PDC
PRINT
DIGITAL
CONVENTION

WE.LOVE.PRINT

drupa

FMP
Fachverband
Medienproduktion

printdigitalconvention.de

EXHIBITOR-BROCHURE

Smart Solutions. Brand Power. Collaboration.

MAKE IT MOVE

in cooperation with:

epda
Der E-Commerce Verband
DDV Die treibende Kraft der Data Driven Economy
BUNDESVERBAND MARKETING CLUBS
Verband Druck+Medien NORDWEST
MARKETING CLUB DÜSSELDORF

PDC 2027
JUNE 29–30, 2027

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

Print shops

Publishers &
media companies

DIGITAL PRINT
SERVICE PROVIDERS

SUPPLIER INDUSTRY

Agencies & consultants
production agencies

Machinery & printing industry

PUBLISHING-
HOUSES

Marketing manager, key accounter &
product manager

MEDIA PRODUCER

PRINTING HOUSES

MEDIA COMPANIES AND
WHOLESALERS

COMMUNICATION DECISION-MAKERS

Manufacturers &
wholesalers

Print buyer, Media producer &
Designer

Branded goods &
industry

DESIGNER

Sales & purchasing
managers

Owners &
CEOs

YOUR TRADE FAIR PRESENCE – IN THE RIGHT PACKAGE

	Package 1 Manufacturers, OEMs	Package 2 Specialist dealers, wholesalers	Package 3 Print and media service providers	Package 4 Software companies
1. exhibition space	36 m²	9 m²	9 m²	6 m² TableTop-Presentation with counter + Rollup
2. Highlight projects There is the opportunity to participate in the highlight projects.	X	X	X	X
3. Exhibitor tickets Trade fair + Congress Exhibitor tickets for stand personnel, including daily catering.	4	3	3	2
4. Exhibitor tickets Networking event „PDC Night“ Exhibitor tickets for the trade fair party.	3	2	1	1
5. VIP visitor tickets Valid for both days of the event, including congress lectures	15	13	10	10
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	X	X	X	X
Price	€ 11,600	€ 5,950	€ 4,840	€ 4,400
Price for FMP-Partner*	€ 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

from 09:00 a.m. to 6:00 p.m.

Wednesday, June 30, 2027

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

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Messe Düsseldorf GmbH
Stockumer Kirchstraße 61
40474 Düsseldorf
Tel. +49 (0)211 4560-985
Nadia Navapoor,
Junior Project Manager drupa
NavapoorN@messe-duesseldorf.de
www.drupa.de

Fachverband Medienproduktion e. V.
Waldbornstraße 50
56856 Zell/Mosel
Tel. +49 (0)65 42-54 52
Rüdiger Maaß, Managing director
info@f-mp.de | www.f-mp.de

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