

MAILINGTAGE – THE HYBRID EVENT 2020!

LIVE-CONNECT: Congress/Trade Fair, Gesellschaftshaus Palmengarten,
Thursday, September 17th, 2020

DIGITAL-CONNECT: Continuation in the WEB following the congress!

PROGRAMMATIC SUCCESS!

**CONGRESS/TRADE FAIR
EXCLUSIVE. RELEVANT. FOCUSED.**

mailingtage

2020 Dialogmarketing · Crossmedia

Cross industry congress/trade fair

CEOs, Chiefs of Marketing & Sales, Online & physical traders, managers in Database & CRM, IT, Customer Service & Experience, specialists in Post and Logistics from small and large companies.

**The new mailingtage – the Hybrid Event 2020 –
The leading event for cross-media branding and dialog
marketing in Germany!**

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CONGRESS-TRADE FAIR WITH DIGITAL CONNECT

B2C & B2B FUTURE STRATEGY
PROGRAMMATIC SUCCESS!

mailingtage

2020 Dialogmarketing · Crossmedia

Effective dialog in a multi-media world!



Ariane Rieger, Organizer

The mailingtage stand for **programmatic printing**, for **data-driven cross-media dialog concepts** which intelligently combine ONLINE skills with PHYSICAL USPs!

Inspiration & insights with touchpoints for your success!

Let your customer feel your brands!

With mailings, business mailings, leaflets, catalogs, magazines, magalogs, customer magazines, promotional items, cards, vouchers and article shipments – also as powerful door-openers to digital communication!

NEW: DIGITAL-CONNECT FOLLOWING SEP 17TH, 2020

The new Mailingtage - more digital!

Thanks to a sales-improving Web format, **Digital-Connect**, after the congress (not simultaneously):

- **Presentation video recordings** from our stage program
- **Specials** with big players from the industry
- **Interviews** with exhibitors
- **mailingtage special offers & exhibitor's advertising**

Your advantages with Digital-Connect:

- **Access to all information**, e.g. with presentations running simultaneously
- **Contents exclusively available** to all those who cannot participate
- in person
- **Enhanced visibility & relevance** for exhibitors

You will receive access to our new Digital-Connect automatically with your binding registration for the live-event.



What is **unique** about the new mailingtage is that professionals do the networking. Specialists in dialog marketing, cross-media and CRM, e-Commerce traders and mail-order companies, mail order buyers experience inspiration for their B2C and B2B business. Here real **future strategies** such as market scenarios are discussed - which is one of the compelling features of this format.

Alexander Schäfer
Chief Sales Officer
Paragon Customer Communications Germany

EXCERPT OF PARTICIPATING COMPANIES 2019

- AIDA Cruises
- ADAC
- AOK Die Gesundheitskasse
- BÖWE Systec
- Bridgestone Europe
- Brot für die Welt
- Consors Finanz
- CosmosDirekt
- Commerzbank AG
- Deutsche Post DHL
- Deutsches Rotes Kreuz
- Deutscher Genossenschafts-Verlag eG
- E. M. Group Holding AG
- E.M.P. Merchandising Handelsgesellschaft mbH
- Ergo Group
- German Doctors e.V.
- Göde Gruppe
- Haufe-Lexware Services
- Hipp
- IKEA Deutschland
- Metro Advertising
- Missio
- Mohn Media
- Miles & More
- myToys.de
- Nespresso Deutschland
- NOVENTI Digital GmbH
- NABU Bundesverband
- ORSAY
- Otto
- Qatar Airways
- Sky Deutschland
- Siemens
- smava GmbH
- TeamBank
- Targobank
- Transgourmet Deutschland
- IG Metall
- Lufthansa Industry Solutions
- Jako-O
- Peter Hahn
- Payback
- PneuHage Reifendienste
- Printus
- ReaderS Digest
- Vodafone

FUTURE STRATEGIES FOR B2B & B2C

INSPIRATION & INSIGHTS

What are our drivers?

WE – these are the makers of the mailingtage: exhibitors, experts, trend researchers, customers, visitors, advertising experts and newcomers – in brief: a real-life, strong community!

We all search for new **growth potentials**, for striking **marketing ideas**, for the go-to access to our customer.

What we need to do to be successful?

For an effective dialog in a digitalized world, we need to put the customer with their habitual actions at the center of marketing.

Crossmedial Orchestration is the buzzword. Here the crucial question is: How do we best reach our customer – what information at which moment in time via which medium is best? To achieve this, we must think out of the box.

INCREASE CAMPAIGN EFFICIENCY

INSPIRATION & INSIGHTS

Which misconceptions do we need to devitalize?

For online advertising – in contrast to print dialog – there are no costs for production or shipment. Is it therefore cheaper? No! Online marketing is based on data which needs to be collected permanently, evaluated and analyzed. This is a sophisticated and demanding process.

You only perceive what is relevant to you personally! We need to address the person behind the data we trace, the person with individual needs and wishes. Sensory touchpoints create a powerful connection between person and brand.

What does effective customer dialog in a digitalized world look like?

