

PDC

PRINT
DIGITAL
CONVENTION

WE.LOVE.PRINT



drupa

FMP

Fachverband
Medienproduktion

printdigitalconvention.de

EXHIBITOR- BROCHURE

Multichannel-Publishing | E-Commerce | Dialogue marketing
Marketing-Automation

in cooperation with:

PDC 2027
JUNE 29–30, 2027



bevh
Der E-Commerce Verband



BUNDESVERBAND
MARKETING
CLUBS



Verband
Druck + Medien

NORDWEST



MARKETING CLUB
DÜSSELDORF

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



Software

ONE PLATFORM FOR THE ENTIRE INDUSTRY

From brand communication and the creative industries to agencies, brand owners, and publishers: The **PRINT DIGITAL CONVENTION** brings together all the key players in the communications industry—for practical applications, new business connections, and immediate actionable knowledge.

27 Presentations and Thematic Workshops

3 lecture series on key topics **Programmatic Print**, **Sustainable production**, **E-Commerce**, **Value added Printing** and **Packaging**

more than
1,700
professional visitors
including 591 conference attendees

213 %
GROWTH
compared to the 2025 results

89 % national visitors
11 % international visitors

In 2026:
65 Exhibitors

6 ASSOCIATION PARTNERS

Verband
Druck + Medien
NORDWEST

bevh
Der E-Commerce Verband

DDV
Die treibende Kraft der
Data Driven Economy

MARKETING CLUB
DÜSSELDORF

epda
European Brand & Packaging
Design Association

BUNDESVERBAND
MARKETING
CLUBS

TRADE VISITOR PROFILES

ADVERTISING AGENCIES

Publishers &
media companies

Print shops

DIGITAL PRINT
SERVICE PROVIDERS

SUPPLIER INDUSTRY

Agencies & consultants
production agencies

Machinery & printing industry

PUBLISHING- HOUSES

Marketing manager, key accountant &
product manager

MEDIA PRODUCER

PRINTING HOUSES

MEDIA COMPANIES AND
WHOLESALE

COMMUNICATION DECISION-MAKERS

Print buyer, Media producer &
Designer

Manufacturers &
wholesalers

Branded goods &
industry

DESIGNER

Owners &
CEOs

Sales & purchasing
managers

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 event „PDC Night“
Exhibitor tickets for the trade fair party.

5. VIP visitor tickets
Valid for both days of the event, including congress lectures

6. Markting 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 m²	9 m²	9 m²	6 m² TableTop-Presentation with counter + Rollup

X	X	X	X
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4	3	3	2
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3	2	1	1
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15	13	10	10
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X	X	X	X
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€ 11,600	€ 5,950	€ 4,840	€ 4,400
€ 9,540	€ 4,490	€ 3,810	€ 3,470

All prices are subject to 19% VAT.

YOU 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, listing 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 29, 2027 Wednesday, June 30, 2027
from 09:00 a.m. to 6:00 p.m. from 09:00 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

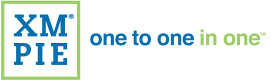
Foyer of the exhibition hall 1 – Messe Düsseldorf
Stockumer Kirchstr. 61
40474 Düsseldorf

TICKETS

Day ticket (trade fair)	€ 35,00
2-day ticket (trade fair)	€ 65,00
Day ticket (trade fair/lectures)	€ 185,00
2-day ticket (trade fair/lectures)	€ 235,00
Ticket for the networking event „PDC-Night“	€ 60,00

All prices are subject to 19% VAT.

PREVIOUS EXHIBITORS

WHAT THE EXHIBITORS SAY

„The atmosphere here at the PRINT DIGITAL CONVENTION is amazing; people are in high spirits—and that naturally rubs off on the customers, too. Everyone is interested in print, and that’s really great to see. I think it’s important to showcase print more prominently again and to make it something people can experience and touch. Especially here at the PRINT DIGITAL CONVENTION, it becomes clear just how useful and effective physical print materials are.”

Franca Bargmann | Content & Campaign Manager | Konica Minolta Business Solutions Deutschland GmbH

„We had a very positive experience at the PRINT DIGITAL CONVENTION 2026 in its new setting. We had high-quality, productive conversations. The PDC was definitely worth it for us as exhibitors. Attendance was very good, and the quality of the visitors was exceptionally high. It was particularly positive that many people from outside the printing industry were also in attendance. That made the conversations very valuable in terms of content.”

Christian Müller-Wiegmann | Major Account Manager | RISO (Deutschland) GmbH

„We had a very positive experience with the event in its new setting—with an attractive environment, an outstanding lineup of exhibitors, strong business partners, and numerous exciting contacts and fruitful discussions. One key takeaway is this: After a two-year hiatus, we know that we must be there again in the future. We intend to continue our presence here so that we can make Fedrigoni’s innovations available to this market promptly and on-site.”

Ralf Jahnel | Brand Ambassador | Fedrigoni Deutschland GmbH

„For Fujifilm, it was well worth it to unveil the new Revoria PC2120 digital press here in Germany for the first time—including the two special colors, green and pink. For us as a manufacturer, it’s always exciting to gather customer feedback and see how new technologies are received in the market. The response in this case has been extremely positive. As first-time exhibitors at the PDC, we were completely surprised—both by the number of visitors, the quality of the visitors, and, in particular, the overall organization.”

Frank Uthe | Sales Manager Digital Print Solutions Graphic Systems | Fujifilm Deutschland

„We found the PRINT DIGITAL CONVENTION to be a very open event that offered excellent networking opportunities. Our goal was to make new connections and strengthen existing relationships. Not only did we make the connections we were hoping for, but we made even more than we expected—a very pleasant surprise. Our overall impression of the event is correspondingly positive. The PRINT DIGITAL CONVENTION brings together people who are working together to shape the future of printing. It’s inspiring to connect ideas in this environment and develop new approaches from them. For me, that is precisely where the special value of this event lies.”

Matthias Miederer, Sales Manager, Scodix

The logo for the Print Digital Convention (PDC) features the letters 'PDC' in a bold, white, sans-serif font on an orange rectangular background.

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