



# digital signage summit europe

## Offer to Exhibitors and Sponsors

29-30 September 2021  
Hilton Munich Airport  
Munich, Germany

- The leading business strategy conference for Digital Signage and Digital out of Home professionals
- Two-day conference programme with over 40 speakers

A JOINT VENTURE OF:

Integrated  
Systems  
Events



# DSS EUROPE 2021 **KEY FACTS**

- Date: 29-30 September 2021
- Venue: Hilton Munich Airport, Germany
- Europe's leading strategy conference for the Digital Signage and Digital out of Home (DooH) industry
- A joint venture between Integrated Systems Events and invidis consulting
- 15<sup>th</sup> edition
- Conference, exhibition, workshops, networking, evening event with awards ceremony
- Over 500 key Digital Signage and DooH decision makers are expected to attend the conference

## WHO WILL **ATTEND?**

An expected 500+ senior executive management personnel working in the digital signage value chain: Integrators; Hardware Suppliers; End-Customers; Network Operators; Software Suppliers; Agencies; Content Providers and Media.

**DSS Europe is designed for senior members of the digital media industry, including:**

- CEOs, COOs and CTOs
- Sales and Business Development Executives
- Content Developers and Agencies
- Technology Vendors
- Digital VC and Investors
- Start-up Executives
- Digital Media Experts
- Network Owners
- Retail and Mall operators

# PROGRAMME **SCHEDULE**

## CONFERENCE PROGRAMME // 29<sup>TH</sup> SEPTEMBER 2021

### Morning Sessions

Innovation Stage  
Retail Architecture

DSS Highlights  
(Live Stream)

### Afternoon Sessions

### Beer-Garden Event

## CONFERENCE PROGRAMME // 30<sup>TH</sup> SEPTEMBER 2021

### Morning Sessions

Innovation Stage

DSS Highlights  
(Live Stream)

Workshops  
(Green Signage, Investors, Market Insights)

## EXHIBITORS **BENEFITS**

- Position your brand among the Digital Signage and DooH market leaders
- Exhibition space and numerous sponsorship options tailored for all budgets
- Full service approach for exhibitors:
  - Selected furniture available
  - Displays can be rented
  - Technicians for installation and dismantling of displays can be hired
- An opportunity to demonstrate your products and services at Europe's leading Digital Signage and DooH event
- Brand recognition and visibility to 40,000 industry professionals via ISE and invidis promotions
- Generate qualified contacts and leads
- Stay up-to-date regarding the hot topics and future trends
- Visibility before and during the conference (not for Exhibition-only packages)

## EXHIBITORS & **SPONSORS**

Who sponsors and exhibits at DSS Europe?

- Hardware suppliers (displays, media players, mountings)
- Software suppliers
- Content contributors
- Distributors

Past sponsors and exhibitors include:

Barco  
BenQ  
Boston IT  
BrightSign  
BroadSign  
B-Tech International  
Chief  
Concept International  
DELO  
DS Connekt  
Dynascan  
easescreen  
Edbak  
Elo Touch Systems

Epson  
Goldbach Germany  
Hagor  
Heinekingmedia (DOOH.de)  
iiyama  
Infinitus  
Intel  
LG Electronics  
Lindy  
Matrox  
Mood Media  
Navori  
NEC Display Solutions  
PC Partner

Peerless-AV  
Philips Signage Solutions  
PNY Technologies Quadro  
PureLink  
Samsung Electronics  
SayWay  
Scala  
Sharp  
Signwave  
Smartsign  
SR labs  
Tech Data  
Toshiba  
Tripleplay

## INDUSTRY **SECTORS**

### Why you should participate in DSS Europe

1. DSS Europe, now in its 15<sup>th</sup> year, has become EMEA's leading Digital Signage conference that brings together leading industry figures across DooH and technology to learn, discover and do business.
2. DSS Europe will put you in front of over 500 key international decision makers in the digital signage and DooH value chain enabling you to create new contacts and generate new business in the perfect networking environment.
3. DSS Europe has number of opportunities especially designed for you to reach your business goals to help you achieve a cost-effective ROI. Whether you are seeking to raise your brand awareness, engage with our leading content programme or deepen relationships through specialist networking events we can help you achieve your objectives.
4. Most of the leading brands within Digital Signage and DooH return every year to network and do business reassuring you that you will be among some of the highest profile brands and you will generate results for your business.
5. Not only will you create an impact within the 2-day conference but in addition to partnering you will benefit from pre and post-event marketing and content creation giving you an extended shelf life for your investment to our 40,000 database of professionals within your chosen marketplace.