Haptic advertising impulses are a strong initiator and an inherent part of the Customer Journey. Hence they are indispensable in the media mix. They can be seamlessly integrated into automated targeting. We will show you cross-media data-driven solutions for an effective analysis and utilization of customer data.

BENEFIT & IMPLEMENTATION OF BRAND-TOUCHPOINTS

INSPIRATION & INSIGHTS

Why do the mailing stand for personalized sensory touchpoints?

The context influences our perception! Physical means of communication create a feeling of trust and credibility in humans! We will show you sensory touchpoints as door-openers! What is possible! How it is possible! And why it works!

Where do product and print such as mailings, catalogs, magazines, customer magazines create best profit?

On our stages: experience Best Practices concerning topics such as

- Employer Branding to win young talents
- Introduction into products and solutions that require explanation
- Building trust in the brand as well as methods for increasing customer loyalty
- Sensory touchpoints as door-openers to online ordering system
- Increasing cart value
- Re-activating strategies – even when there is no opt-in
- Price management processes for luxury brands
- Brand profiling also via co-branding

BUDGET OPTIMIZATION WITH 100% DELIVERY

MAIL AND LOGISTICS E-COMMERCE SPECIAL

Exhibition and stage program both present variable solutions to all **newcomers and doers** for all circulation and production numbers.

Program special

At 10 AM our trend stages start with a **Postage Special**.

Mailing and logistics specialists give an insight on the current situation. They demonstrate how you can benefit from activities in the mailing market.

Transit time measurement, market analyses concerning optimization & savings potentials in delivery & logistics of

- Daily mail
- Mailings
- Customer journals & magazines
- Catalogs & leaflets
- Cards & vouchers
- Trackable shipments

SPECIALIZED VISITORS TARGET GROUP

Entrepreneurs, Decision makers, Doers as well as Ambitious Newcomers

- CEOs, heads of medium-sized companies, agencies, printing companies, lettershops
- People with brand responsibility
- Traders from both online and physical world
- Managers of database, CRM, and dialog marketing, managers of customer experience and customer service
- People responsible for postal charges, experts of post and logistics
- Newcomers from the fields of marketing, database, and mail logistics
- Representatives of associations and media

USP mailingtage: cross-industry, target group oriented, personal

- Trade and industry
- Media
- Finances
- Insurance companies
- Health companies and pharmaceuticals
- Automotive
- Fundraising
- Tourism
- Lottery
- Phone
- Energy providers

EXHIBITORS TARGET GROUP

Agencies and consultants

Agencies offering dialog or online marketing, multimedia or full services

Addresses and Target Groups

Address providers / address publishers / list brokers, address services

Database Management / CRM

Address management, analytic CRM / data mining, data warehousing, geo and micro marketing, profiling / scoring

Digital Marketing / Performance Marketing

Email, newsletter, mobile and social media marketing,
SEM, SEO, targeting, tracking, moving-image marketing, digital content marketing / gamification / storytelling

Prepress / Print / Lettershop

Digital print, offset print, continuous printing, web-to-print, print-on-demand, letter shop, fulfillment services / logistics

Delivery

Addressed / partly or unaddressed shipments / advertising addressing households

Contact Center

Customer Care Inbound, Customer Care Outbound

Further Mailing Elements

Envelopes, customer cards, packaging and paper manufacturers, special products, refined paper, ...

Promotional Items

Haptics in business communication

Specials

catalog, magalog, corporate publishing, customer retention programs, leaflets within packages

EXHIBITORS & NETWORKING 2019

mailingtage

2020 Dialogmarketing · Crossmedia





Exhibition & Catering
both merge into a
Networking Area



BÜHNEN-PROGRAMM ZEIT-KONZEPT

E		BÜHNE EMPORE	
NETWORKING: WELCOME COFFEE		9:00 - 10:00	
Öffizielle Eröffnung SIMONE WASTL Geschäftsführerin 4-Flow - Personalmanagement, Consulting und OLAF HARTMANN Essensanbieter PlusSense - Institut für multisensorisches Marketing		10:00 - 10:20	
KLAUS GETTWARD Vorstandsvorsitzender DYPPT e.V. Deutscher Verband für Post, Informationsrecht, Energie und Telekommunikation e.V.		10:20 - 10:40	
NIELS DELATER Founder & CEO Spectoe GmbH		10:40 - 11:00	
NETWORKING BREAK: COFFEE & SNACK		11:00 - 11:30	
OLAF HARTMANN Geschäftsführer Multisense - Institut für multisensorisches Marketing		11:30 - 12:00	
PETER KLEESSEN Projektleiter CRM IKEA Deutschland GmbH & Co. KG		12:00 - 12:20	
ALEXANDER SCHÄFER CSD Paragon Customer Communications Germany		12:20 - 12:40	
SUSAN FULCZYNSKI Prozess- und Projektmanager - Brand & Content Director Beispiel: Handlogos (Schmitt imbi)		12:40 - 13:00	
DR. STEFFEN EGMER Founder & CEO MediaAnalyzer Software & Research GmbH		13:00 - 14:00	
NETWORKING BREAK: LUNCH & DRINK		14:00 - 14:30	
ALEXANDER SEILER Senior Director Global CRM HelloFresh SE		14:30 - 15:00	
ROBERT REBHOLZ Geschäftsführer optilyze GmbH		15:00 - 15:30	
MARKUS WEINLÄNDER Prozess Automation für SIMA-IC Communication Products - Siemens Digital Industries Siemens AG		15:30 - 16:00	
ROBERT KÄFERT Geschäftsführer CMC Collaborative Marketing Club GmbH		16:00 - 16:30	
CHRISTIAN HAIN Geschäftsführer CMC Collaborative Marketing Club GmbH		16:30 - 17:00	
NETWORKING BREAK: COFFEE & CAKE		17:00 - 17:30	
JUSTIN LIESENFELD Geschäftsentwicklung BurdaLife Burda Senior Verlag GmbH		17:30 - 18:00	
INGO RAAB Leiter Vertrieb und Geschäftsentwicklung BurcaDruck GmbH Hubert Burda Media		18:00 - 18:30	
ALEXANDER WINDHORST Managing Director - Planet Connected Seroleplan Gruppe		18:30 - 19:00	
DAVID BAUM Innovation Advisor TRENDONE GmbH		19:00 - 19:30	
FINISH TRENDBÜHNE		19:30	

