Improve Digital’s guide to DMEXCO 2015

A short guide to help you make the most out of your trip to Cologne.
About DMEXCO

When?  16 & 17 September 2015

What time?  16 September: 9.30am - 6.30pm
17 September: 9.30am - 5.30pm

Where?  Koelnmesse GmbH Messeplatz 1 50679 Cologne
Halls 6-8, Congress-Centrum North

What?
The motto of DMEXCO 2015 is ‘A bridge between the worlds’. There are two parts to this global event, the Expo and the Conference, with the aim being to build key bridges to the 'digiconomy'.

Under the motto “Bridging Worlds”, DMEXCO will assist companies in building key ‘bridges’ to the digiconomy.

In both parts of this global event, DMEXCO will connect us to preset and future business worlds, and extraordinary ideas that are especially relevant for marketing, the media, advertising and customer communication.

With an expected attendance of over 32,000, this event is definitely not one to be missed!

@DMEXCO        #bridgingworlds        @ImproveDigital        #DMEXCO
About Improve Digital

Improve Digital is Europe’s leading independent publisher monetisation technology provider.

Committed to increasing revenue for media owners, it provides an innovative platform to automate and improve the monetisation of advertising and audience, across all screens, and through all public and private sales channels.

The company works with over 250 of the top publishers and media owners across the globe.

Improve Digital is headquartered in Amsterdam, with offices in the UK, Germany, Spain and Belgium.

In 2014 Improve Digital yet again ranked within Deloitte’s Technology Fast50 list, its annual selection of the 50 fastest-growing technology companies based on revenue growth over the last five years.

- Founded in 2008
- +80,000 Advertisers
- +250 Publishers
- +100 Employees
- Offices in NL, UK, ES, DE & BE
- Cloud-Based
- +3,500 Buying Partners
- Data Driven
Improve Digital @ DMEXCO

Visit us in Hall 8/E040

Learn how to grow revenue and improve yield

Have you booked your meeting yet?
Send us an email at: marketing@improvedigital.com
Inside Improve Digital’s guide to DMEXCO 2015

- Transportation
- Accommodation
- Restaurants
- DMEXCO Parties
- Bars
- Local Sights
- Top 10 Tips for DMEXCO

Visit us in Hall 8/E040
marketing@improvedigital.com
HQ: +31 202 620 277
www.improvedigital.com
MY TRAVEL DETAILS:

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Transportation

How are you getting to DMEXCO?

Train from Cologne airport
S-bahn (27 minutes) - S13
Stop at Köln Messe/Deutz Gl. 9-10
Walk for 1.2km towards Koelnmesse GmbH
(Train comes every 20 minutes)

Taxi from Cologne airport
20 minutes travel time
Approximate cost of 30 euros

Train from Düsseldorf airport
Depart from Düsseldorf Flughafen Terminal
S-bahn (1 hr 17 minutes) - S11
Change at Düsseldorf Hbf to ICE 1107

Taxi from Düsseldorf airport
45 minutes travel time
Approximate cost of 120 euros

Please note that the information above is only an estimate and are not guaranteed times/prices.
### Accommodation

**Need a place to stay?**

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Walk Time</th>
<th>Drive Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Skada City Cölln</strong></td>
<td>6 min</td>
<td>6 min</td>
</tr>
<tr>
<td>Constantinstraße 78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50679 Köln</td>
<td></td>
<td></td>
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</tbody>
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| **Dorint An der Messe Köln Hotel**               | 8 min     | 3 min      |
| Deutz-Mülheimer Str. 22-24                       |           |            |
| 50679 Köln                                      |           |            |

| **Vitarium im Radisson SAS Hotel**                | 10 min    | 5 min      |
| Messe-Kreisel                                    |           |            |
| 50679 Köln                                      |           |            |

| **Radisson Blu Hotel Cologne**                    | 11 min    | 5 min      |
| Messe-Kreisel 3                                  |           |            |
| 50679 Köln                                      |           |            |

| **Hotel ibis Koeln Messe**                        | 12 min    | 6 min      |
| Brügelmannstraße 1                               |           |            |
| 50679 Köln                                      |           |            |
Brauhaus Dinner Improve Digital

To celebrate the start of DMEXCO, Improve Digital is hosting an authentic German dining experience at one of the oldest breweries in Cologne.

To request an invitation, please email us at marketing@improvedigital.com.
Restaurants
Take a break and indulge...

Paparazzi (Radisson Blu) € € €
Messe-Kreisel, 50679 Köln
+49 221 277200
Located within Radisson Blue, Paparazzi serves a vast array of savoury Italian and Mediterranean dishes.

Mongo’s Restaurant Köln € €
Ottopl. 1, 50679 Köln
mongos.de | +49 221 9893810
Be introduced to the concept of Mongolian Barbeque and discover the different tastes of Asia!

