

Remerge's Guide to dmexco 2016

What You'll Find in This Guide



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“Digital is everything — not every thing is digital”

Now in its eighth year, dmexco has established itself as the most important meeting place for industry innovators to discuss the latest opportunities, trends, and barriers in digital marketing.

Expected to play host to over 50,000 professionals this year, the expo which takes place over two days provides an ideal climate for meeting new and prospective clients, regardless of your particular niche.

Its massive attendee list is a testament to the fact that despite our automated, digital approach to business - face-to-face meetings can offer a more productive way to interact with clients in a relaxed setting, and to break the monotony of email.

Built from the ground up by a number of ad tech industry experts, we at Rmerge wanted to provide some insights into what is sure to be another groundbreaking year at dmexco.

Think of this guide as your go to for tips on getting there, getting out of there, official and unofficial parties, and of course the beautiful sights of Cologne that are a must see if you're looking for some alone time away from the crowds.



DIGITAL MARKETING
EXPOSITION & CONFERENCE



Remerge @ dmexco



Remerge offers an efficient and scalable solution to app retargeting. We boost app engagement and drive revenues by delivering relevant and personalized mobile ads to your existing community of app users.

Our platform streamlines the entire process with real-time audience segmentation and scalable, personalized programmatic buying in over 350,000 apps.

We'll be in the startup village, so if you want to learn more about our platform and how we can re-engage your most valued users, set up a meeting or drop by our stand!

Don't miss our **CEO Pan Katsukis** who will be discussing the latest innovations in app retargeting, and offering some global data and insights into re-engagement

When:

**The 14th of
September**

**13:45 –
– 13:55**

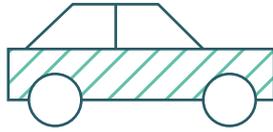
Where:

**Start-up
Village**

Have you booked your meeting yet?
Send us an email at: info@remerge.io

Visit us in the Start-Up Village
Hall 6

Getting There



“Despite being a trade fair city, Cologne has a massive lack of cabs. Waiting in line for a cab can take up to 25 minutes. Whenever possible, I always try to use public transport. It’s only a 5 minute walk from Köln Messe/Deutz station to entrance hall 6, or you can get a free shuttle bus which runs every 15 minutes. The stadtbahn lines 3 & 4 run every 10 minutes to Kölnmesse which is a 5 minute walk to ‘Entrance North.’ The KVB mobile app is great if you’re in a rush and want to download the tickets to your phone.”

- Steve Kirchhoff - Head of Business Development

Train from Cologne/Bonn Airport

- ◆ S-13 towards Köln Hansaring.
- ◆ Station: Köln Messe/Deutz (12 minutes)

Taxi from Cologne/Bonn Airport

- ◆ The cab journey costs around €25 to €30
- ◆ Koelnmesse GmbH, Messeplatz 1, 50679, Cologne (15 - 20 minutes)

Train from Dusseldorf Airport

- ◆ Train towards Aachen or Koblenz
- ◆ Köln Messe/Deutz (45 minutes)

Train from Frankfurt Hauptbahnhof

- ◆ High-speed DB Bahn train from Frankfurt Central Station
- ◆ Köln Hauptbahnhof (1 hour 25 minutes)

Train from Berlin Hauptbahnhof

- ◆ High-speed DB Bahn train from Berlin Central Station
- ◆ Köln Hauptbahnhof (4 hours 20 minutes)



dmexco Parties



“Sometimes networking onsite at the conference and at the other parties during dmexco can feel intense and rushed. PREmexco offers a space to reconnect with people who have travelled for the event or to meet for the first time in a relaxed, casual environment. This is my preferred environment in which to get to know people!”