✓ The optimal program design guarantees sufficient time for personal exchange between dialog experts and visitors.



LOCATION 2020

GESELLSCHAFTSHAUS PALMENGARTEN



LOCATION 2020

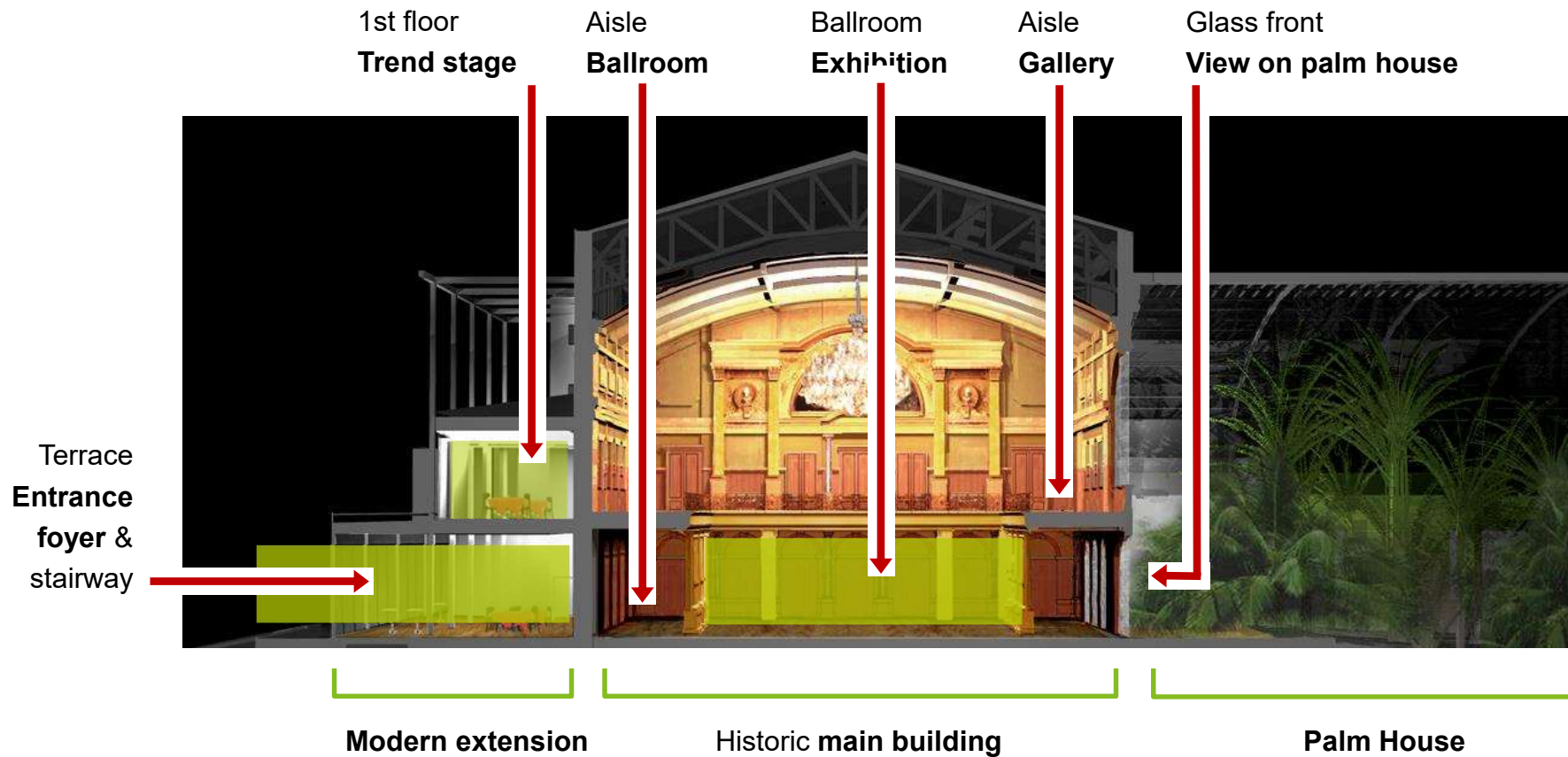
GESELLSCHAFTSHAUS PALMENGARTEN

The perfect location, a unique ensemble of architecture.

