

No. 12 / Cologne, March 25th, 2009

AdMonsters and I-COM are the event partners of the dmexco

digital marketing exposition & conference further expands international network

The dmexco – the digital marketing exposition & conference is further increasing the international character of the expo: With immediate effect AdMonsters, the only professional association exclusively dedicated to online advertising operations and technology, and the International Conference on Online Media Measurement (I-COM) are official partners of the new trade show, which will celebrate its debut in Cologne on September 23rd-24th, 2009.

"The integration of the worldwide networks of AdMonsters and I-COM is a further important component that will enable the dmexco to be perceived as the leading show for digital marketing in Germany and Europe," Christian Muche, dmexco's Director Business Development, Strategy & International, explained.

Matt O'Neill, President of AdMonsters: "2009 promises to be a challenging year for online advertising overall and it will be a vital one for advertising operations teams. Partnering with dmexco is an excellent way for AdMonsters and its European members to get involved in broader operational discussions and help set the course of the industry. I'm extremely happy to be working with the dmexco-team and look forward to delivering the operations seminar." As dmexco's partner the association will communicate the themes and programme contents of the new trade show to its members and thus support the cross-promotion and acquisition work. AdMonsters will be organising an exclusive seminar on the theme of *Online Advertising Operations & Technology* at the dmexco congress.

The dmexco is also receiving support from the I-COM: "With its diversified digital themes the dmexco is already a first-class partner for us in the run-up



SEPTEMBER 23 & 24, 2009
COLOGNE

dmexco 2009
23. - 24. September 2009

www.dmexco.com

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Industry Partner:



Wir sind das Netz

to the event and we want to support its debut as far as possible,” commented Andreas Cohen, President of the I-COM. “Furthermore, it offers us an ideal platform for presenting current trends of the media branch.” Among others the I-COM will invite its members to its events as trade visitors of the dmexco and will advertise the premiere of the show on its website and in newsletters. Moreover, an I-COM seminar on the theme of *Online Media Measurement* is scheduled at the dmexco conference.

The dmexco – digital marketing exposition & conference will be opening its doors for the first time from September 23rd-24th, 2009 in the new North Buildings of the Cologne Exhibition Centre (Hall 8). With the theme ‘Create Effects’, the dmexco 2009 is placing the focus of the conference on ‘Creativity’, ‘Effectiveness’ and ‘Efficiency’. These major themes will be reflected in nearly all of the conference’s formats with the aim of ultimately establishing the advantages of digital creativity and efficiency in the marketing and media branch. The exposition’s Board of Directors comprises of Frank Schneider (Marketing, Sales & Operations), Christian Muche (Business Development, Strategy & International) and Kai Schmude (Finance & Administration).

About AdMonsters (www.admonsters.org)

Founded in 1999, AdMonsters consists of nearly 400 media owners across North America and Europe. The organization will host over 50 events in 2009, including Publisher and Leadership Forums, Ad Operations Training, Members’ Dinners, Technical Forums and other events. AdMonsters consistently receives the highest praise for their uniquely valuable events from both member attendees and sponsors. Sample member companies include: Adlink Internet Media, Bauer Media, BBC Worldwide, Bild. T-Oline.de, Channel 4 Television, CNET, Daily Motion, Dennis Interactive, Expedia, Fantastic Zero GmbH, Financial Times, Freenet, GCap Media, Guardian Newspapers Ltd, Haymarket, Hearst Digital, ITV, lastminute.com, Media Initiatives Group, MSN, MySpace, Quality Channel, Reuters, Scout24 Media, Tomorrow Focus, United Internet Media, Yahoo! and many more.

About I-COM (www.i-com.org)

The I-COM is a global forum for exploring measurement issues facing the Digital Media Industry, with the goals of international cooperation and understanding, information sharing and working toward consensus on Best Practices.

The dmexco organisers

The events of the Koelnmesse Group, over 70 in total, are held regularly in Cologne and all over the globe at different intervals. They present the products and services of approx. 45,000 exhibiting companies from over 120 countries, thus covering the demand of around 2.3 million visitors from almost 220 nations. These events include the world's leading exhibitions for 25 branches. The Exhibition Centre in Cologne is the fourth largest in the world and after extensive renovation work, today the exhibition grounds are one of the most attractive in Europe. As the venue place for the dmexco, the RADIO DAY, the medi-enforum.nrw, the gamescom and the World Cyber Games, Cologne is already a strong exhibition location for the marketing, media, IT and entertainment sectors.