- Marina Bunzl - Global Event Manager

PREmexco party

- Now a dmexco tradition, the warm-up party hosted by Remergé, adsquare, and Smaato is a great way to unwind with friends and rub shoulders with the ad tech industry leaders.
- Zum Scheuen Reh - Hans-Böckler-Platz 2, 50672 Köln
- 13 September at 8:00 p.m. - 14 September at 12:00 a.m.

dmexco booth parties

- It can take up to an hour to leave the expo at this time anyway. The raffle prizes alone could be worth it!
- 14 September at 5:00p.m. - 8:00p.m.
- Hall 7 & 8

Rockstars Aftershow

- Known for its stellar line-up and incredible location, this party goes on until the wee hours!
- Bootshaus.Köln Auenweg 173 51063 Köln
- 14 September at 9:00 p.m.

neXeps OMClub Party

- Free entry, and free drinks? This party is a must if you want a break from networking.
- Die Halle Tor 2, Köln Connection GmbH, Girlitzweg 30, 50829 Köln
- 14 September at 18:00 p.m. - 15 September at 6:00 a.m.

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Local Sights



“The Ehrenfeld area in Cologne is where most new bars pop up. People are less hip there and more fun to talk to. The best bars are definitely Zoo, Rubinrot, and Die hängenden Gärten where the ceiling is completely covered with red roses.”

*- Benjamin Beivers, Co-Founder, Chief Revenue Officer,
and Cologne local*

Kölner Dom

- /// No trip to Cologne would be complete without a visit to the cathedral. A masterpiece of Gothic architecture, the cathedral was elevated to an UNESCO world heritage sight in 1996.
- /// Domkloster 4, 50667 Köln
- /// Opening times: 9:00 a.m. - 6:00 p.m. Mon - Sun

House of 4711

- /// The House of Fragrance in Cologne's Glockengasse is a fascinating insight into the history of the perfumer's art
- /// House of 4711, Glockengasse 4, 50667 Köln
- /// Opening times: Mon – Fri: 9.30 a.m. – 6.30 p.m. Sat: 9.30 a.m. – 6.00 p.m.

Kranhauser im Rheinauhafen

- /// “The Crane Houses” are a true architectural marvel. The area around the buildings also boasts some beautiful cafes, galleries, and even a fake beach!
- /// Im Zollhafen 12, 50678 Köln

Schokoladenmuseum Köln

- /// An absolute must for chocolate lovers! The museum takes you through the history of chocolate and the process of making it.
- /// Am Schokoladenmuseum 1A, 50678 Köln
- /// Opening times: Tues - Fri: 10:00 a.m. - 6 p.m. Sat & Sun 11:00 a.m. - 7:00 p.m.