- ✓ **Main building:** Historic ballroom (exhibition)
- ✓ Palmenhaus (view from ballroom)
- ✓ Bauhaus extension: **Entrance & foyer** & stairway to trend stage

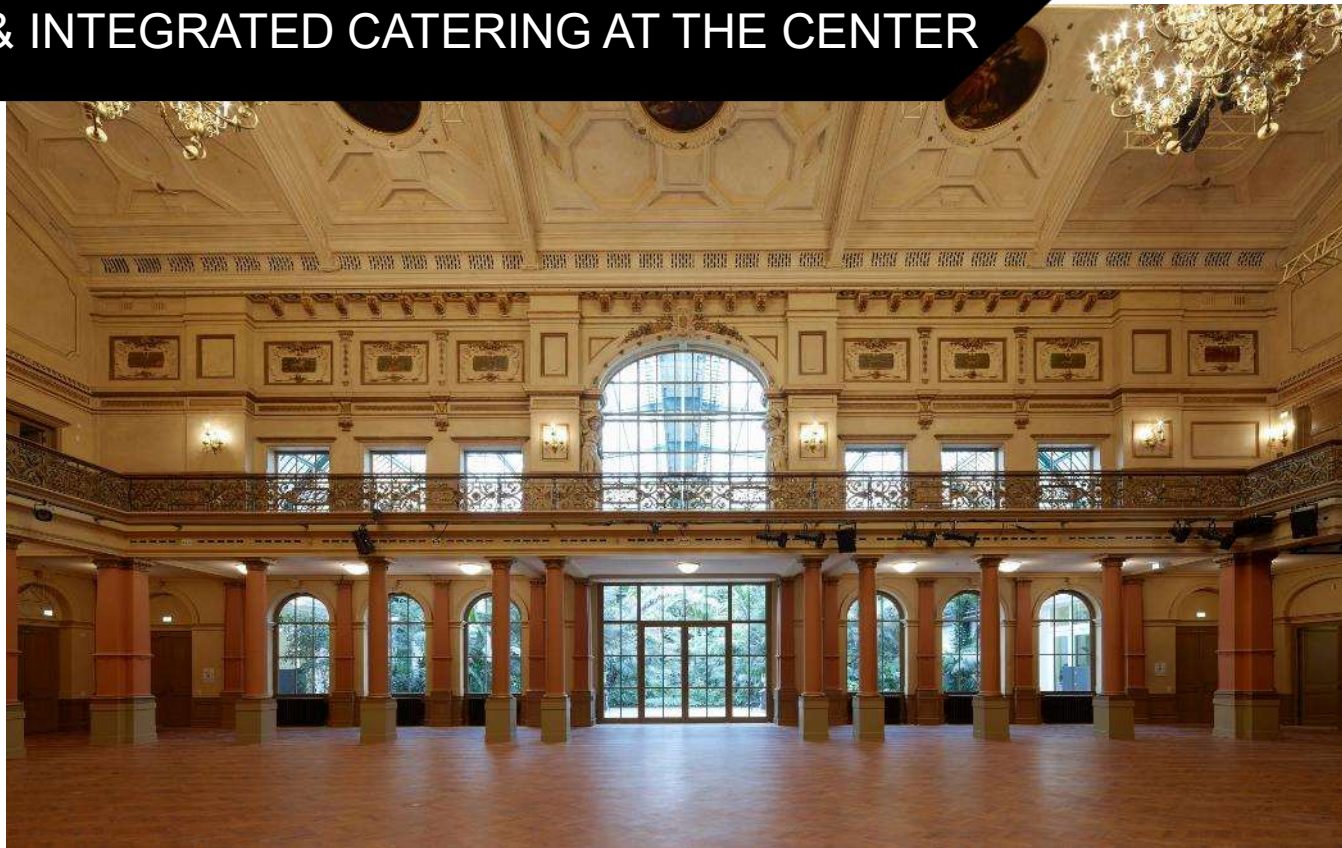


LOCATION GETTING ORIENTED



