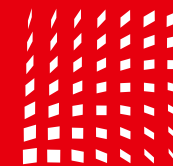


The drupa trend forum



**drupa**

no. 1 for printing  
technologies

The innovative technology  
driver for networking new-  
comers to the industry, young  
talents, exploratory start-ups  
and established companies

May 28 - June 7, 2024  
Düsseldorf, Germany

# we create the future

## think digital be sustainable

The international print industry will meet at drupa 2024 to focus on the key megatrend themes of sustainability and digitalization. The world's leading trade fair for printing technologies stands for inspiration, innovation, high-quality knowledge transfer and collaborative networking. At drupa, top international decision-makers from the industry meet and exchange views on current technology trends and groundbreaking developments.

drupa stands for the highest number of international visitors and excellent quality. 75% of visitors are managers with decision-making authority or involvement in decisions on investments, and more than half of the visitors come with specific intentions to make investments.\*

drupa's trade visitors are mainly from the printing and packaging industries and from vertical markets such as consumer and luxury goods, cosmetics, banking and security technologies.

drupa is the No. 1 networking platform. This is where you can generate new leads and intensify contacts.

\*Source: Profile data from 2016



Over  
**80 %**

international participants\*



**75 %**

decision-makers\*



More than  
**50 %**

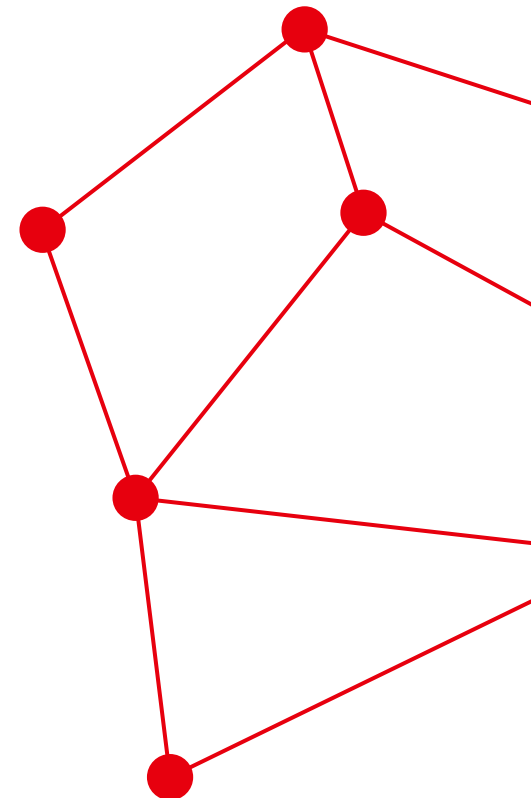
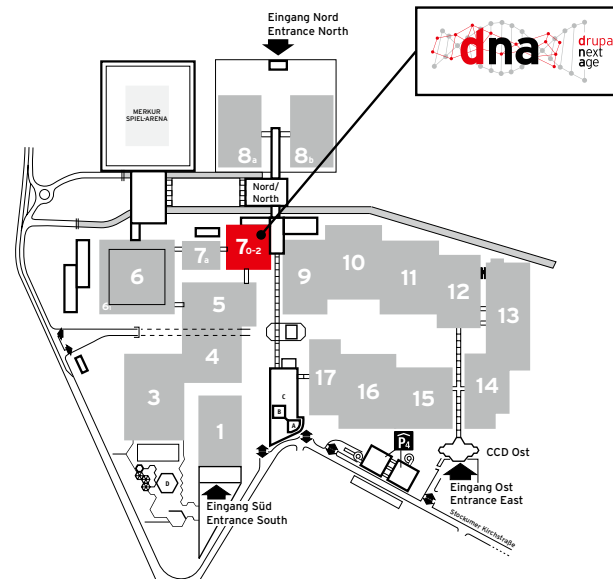
with specific intentions to invest\*

The print industry of tomorrow is opening up new potential - tap into it!

## Turning the present into a tangible future

Nowhere else are new technologies staged as impressively as at the world's leading trade fair drupa, the no. 1 for printing technologies. The trend forum provides a specific outlook on future technological developments and unites the industry's pioneering trendsetters under one common denominator: drupa next age - dna.

drupa dna is situated in a prominent position in Hall 7.0, right by the North entrance to the exhibition center.



## Developing networks, establishing collaborations

As part of drupa next age (dna), you are at the center of new developments. While there are few points of contact between industry newcomers and established companies in daily business, drupa forum provides a networking space to come together as equals. These collaborations have the potential to significantly shape the further development of the industry!

## Unlocking new application areas

Ongoing digitalization and sustainability topics have a major influence on the print and packaging industry and call for innovative solutions and applications. At the dna trend forum you can expect the following key topics:

- Additive Manufacturing
- Artificial Intelligence
- Business Intelligence
- New Materials
- Platform Economy
- Predictive Maintenance
- Printed Electronics
- Remote Services
- New Business Models
- Process Design

## Express yourself, change the game

Your participation within dna forum offers you the opportunity to present your own ideas to potential partners and enter into collaborations with innovative technologies. Use the opportunity to become a game changer with your company and reshape the industry with the expertise of visionary partners by your side.

Become part of the future.