# FLOOR PLAN



# EXHIBITION, SPONSORSHIP & BRANDING OPPORTUNITIES

ITEM	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
<b>COSTS IN EUR (NET)</b>	<b>3,750</b>	<b>5,500</b>	<b>7,500</b>	<b>10,000</b>	<b>13,000</b>
<b>EXHIBITION</b>					
Exhibition space incl. furniture, electricity and internet (exhibitor WiFi)	6 m <sup>2</sup>	9 m <sup>2</sup>	12 m <sup>2</sup>	16 m <sup>2</sup>	20 m <sup>2</sup>
OPTIONAL: Selection of furniture	table top	1 sofa with table	2 sofas with tables	3 sofas with tables	4 sofas with tables
<b>ALL ACCESS PASSES</b>					
2-days conference passes (worth € 799) including access to all presentations, exhibition area, evening event, lunch, coffee and drinks on both days	3	5	7	9	12
<b>VISIBILITY ON-SITE</b>					
Company brochure on table at registration	•	•	•	•	•
Company logo on displays and press wall located at the venue	•	•	•	•	•
Company logo on holding slides between presentations	•	•	•	•	•
<b>VISIBILITY ONLINE</b>					
Company logo and URL in DSS newsletters	•	•	•	•	•
Company description, URL and logo on the conference website	•	•	•	•	•
Company description, URL and logo in othe conference app	•	•	•	•	•
Company presentation (PDF) for download at event website	•	•	•	•	•

Note: All sponsorship opportunities are co-branded with DSS logo.

\* For first timers and former EXPO-package exhibitors only.

ITEM	BENEFITS
<b>COSTS IN EUR (NET)</b>	<b>€ 1,500</b>
<b>CONFERENCE PASSES</b>	
2-days conference passes (worth € 799) including access to all presentations, exhibition area, evening event, lunch, coffee and drinks on both days	1
<b>VISIBILITY ON-SITE</b>	
Company brochure on table at registration	•
Company logo on displays and press wall located at the venue	•
Company logo on holding slides between presentations	•
<b>VISIBILITY ONLINE</b>	
Company logo and URL in DSS newsletters	•
Company description, URL and logo on the conference website	•
Company description, URL and logo in the conference app	•
Company presentation (PDF) for download at event website	•

ITEM	BENEFITS	COSTS IN EUR (NET)	OPPS
<b>EVENING EVENT SPONSOR</b>	<ul style="list-style-type: none"> <li>5 Roll-ups with exclusive sponsor logo in the evening event area</li> <li>Table top signs with exclusive sponsor logo on catering tables</li> </ul>	<b>10,000</b>	<b>1</b>
<b>COFFEE AND LUNCH BREAKS SPONSOR</b>	<ul style="list-style-type: none"> <li>4 Roll-ups with exclusive sponsor logo in the catering area</li> <li>Table top signs with exclusive sponsor logo on catering tables</li> </ul>	<b>5,000</b>	<b>1</b>
<b>BADGE SPONSOR</b>	<ul style="list-style-type: none"> <li>Exclusive logo on all exhibition and conference badges</li> </ul>	<b>2,000</b>	<b>1</b>
<b>LANYARD SPONSOR</b>	<ul style="list-style-type: none"> <li>Exclusive logo on all exhibition and conference lanyards</li> </ul>	<b>2,000</b>	<b>1</b>
<b>PACKAGE BADGE AND LANYARD SPONSOR</b>	<ul style="list-style-type: none"> <li>Combination of badge and lanyard sponsor</li> </ul>	<b>3,500</b>	<b>1</b>