LOCATION EXHIBITION HALL

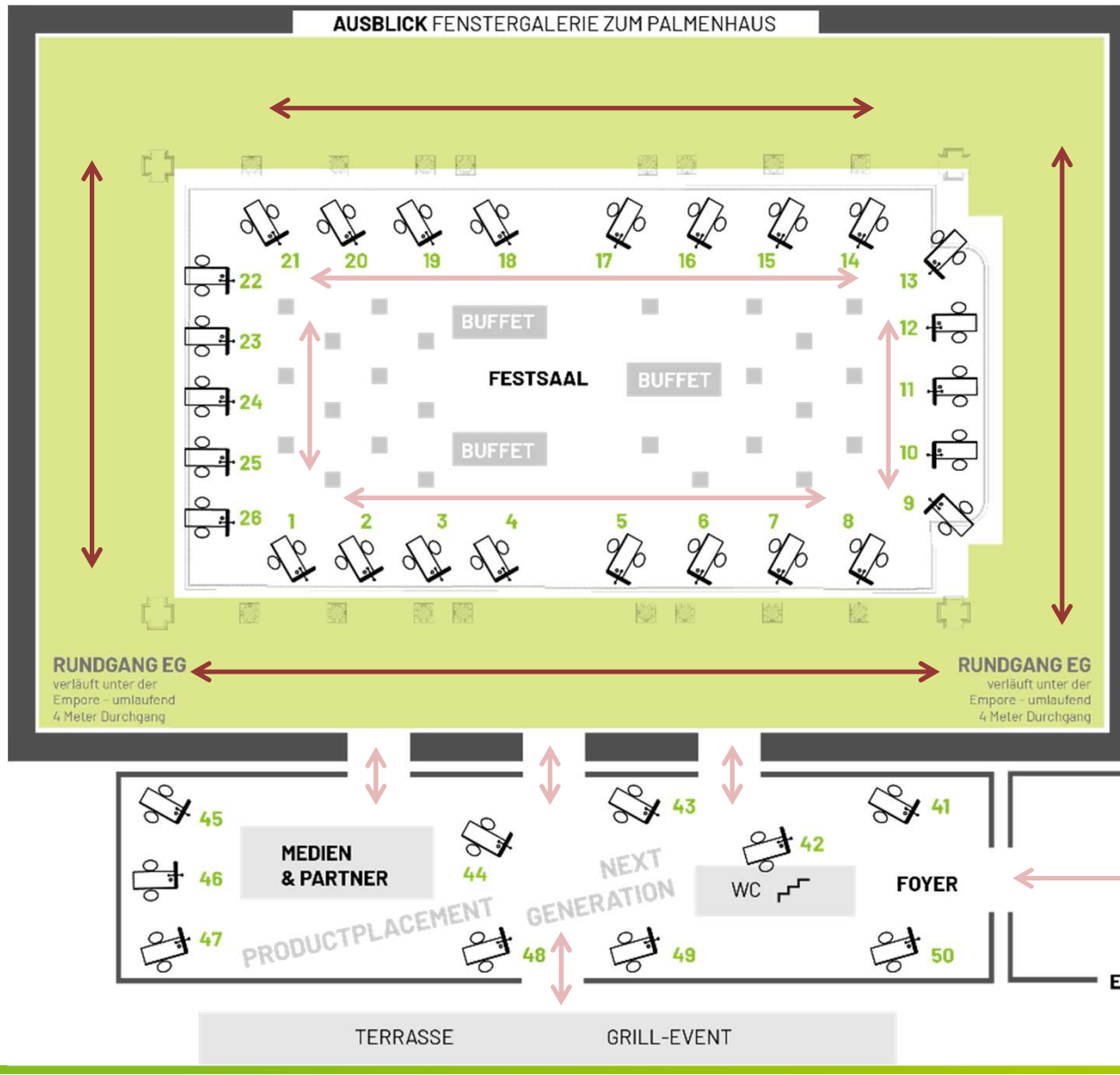
GROUND FLOOR EXHIBITION WITH AISLE & INTEGRATED CATERING AT THE CENTER



- ✓ Day light
- ✓ Unique atmosphere
- ✓ Beautiful gallery
- ✓ Ground floor: 4 m wide aisle (all round)



