

## DMEXCO 2021 will be all-digital

**Cologne, June 1, 2021** - Although the Koelnmesse fall program is scheduled to go ahead on site in the Cologne exhibition halls, DMEXCO 2021 will be held in an all-digital format on September 7 and 8 in the form of DMEXCO @home, just like last year. The reason for this is because many international companies in the industry have to comply with pandemic restrictions that will likely be in place until the end of 2021. A hybrid DMEXCO event will be held in Cologne in 2022.

“Unfortunately, many of the exhibitors and visitors at DMEXCO - particularly those based in the Americas and Asia - are still subject to in-house requirements that will not permit foreign travel and trade fair visits before the end of the year. After extensively consulting with exhibitors and partners, we have therefore made the decision that, although the incidence rate is currently falling in Germany and many other European countries, DMEXCO will once again be held as a digital-only event in 2021. In making this decision, we want to give everyone involved as much notice as possible so that they can plan with certainty, and so that the global DMEXCO Community can get ready for another digital experience”, said Oliver Frese, COO of Koelnmesse.

“The premiere of DMEXCO @home last year with over 20,000 participants and a conference program lasting more than 160 hours set a global benchmark for online events, and we intend to make this year’s event even bigger and better. It goes without saying that everyone in the industry was longing for an in-person event, but unfortunately, the framework conditions for this are not yet a reality for many of our exhibitors and partners. To meet the industry’s urgent need for networking and doing business, we have taken on board the extensive and valuable feedback from all our partners and redesigned our digital DMEXCO event platform from scratch this year, with dozens of improvements and new features. We can now start our digital journey as a 365-centric community solution that will set new benchmarks for online events”, added Professor Dominik Matyka, Chief Advisor at DMEXCO.

Matthias Wahl, President of the German Association for the Digital Economy (BVDW), stated: “As the ideational and professional partner of DMEXCO, the BVDW welcomes the decision to hold DMEXCO @home, even if we - along with Koelnmesse and many of our partners in the market - would have been delighted if a hybrid DMEXCO had been possible this year. During the pandemic, the digital economy has demonstrated the significant role it plays in a functioning society. We all know how important social contact is, so we are already looking forward to DMEXCO 2022, when we can all come together in person again.”

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**EXCO 21**

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**SEPTEMBER 7 - 8,  
2021**[www.dmexco.com](http://www.dmexco.com)Your contact person:  
Christian FaltinPhone  
+49 89 46 13346 10  
Email  
[christian.faltin@dmexco.com](mailto:christian.faltin@dmexco.com)Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Phone +49 221 821-0  
Fax +49 221 821-2574  
[info@koelnmesse.de](mailto:info@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)Executive Board:  
Gerald Böse (President and CEO)  
Oliver Frese  
Herbert MarnerChairwoman of the Supervisory Board  
Mayor of the City of Cologne  
Henriette RekerHeadquarters and  
place of jurisdiction: Cologne  
Cologne Municipal Court, HRB 952

Ideational and professional partner:



**Ticket prices start from 39 euros and will be available online starting in mid-July**

This year, there will be two types of ticket for DMEXCO @home. The Premium ticket costs 99 euros and gives participants unlimited access to networking and meetings, as well as to all features and formats, including roundtables. They can watch all the conference events live and access the recordings in the media library after the event. The new Standard ticket costs 39 euros and focuses on B2B and education; holders can access all masterclass streams, network with all exhibitors and their staff, and use all the basic features on the platform. The online ticket shop will open in mid-July 2021, and the first speakers for the DMEXCO conference will be announced in June.

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Image material for DMEXCO is available online at <https://go.dmexco.com/press-downloads-dmexco>.

**About #DMEXCO**

DMEXCO is Europe's leading digital marketing & tech event. We are the meeting place and a community for key players in digital business, marketing, and innovation. We bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda. Both globally informed and locally focused, DMEXCO offers an ecosystem with seminars, debates, expositions, and masterclasses outlining the future of the digital economy and driving market value.

In Cologne and online, we set the benchmark as a network and business platform for the digital economy. Decision-makers continue to educate themselves and be inspired, make contacts, and conclude deals. DMEXCO – where tomorrow's digital business happens today. DMEXCO 2021 will take place on September 7 and 8, 2021.

The German Association for the Digital Economy (BVDW) - with the special participation of the Circle of Online Marketers (OVK) - is the ideational and professional partner of DMEXCO and owner of the DMEXCO brand. DMEXCO is organized by Koelnmesse.

Information, along with photos, videos, and original sounds and audio clips, can be found at <https://dmexco.com>, [www.facebook.com/dmexco](https://www.facebook.com/dmexco), [www.twitter.com/dmexco](https://www.twitter.com/dmexco), and [www.youtube.com/dmexcovideo](https://www.youtube.com/dmexcovideo).