

PARTNER DECK



LEARNING JOURNEYS.

THE NEW PREMIUM FORMAT AT DMEXCO 2026

BVDW Academy · Partner Opportunity



THE NEW TOUR FORMAT AT DMEXCO 2026.

FORMAT
LEARNING JOURNEYS

LEARNING JOURNEYS—fourteen curated 30-minute slots, application-based with up to 30 participants per slot. We address specific pain points from the customer's perspective—with real-world case studies, a neutral host, and follow-up sessions at the BVDW Academy.

CURATED

Application-based, tailored to your requirements. 50+ applications per slot, 30 selected — senior-level professionals from marketing, brand, and strategy.

FOCUSED

30 minutes. One pain point. One case study. Solo partner—no collection of topics with co-exhibitors.

NEUTRAL

A representative from the BVDW committees by your side—not just sales pitches, but insight and substance.

30 MINUTES. 30 DECISION-MAKERS.

MECHANICS
YOUR SLOT IN THE
SCHEDULE

14

Slots total

Spread over the two
trade show days, September 23 & 24

30*

Participants per slot (*up
to)

Based on applications,
not first-come-first-served.

30

minutes per slot

10 min* at the Academy area,
20 min* at your booth.

1

Module credit

Credit code for an
Academy module after the trade show.

DIRECT ACCESS. TO SENIOR PROFILES.

REACH
WHO'S AT THE TABLE

30

Senior Profiles

Curated by role, industry,
and pain points – in your slot.

420+

Decision-makers

across all 14 slots
at DMEXCO 2026.

40,000+

DMEXCO Audience

Through pre-event promotion
in newsletters, social media, and on-site.

TYPICAL PROFILES Head of / VP / Director of Marketing · Brand & Performance Leads · Strategy & Innovation · Senior In-House

SEVEN LEARNING PATHS. A HOME FOR YOUR FORMAT.

LEARNING PATHS
7 ACADEMY FIELDS

Each Learning Journey is assigned to an ongoing BVDW Academy learning path. You're not just joining a one-off format, but a year-round educational roadmap from the BVDW Academy—content that continues before and after the trade show.

01

Digital Leadership

02

Data Economy

03

Innovation & Tech

04

Digital Sustainability

05

Cybersecurity

06

Digital Marketing

07

AI

WHAT YOU CAN TAKE AWAY.

BENEFITS WHAT YOU GET

ON-SITE

Your own 30-minute slot

Exclusive solo slot with a curated group of 30 senior profiles. No speaker slot—a format with substance.

ON-SITE

Co-branding in the area

Visible branding in the Academy area of the BVDW booth. Tour branding throughout both days of the trade show.

ON-SITE

Neutral host by your side

Chair of the relevant BVDW working group. No sales pitch, just context and substance.

CURATION

Based on your requirements profile

You specify the requirements for your ideal participants—we curate the applications based on your profile.

PRE-TRADE SHOW

Visibility via DMEXCO channels

Pre-event promotion in newsletters, on social media, and on-site — part of the official DMEXCO program.

POST-TRADE SHOW

Lead handover after the trade show

Up to 30 decision-makers with verified HubSpot data from their registration — for your direct sales follow-up.



WHAT YOU BRING.

CONTRIBUTION
WHAT WE EXPECT

01 A real-life case

Anonymizable, with real numbers, real limits. No demo, no sales pitch.

02 A senior spokesperson

Someone with trade show and product expertise. Not a salesperson—someone who was responsible for the case.

03 Commitment to transparency

Three questions are answered transparently—even the uncomfortable ones. That's what builds real credibility.

04 Preparation meeting

A 20–30-minute briefing with the host before the trade show—we work together to clarify the pain points, use case, and expectations.

A LEARNING JOURNEY THIS IS HOW.

EXAMPLE
A JOURNEY IN PRACTICE

**LEARNING
PATH**

06

Digital Marketing

EXAMPLE

THE PAIN TITLE

“My retail media budget is getting more expensive—and I still don’t know if it’s making a difference.”

YOUR CASE

A real campaign, anonymized—with attribution, uplift, what worked, and what didn’t.

THE HOST

Chair of the BVDW Retail Media Working Group. Neutral, no provider sales.

THE PANEL

Up to 30 senior in-house leads from Brand & Performance – curated based on applications.

THE FORMAT

30 min total: 10 min introduction at the Academy area, 20–25 min at your booth.

WHAT IT COSTS TO BE THERE.

INVESTMENT
PARTNER PACKAGES

PARTNER SLOT

BVDW Members

- Exclusive solo slot in a Learning Journey (30 min)
- Curation based on your requirements profile
- 30 curated senior profiles in your group
- Neutral host from the BVDW committees
- Co-branding in the Academy area over both days of the trade show
- Lead handover for the 30 participants after the trade show

~~€2,900~~ €1,750* + VAT

*Early Adopter Price

PARTNER SLOT

Non-members

- Exclusive solo slot in a Learning Journey (30 min)
- Curation based on your requirements profile
- 30 curated senior profiles in your group
- A neutral host from the BVDW committees
- Co-branding in the Academy area on both days of the trade show
- Lead handover for the 30 participants after the trade show

~~€3,900~~ €2,250* + VAT

*Early Adopter Price



FROM CONFIRMATION TO THE AFTERECHO.

TIMELINE
FROM BRIEFING TO
AFTERMATH

FROM CONFIRMATION

Briefing call with you, Chris, and the host. Case selection, pain point refinement, alignment of expectations.

8 WEEKS BEFORE

Registration phase begins – pre-promotion via DMEXCO channels, applicant curation based on your requirements profile.

AT THE TRADE SHOW

30-minute slot – 10-minute introduction at the Academy area, 20 minutes at your booth.

AFTER THE TRADE SHOW

Lead handover to you: up to 30 decision-makers with HubSpot data from the application – for your direct sales follow-up.

BOOKING WINDOW Fourteen slots total. Book by August 8, 2026 – or while spots in your learning path are available.

JOIN US.



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