EXHIBITION / HALL LAYOUT



Exhibition with integrated networking & catering area

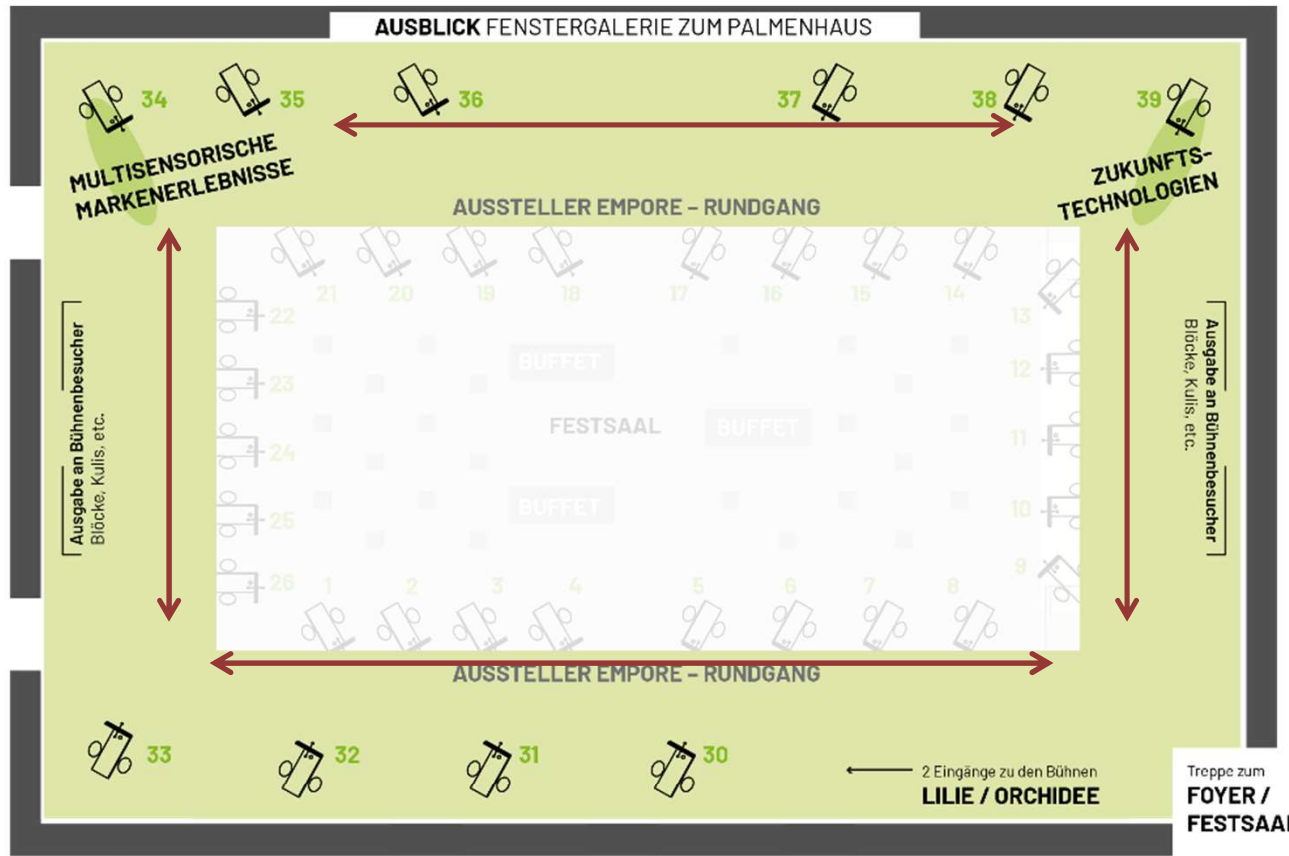
Ground floor

- Foyer
- ballroom
- Terrace

Visitor pathways



EXHIBITION / HALL LAYOUT



Exhibition with integrated networking & catering area

1st floor

- NEW Gallery opened
- Access to stages
- Terrace

Visitor pathways



TREND STAGES WITH TOP SPEAKERS



“A great audience, **interested** and **focused**. After the presentation I established several valuable new contacts in the numerous personal discussions.“

DR. STEFFEN EGNER FOUNDER & CEO
MediaAnalyzer Software & Research GmbH
About the mailingtage 2018

YOUR PRESENCE



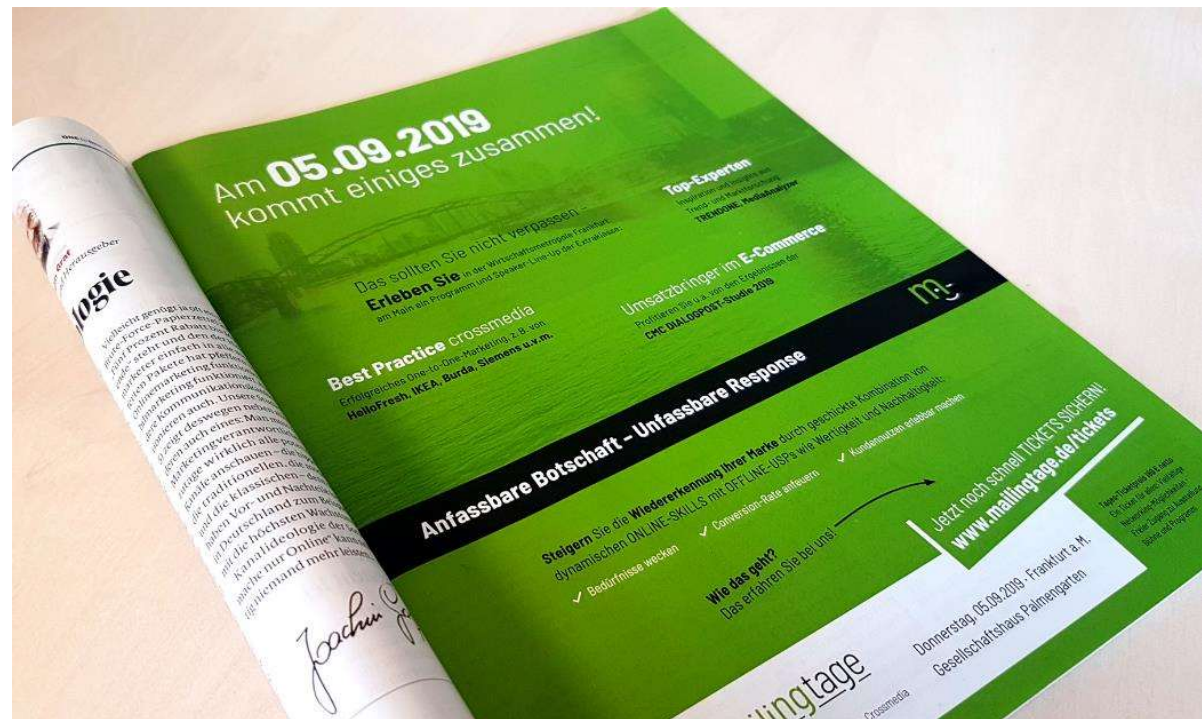
✓ As an exhibitor you get the **all-in-one carefree package**