Rheinterrassen € € €
Rheinparkweg 1, 50679 Köln
rhein-terrassen.de | +49 221 65004321
A beautiful view of the Rhine and Cologne’s landmark, the cathedral, in an exclusive and futuristic ambience.

Latino Cubana € 
Constantinstraße 88, 50679 Köln
latinocubana.de | +49 221 6907909
Honest Cuban cuisine always made fresh, to be enjoyed within the authentic Cuban decor of the restaurant.

Brauhaus ohne Namen € € €
Mathildenstraße 42, 50679 Köln
brauhaus-ohne-namen.de | +49 221 812680
Cosy ambience and a good simple German cuisine with changing menus and a diverse audience!
DMEXCO Parties
Always mix business with pleasure!

OFFICIAL DMEXCO PARTY

16 September 2015
Wartesaal am Dom, Johannisstraße 1, 50668 Köln
This year’s party will also have the motto “Bridging Worlds” so visitors can make valuable contacts while celebrating and networking. The dance floor will be going until the early morning, and free food and drink will be flowing all night long.

UNOFFICIAL PARTIES

Hurra OMClub Party
16 September 2015
Die Halle Tor 2 Köln
This is the UNofficial DMEXCO afterparty. Every year Hurra guarantee free entry for up to 3500 guests from the online industry and unlimited drinks. So leave the business talk at the expo and enjoy a relaxing drink at the Hurra OMClub Party. This annual party is brought to you by Randolf Jorberg.

OS-Party
16 September 2015
Wolkenburg, Mauritiussteinweg 59, 50676 Köln
OS opens the doors of the historical venue Wolkenburg, with special drinks and appetisers awaiting the guests. The party will then begin on the first floor with an international DJ promoting the best music from a variety on genres. A first class night of partying for all until the sun rises.

www.improvedigital.com
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Visit us in Hall 8/E040
I HAVE TICKETS FOR:

☐ Official DMEXCO Party

☐ Hurra OMClub Party

☐ OS-Party

OTHERS:

☑ Improve Digital booth drinks, Wednesday 16th September 4 - 6pm

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Bars

No tickets for the parties?

Paparazzi Lounge Bar € €
Messe Kreisel 3, 50679 Köln
radissonblu.com/hotel-cologne | +49 221 27720 3470
Enjoy a creative cocktail in Paparazzi’s lounge bar, or move outside to the lovely Paparazzi Terrace and relax alfresco.

Joe Champs € €
Constantinstr. 96, 50679 Köln
deutz.joe-champs.de | +49 221 988 632 37
An American Sports Bar complete with classic American food, various beers and colourful cocktails.

Schälsick Bar und Terrasse € €
Kennedy-Ufer 2a, 50679 Köln
cologne.regency.hyatt.com | +49 221 8281 1775
With sixty different whiskeys, ten different gins and various other drinks, there is sure to be something for everyone’s tastebuds.

Glashaus € € €
at Hyatt Regency Cologne Hotel
Kennedy-Ufer 2A, 50679 Köln
glashaus-restaurant.de | +49 221 8281 1773
Relax with a drink in style in Glashaus’ elegant surroundings, with spectacular views over the Rhine.
Local sights
Discover amazing Cologne...

Chocolate Museum
Am Schokoladenmuseum 1A, D-60578 Köln
www.schokoladenmuseum.de

Kölner Dom (Cologne Cathedral)
Domkloster 4, 50667 Köln
www.kolner-dom.de

Kölner Seilbhan (Cologne Cable Car)
Kölner Seilbahn-Gesellschaft mbH,
Riehler Straße 180, 50735 Köln
www.koeilner-seilbahn.de

Oper Köln (Cologne Opera)
Schanzenstraße 6-20, 51063 Köln
+49 221 22128400

More cultural activities are available at
www.cologne-tourism.com
TO DO LIST:

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Top 10 Tips
For a great DMEXCO visit

1. Bring business cards
You can never bring too many!

2. Book meetings well in advance
Have you booked your meeting with Improve Digital?

3. Discover and promote through Social Media
It’s great exposure and an excellent resource.

4. Give yourself enough time
You don’t want to miss anything!

5. Buy your party tickets in advance
They go fast!

6. Review the exhibitors list and map
Preparation is everything!

7. Prioritize and plan your targets
Keeping organised will make it a stress free event.

8. Keep hydrated
It’s thirsty work talking business all day.

9. Bring a bag for handouts and giveaways
You’ll be glad you did!

10. Follow up with your new contacts immediately
Build on the relationships you made in DMEXCO.
This unofficial guide is provided by Improve Digital.

Make sure to join us for food and drinks on Wednesday 16th September at 4pm.

We’re in Hall 8/E040!

We look forward to meeting you.

Would you like to connect with the Improve team? If so, email us: marketing@improvedigital.com

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