## A unifying hall concept

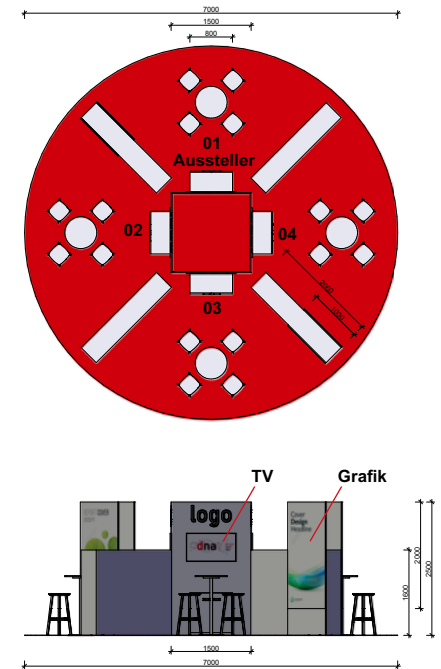
dna is a personal encounter with innovations. As a design element everywhere, the dna sequence visualization reflects the idea of networking among exhibitors. In addition to the many nuclei of dialog, presentations and more in-depth discussions are on offer. We chose a transparent hall and stand concept for dna: no barriers but flexible stand modules.

Provide information at the special show using plug-and-play. Even as an exhibitor, you do not need any more than your hand luggage. Whether you're an exhibitor, sponsor or speaker - secure your place at the dna forum!

► **Book now**

May 28 to June 7, 2024  
Messe Düsseldorf

## Intelligent hall planning



Aussteller Insel



## Be part of it

Take advantage of this opportunity and become part of drupa next age, dna trend forum. Whether you're an exhibitor, speaker or sponsor - dna offers you the perfect conditions to network and present yourself in the best possible light at the trade fair. Choose the package that best suits your needs.

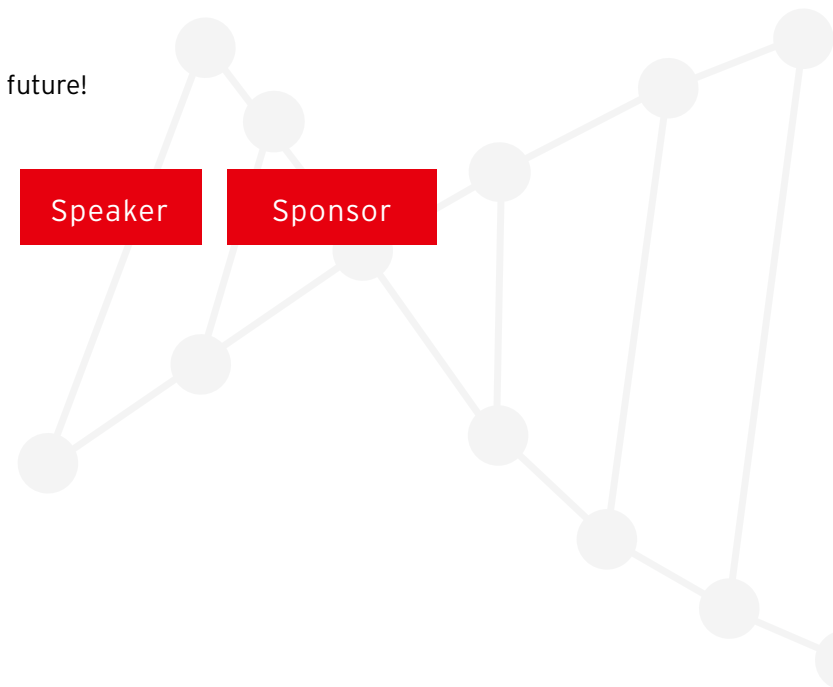
Become part of the network - become part of the future!

Start-up Package

dna Package

Speaker

Sponsor



## Start-up package

Are you a young innovative company with a focus on our key themes, would you like to present your vision in a network of experts and enter into potential collaboration partnerships?

### Exclusive unit (approx. 10 sqm) in the dna start-up area/placement

- Unit with branding, table with 4 seats, 1 storage box, screen, stand for brochures
- 1 slot in the start-up presentation program (e.g. elevator pitch) & media features your theme before the event (e.g. on global press trips, media week, etc.)
- 2 exhibitor tickets
- Internet access and power supply included

€5,500.00 plus VAT

 Book now

## dna package

Position yourself as an established company in the industry with innovative products or pioneering ideas and exchange views with other visionaries in the industry.

### Exclusive unit (approx. 10 sqm) within dna/placement

- Unit with branding, table with 4 seats, 1 storage box, screen, stand for brochures
- 1 speaking slot (30 minutes) on the "dna Stage" & media features your theme before the event (e.g. on global press trips, media week, etc.)
- 2 exhibitor tickets
- Internet access and power supply included

The presentation topic has to fit into the key themes and is checked by the organizational team. The slots are allocated once the topic has been approved.

€9,900.00 plus VAT

 Book now





## Speakers

Do you have in-depth knowledge in one of our key topics and would you like to share your expertise with entrepreneurial visionaries and future game changers?

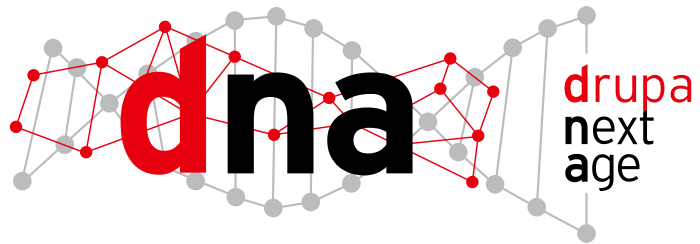
▶ Contact us

## Sponsors

Become part of dna and help shape the future of the print industry. Position yourself as an attractive sponsor. Present yourself as a sponsor and establish direct contact with your target groups.

▶ Become a sponsor





## Any questions?

You can't see how you fit in with our key themes?  
You need a larger exhibition area? You would like  
to know more about our dna forum?

Please feel free to contact us for a personal offer  
and more information!



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Düsseldorf