YOUR PRESENCE

MT MEDIA PACKAGE

- ✓ Advertising Specials in renowned print and online media
- ✓ MT Newsletter
- ✓ Social Media: XING & LinkedIn
- ✓ Press mailing list in more than 240 media



YOUR PRESENCE

Monitor an Bügeltischwand

Optional: Rent a monitor mounted either at the outer or inner wall



Either inside or outside: two pockets for brochures; or placed on the table

- ✓ **Exhibition stand: Customized design and equipment**



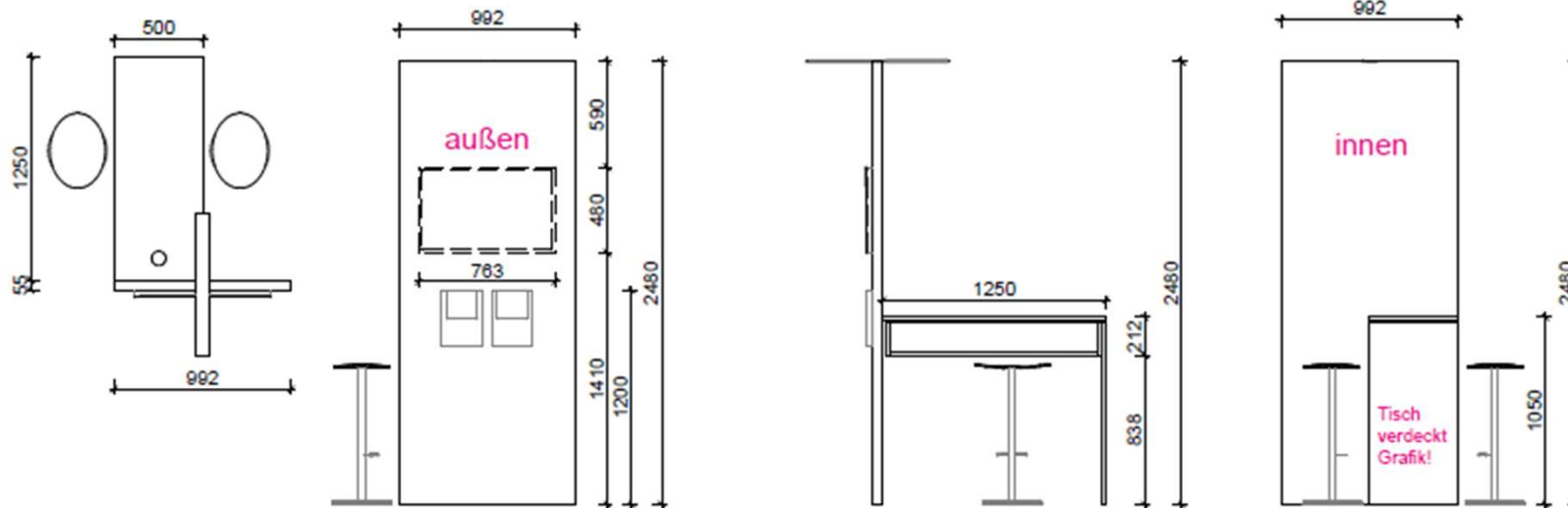
YOUR PRESENCE

Design template: inside or outside wall

Please find special information on designing and transferring graphics data in your trade fair stand booklet.

Montageseite für Monitor
bei Bestellung angeben!

Please determine in your order which
side the monitor should be mounted to



Außenwand

Outer wall

Bügeltischwand

Inner wall:
Table covers
graphics

ALL-INCLUSIVE-PACKAGE EXHIBITORS

Exhibitor Package Scope

- ✓ Exhibition stand: 3-4 square meters
- ✓ incl. comprehensive all-round exhibitor package
- ✓ Planning, organization, exhibition construction, support during the event, set-up and dismantling, etc.

