo participation increases by 50% +++ Won the trust of the worldwide industry +++

A few days before the biggest event since the inception of the digital marketing industry opens its doors, further highlights have been added to the program of the dmexco 2011. Further renowned executives and top representatives of the digital business are going to complete the first-class line-up of the dmexco Conference comprising of over 300 national and international top speakers. They include among others Stew Atkinson (Procter & Gamble), Eric Schoeffler (Tribal DDB), Gregor Gründgens (Vodafone), Nikki Mendonca (OMD EMEA), Josh Krichefski (MediaCom) and Alain Damond (G14 Initiative). The same applies for the special conference format UBERCLOUD, the international creative summit meeting of the dmexco: The already announced top creatives, leaders, talents & digital rock stars will be joined by Nicke Bergström (VICE Scandinavia) and Billy Jurewicz (space150) to discuss the dimensions of the digital creative business on the eve of the dmexco. Hosted by Kevin Swanepoel (The One Club), the UBERCLOUD Session "#DigitalFuture - Predicting What's Next in Digital" will provide an inspiring picture of the digital future.



SEPTEMBER 21 & 22, 2011
COLOGNE

www.dmexco.com



SEPTEMBER 20, 2011
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At the dmexco 2011 the Expo surface is sold out with a participation of 440 exhibitors, and the event is going to be even more international than ever: The stand bookings from abroad have increased by an impressive 50%. As such the dmexco 2011 records a 19% overall share of international exhibitors. These figures already make it quite clear: The dmexco has won over the trust of the international digital business. Particularly several registrations of renowned companies from the USA and Great Britain are showing that these markets are increasingly discovering the Expo.

Arndt Groth, President of the Federal Association of the Digital Industry (BVDW) e.V.: "From the very start the dmexco established itself as Europe's leading Expo for digital marketing. We are delighted that for the third year in succession we have created an internationally significant summit meeting place for the digital business, which is presenting exciting themes and top-class national and international industry leaders."

All further information on the dmexco 2011 (September 21 & 22, in Cologne) and UBERCLOUD (www.ubercloud.de, September 20, in Cologne) as well as photos, videos and statements on the dmexco 2010 are posted at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco> and www.youtube.com/dmexcovideo.