

# HAMBURG OPEN



Germany's Innovation and  
Networking Event for Broadcast  
and AV Technology Professionals.

**22 – 23 January 2020**  
**Hamburg Messe**  
**[hamburg-open.de](http://hamburg-open.de)**

ORGANISED BY



**Hamburg Messe**

IN COOPERATION WITH



MEDIA SYSTEMS & SOLUTIONS

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## **More HAMBURG. More OPEN.**

Every January since 2009, Germany's broadcast and AV technology industry has been meeting at HAMBURG OPEN. A successful combination of networking event, exhibition and conference, HAMBURG OPEN has steadily grown its profile. Moving to the Hamburg Messe exhibition centre in 2020, the event has now found

a perfect venue to meet the needs of its ever-growing community.

In a time of rapidly-changing markets, customer requirements and technological innovation, HAMBURG OPEN will provide a platform for important trends and future technologies. Hamburg Messe and MCI are looking forward

to welcoming existing and new exhibitors, to exciting products, stimulating discussions and – importantly – the relaxed atmosphere that has always made HAMBURG OPEN so special.

Daniel Schmitt  
Hamburg Messe und Congress

Tim Grevenitz  
Studio Hamburg MCI





# TIMING: IDEAL

Kicking off the new year in January, HAMBURG OPEN provides the perfect opportunity to talk with decision makers and product users about upcoming projects, and to present them with innovative solutions.

## NETWORKING: EASY

At HAMBURG OPEN you will meet planners, engineers and creative professionals, as well as production and purchasing executives. Make valuable contacts on the exhibition floor, or address the audience within the conference programme.



## SERVICE: ALL-INCLUSIVE

We want to make sure that taking part is as easy as possible. HAMBURG OPEN therefore provides exhibitors with an all-inclusive package comprising stand packages, catering and individual services.



## ATMOSPHERE: RELAXED

HAMBURG OPEN is the opposite of loud, hectic and anonymous: low lighting, subdued noise and quick access to all exhibitors create a “family reunion” atmosphere. Making business doesn’t get any more pleasant than that.



## VISITORS

We expect even more trade visitors to HAMBURG OPEN 2020 – including employees from public and private broadcasters, as well as professionals from production and event companies:

Camera Operators

Vision Engineers

Media Systems Engineers

Systems Integrators

Production Engineers

AV Engineers

Media Computer Scientists

Event Technicians

AV Media Designers

Audio Engineers

Editors

Lighting Technicians

Production Managers

VFX Artists

2D and 3D Artists

Vloggers, Podcasters

Journalists

Directors, Producers



## EXHIBITORS

At HAMBURG OPEN, key players from the broadcast and AV technology sector showcase their products in a very personal way. Unlike the hectic environment at some larger tradeshows, exhibitors and visitors at HAMBURG OPEN use the event's relaxed atmosphere to have in-depth discussions about products from the following areas:

Acquisition Technology

Live Production & Post Production  
(Hardware and Software)

Audio

Playout & Distribution

Quality Control & Services

AV Technology

Event Technology

Detailed product categories (including sub-categories)  
can be found at [hamburg-open.de](http://hamburg-open.de)

## STAND OPTIONS

Our complete stand package allows exhibitors to participate in HAMBURG OPEN in the easiest way possible, at attractive prices. Exhibitors that took part in HAMBURG OPEN 2019 benefit from a special re-booking discount. Exhibitors that want to bring along their own stand equipment have the option to book space only.

### SPACE ONLY

excl. booth,  
minimum size 20 sqm.

€ 187

per sqm. plus VAT  
(regular price)

€ 165

per sqm. plus VAT  
(re-booking price –  
available to  
HAMBURG OPEN  
2019 exhibitors only)

#### INCLUDES:

Space on exhibition floor (excl. power, walls and carpet.  
Additional services can be ordered via our Online Service Center),  
catering, admission to “Get-Together” event

### COMPLETE STAND PACKAGE

minimum size 6 sqm.

€ 247

per sqm. plus VAT  
(regular price)

€ 225

per sqm. plus VAT  
(re-booking price –  
available to  
HAMBURG OPEN  
2019 exhibitors only)

#### INCLUDES:

Complete stand incl. floor space, walls (back wall + at least 1 m of  
side wall, depending on booth shape), carpet, standard power  
connection (1 x 3 kW), hall lighting, cleaning and waste disposal,  
catering, admission to “Get-Together” event



## SPONSORING AND PRESENTATIONS

You want to benefit from increased  
visitor attention? Enjoy greater  
exposure in digital and print media?  
Talk to us about sponsorship options  
and speaking slots.



**Hamburg Messe**

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