Basic Module Exhibition Stand

- ✓ White info-panel (stele), both sides designable
- ✓ Long exhibition table with storage capacity and open shelf
- ✓ 1 concealed multiple electrical outlet, white
- ✓ Technical package: light, electricity
- ✓ 2 exhibition lights, double-sided, stainless steel

Equipment Included (optional)

- ✓ 2 bar stools type Coma, white
- ✓ Brochure holders, DIN A4 upright format, Acrylic (as desired: wall-mounted or as display)
- ✓ Internet access, available to all visitors (further solutions available)
- ✓ 2 digital graphic prints for designing your CI compliant stand

Optional: rent a screen (see price list for offer)

Will be realized according to the hygiene concept valid at that time

+ **Stand Staff:** 2-3 people per stand from your company incl. all-day catering

+ **Marketing Package:** presence in conference media, print, online, social media, advertising specials, MT newspaper

+ **Instruments for Visitor Acquisition:** Graphic elements as well as text modules for inviting guests

+ **PR & Media Performance + exclusive offers for exhibitors**

+ **NEW ONLINE Digital Connect Sales-enhancing Web format**

Possible booking

- ✓ Presentation videos
- ✓ Specials with big players from the industry
- ✓ Interviews with exhibitors
- ✓ mailingtage special offers & exhibitor advertising

Number of free tickets (number per package: premium, classic, etc.)

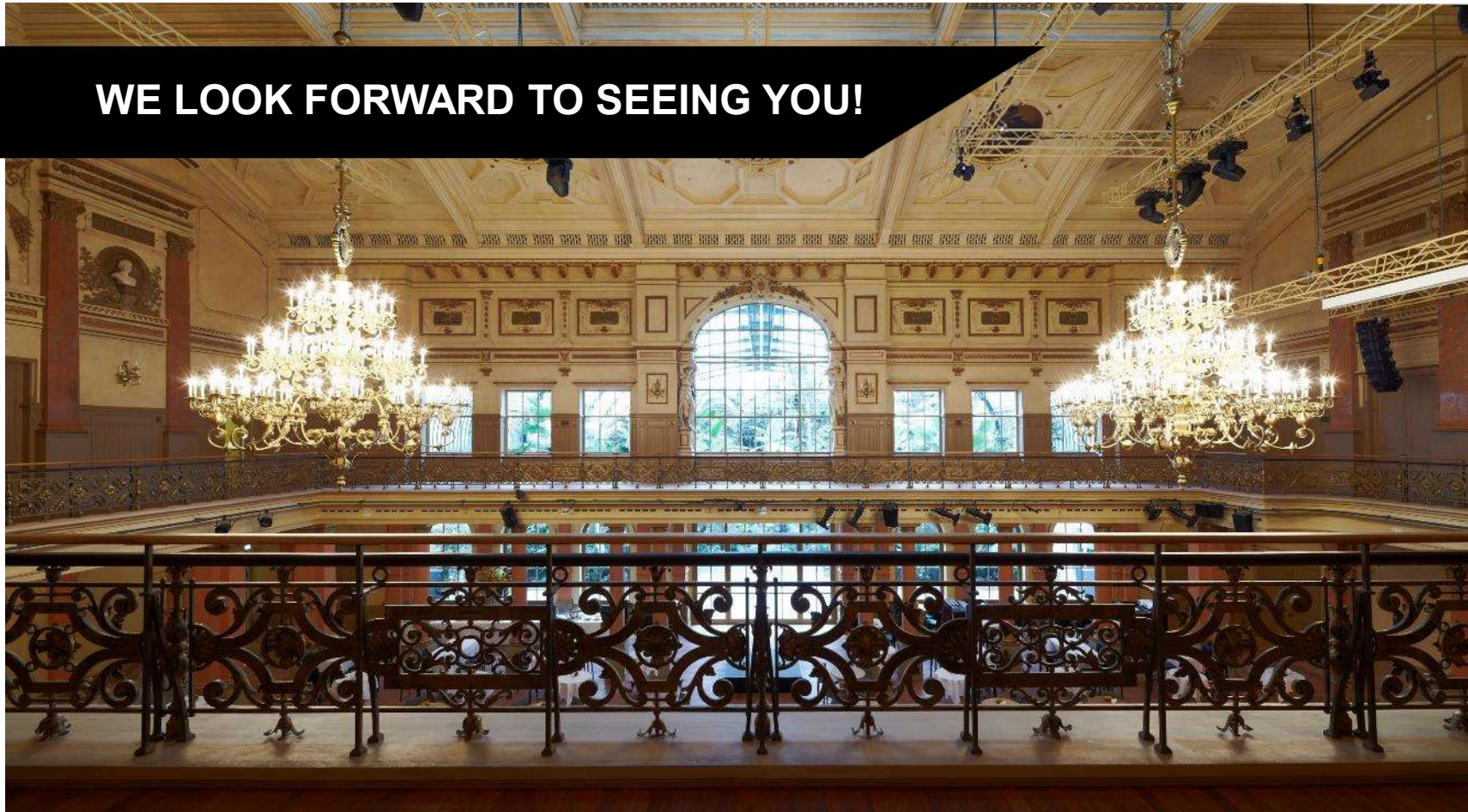
+ access to exhibition

+ access to program of trend stage (Physical / Online)

+ Catering (all-day for your team and guests)

All-Inclusive-Packages

WE LOOK FORWARD TO SEEING YOU!



Ariane Rieger mailingtage

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