Insider Dos and Don'ts

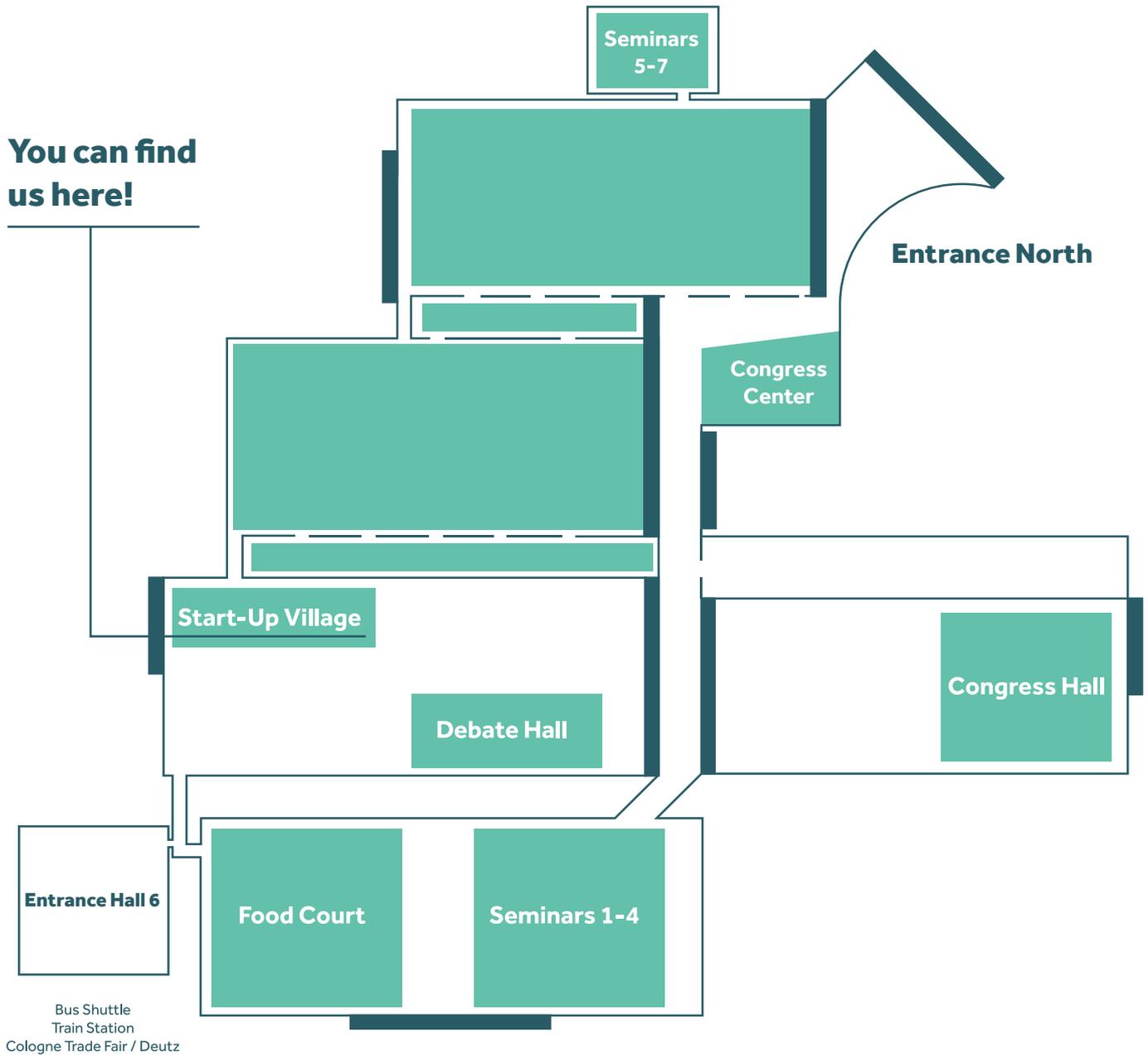
- ◆ Don't bury your head in your phone on the way to dmexco. No matter how you plan to get there, the chances are everyone on your train, plane, or bus are going to dmexco too. Get chatting, and who knows? You may even get a meeting out of it.
- ◆ Do take lots of cash with you - Cologne is no different to the rest of Germany. Restaurants and bars rarely take credit or debit card, so be sure to have enough cash to pay for that emergency coffee. If you struggle to find the next ATM, try the "Geldautomat - Suche" app.
- ◆ Don't wait in line for the taxis outside the conference, book a cab on the MyTaxi app instead. If you must wait in line for a taxi, bring a small umbrella - the weather in Cologne is very changeable!
- ◆ Do visit the Startup Village to check out some of the newest disruptions in digital marketing. Mingle with the industry trendsetters and ask them what unofficial parties they're going to.
- ◆ Don't stick to talks and seminars in your niche. Explore other areas that may not directly relate to your business - you may discover something new that you can apply to your own company.
- ◆ Do bring lots of business cards, you'd be surprised how quickly you can run out. Grab a free tote bag from the first person who offers you one and store them in that along with all the other freebies you accumulate over the course of the event.
- ◆ Don't book all your meetings back-to-back. It can take more than 20 minutes to get from one side of dmexco to the other. Either you or your prospect will be running late to a meeting at some stage. So save some time between each meeting to gather your notes and allow time for delays.
- ◆ Do follow up with all your prospects directly after the event while the conversations are still fresh in your mind, and theirs. With 50,000 people attending, you can bet that they will be receiving a lot of emails in the weeks following the event.



Map



You can find us here!



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