

Paris, Monday 1st August 2016

Press Release

metapeople, part of NetBooster Group, launches registration for Performance Night 2016

Performance marketing agency, metapeople - part of NetBooster Group – are hosting their 12th annual international Performance Night networking event on 13th September in Cologne’s Wolkenburg.

The exclusive event offers advertisers and marketing industry specialists the opportunity to network with 1400 of their peers on the eve of dmexco the biggest digital fair in Europe. Performance Night will be hosted at Wolkenburg, a popular location in Cologne, Germany, as a pre-cursor to dmexco, which will this year focus on new possibilities for ‘Pure Business’ and where metapeople will be also exhibiting.

With sponsors including Deutsche Telekom, Ve Interactive Aklamio, Zanox and media partners such as eCommerce, Unternehmer.de, and InternetWorld, Performance Night is a notable part of the European events calendar, bringing together industry influencers marketing technology providers and well-known brands.

After walking the red carpet on arrival, Performance Night offers Account Managers, Managing Directors, Search professionals, start-up Founders, In-house Marketers and digital enthusiasts alike to discuss business matters, exchange ideas and establish new contacts, whilst enjoying great live-music, food, beverages and a fantastic atmosphere.

Due to its popularity, tickets for Performance Night are allocated on a first come, first served basis and are limited to a maximum of three registrations per company.

For those looking to bring additional colleagues, complementary tickets are also available to all attendees of ‘Digital Day’, a high-level Conference taking place at the Wolkenburg on the same day.

Julius Ewig, Managing Director of metapeople, says:

“After 12 years, Performance Night has gained incredible momentum and is firmly established as a highlight of the year for many, including myself. The networking event attracts a diverse crowd from across the industry and many familiar faces return year on year to network and enjoy a great party with us. It’s going to be a busy week with metapeople sponsoring Digital Day and dmexco too, so great conversation over a beer and live music will certainly be something to look forward to.”

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Performance Night Information

Registrations to Performance Night are now open here: www.performance-night.com
Due to limited capacity; three persons per company can register to attend.

Another way to secure additional tickets is to become a sponsor of the 12th edition of the "Performance Night by metapeople". Sponsors can secure up to 15 tickets for the event. All the sponsorship packages available can be found here: [Overview of all sponsorship possibilities](#)

Digital Day Information

Please find more information on the Digital Day here: <http://www.euroforum.de/digital-day/>

About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

About metapeople GmbH | www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 17 years and 22 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metaapes, who were founded 2004, as well as with NetBooster. Thus they can realise best quality for their customers in all major European markets.

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