

HAMBURG

OPEN

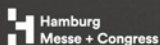


**GROUNDBREAKING TECH. LEADING INDUSTRY
FIGURES. LIVE AND FIRST-HAND.**

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

**20-21
January 2021**
hamburg-open.de

ORGANISED BY



IN COOPERATION WITH





OPEN FOR INNOVATORS

A unique industry event

Which providers have the most impressive solutions? What are the hottest new technologies? And what exactly are the benefits of ...? Find out the answers at HAMBURG OPEN. With its combination of networking event, exhibition and conference, it's been a key date in the calendar for Germany's broadcast and AV technology industry ever since 2009.

Over 1,500 visitors

Across two days, professional users and purchasing executives have the chance to experience new products and groundbreaking tech at first hand. After achieving record exhibitor and visitor numbers in 2020, HAMBURG OPEN



HAMBURG OPEN 2020 IN FIGURES

Exhibitors: 130

Visitors: 1.500

Talks: 40

Area: 1,150 sq. m

2021 will be moving to Hall B6 which is even more convenient for visitors travelling by public transport.

Register now for 2021

We and our partner Studio Hamburg MCI look forward to welcoming you as an exhibitor at HAMBURG OPEN 2021. Take advantage of this popular and constantly growing platform to showcase your company and its products, as well as to network with key industry decision-makers.



Daniel Schmitt
Hamburg Messe und Congress



Tim Grevenitz
Studio Hamburg MCI



TIMING: IDEAL

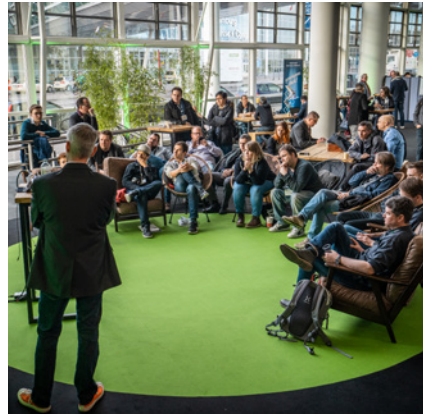
Kicking off the new year in January, HAMBURG OPEN provides the perfect opportunity to talk with decision-makers and product users about upcoming projects, and to present them with innovative solutions. You can also draw exclusive attention to your products or services by participating in our programme of talks.

“The show has grown in size and attractiveness, without losing its relaxed, intimate atmosphere. You get to meet friends, acquaintances – the whole community.”

JAN EHRLICH, CHIEF EXECUTIVE, DIRECTOUT GMBH

NETWORKING: TOTAL

HAMBURG OPEN 2021 will have a centrally located networking area where you can meet planners, engineers, creative professionals and production and purchasing executives, as well as potential partners or pilot customers for your project.



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: INTIMATE

Stimulating discussions at the stands, top-quality talks in the forum, industry chat on the fringes, enjoyable catch-ups with colleagues: for most attendees, HAMBURG OPEN feels like a big family reunion. Doing business doesn't get more pleasant than this.



VISITORS

Following the big success in 2020, we anticipate that visitor numbers will go up again in 2021 and are expecting more than 1,500 professionals from Germany and abroad, including employees of public and private broadcasters as well as product users from production and event companies:

Camera operators
Visual 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 setting. Unlike the hectic environment at some larger trade shows, exhibitors and visitors at HAMBURG OPEN take advantage of the event's relaxed atmosphere to have in-depth discussions about products and services from the following areas:

Recording technology
Live production and postproduction
(hardware und software)
Audio

Playout and distribution
Quality control and services
Media technology
Event technology

A detailed breakdown of the product categories can be found at hamburg-open.de

STAND PRICES

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 2020 benefit from a special rebooking 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 sq. m

€199

per sq. m plus VAT
(standard price)

€185

per sq. m plus VAT
(rebooking price – only available for
HAMBURG OPEN 2020 exhibitors)

INCLUDES:

Catering and participation in "get-together". Additional services can be ordered via our Online Service Center.

COMPLETE STAND PACKAGE

Minimum size 6 sq. m

€259

per sq. m plus VAT
(standard price)

€249

per sq. m plus VAT
(rebooking price – only available for
HAMBURG OPEN 2020 exhibitors)

INCLUDES:

Stand construction (including electricity up to 3 kW, 2.5 m walls, carpet, daily cleaning (carpet, tables and chairs) and one 60 l waste bag per day of the show), catering and participation in "get-together". Additional services can be ordered via our Online Service Center.

COMPLETE STAND PACKAGE PREMIUM

Minimum size 10 sq. m (limited to ten exhibitors)

€299

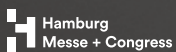
per sq. m plus VAT

INCLUDES:

Marketing services (including space for product presentation in the visitor newsletter, naming as premium partner with logo on website, etc.), stand construction (including electricity up to 3 kW, 2.5 m walls, carpet, daily cleaning (carpet, tables and chairs) and one 60 l waste bag per day of the show), parking space, catering and participation in "get-together". Additional services can be ordered via our Online Service Center.

SPONSORSHIP AND TALKS

Would you like to boost attention for your company? Would you like to benefit from a greater presence in digital and printed media? Do you want to stand out at HAMBURG OPEN? Get in touch to find out more about our sponsorship packages and how to participate in our programme of talks!



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