

HAMBURG

OPEN

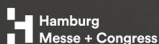


THE CREATORS. THE TECHNOLOGY. LIVE.

The innovation and networking event for
technology and creative professionals in the
broadcast and AV technology sectors

**19-20
January 2022**
hamburg-open.de

ORGANISER



IN COOPERATION WITH



The background of the entire page is a photograph of a large, modern exhibition hall. The hall has a high ceiling with exposed pipes and industrial-style lighting. In the background, there are various exhibition booths with people walking around. The overall atmosphere is that of a busy, professional event.

OPEN

FOR THE COMMUNITY

One-of-a-kind industry gathering

Due to its unique combination of networking event, expo and conference, HAMBURG OPEN has become one of Germany's foremost meeting spots for technology and creative professionals in the broadcast and AV technology sectors. Over the course of two days, those professionals have the opportunity to experience innovations first-hand, and to discuss recent industry trends.

New questions – new answers

What will be the lasting impact of the Covid-19 pandemic on the way we produce content, design workflows and deploy technology professionals? How can the potential of remote production be put to better use? Which cloud services and streaming platforms have moved to the forefront? The production business faces a large number of new, important questions - the answers to these can be found at HAMBURG OPEN.

HAMBURG OPEN 2020 IN FIGURES

Exhibitors: 130

Visitors: 1,500

Talks: 40

Register now for 2022

After yet another record in exhibitor and visitor numbers in 2020, HAMBURG OPEN 2022 is moving to the larger Hall H at the Congress Center Hamburg and will thus be more easily reachable for everyone travelling via public transport.

Along with our partner Studio Hamburg MCI, we look forward to welcoming you as an exhibitor. Use this much-loved and ever-growing platform for your company and product presentation, as well as for intense discussion with industry professionals.



Daniel Schmitt
Hamburg Messe und Congress



Tim Grevnitz
Studio Hamburg MCI



IDEAL TIMING

After a Covid-19-related break in 2021, HAMBURG OPEN will offer the ideal opportunity to speak with users and decision-makers about upcoming projects and to present innovative products, services and solutions to kick off the year in January 2022. Also, use the opportunity to further raise awareness for your company by taking part in the talks programme.

“The event has grown, become even more interesting and has remained concise at the same time. Here we meet familiar faces, friends – the whole community.”

JAN EHRLICH, MANAGING DIRECTOR, DIRECTOUT GMBH

TOTAL NETWORKING

With a centrally located networking area, HAMBURG OPEN 2022 creates additional opportunities to establish new contacts. Here, you will meet technicians, creatives and planners, as well as production and purchasing manager, and potential partners.



ALL-INCLUSIVE SERVICE

In order to make your participation as easy as possible, HAMBURG OPEN offers a comprehensive carefree package for exhibitors, including complete stand offer with individual service. And free catering is included, of course.

PERSONAL ATMOSPHERE

Professional interest at the stands, top talks in the forum, industry discourse on the sidelines and, last but not least, the pleasure of seeing colleagues again: for most participants, HAMBURG OPEN has become a large communicative family gathering. Business can be this enjoyable.



VISITORS

Due to the great success of 2020, we expect a further increase in visitor numbers in 2022, with more than 1,500 professionals from Germany and abroad – including employees from private and public-service broadcasters, as well as additional professionals from the production and event sector:

Camera operators

Video engineers

Device and systems engineers

Systems integrators

Production technicians and engineers

Media technology engineers

Media information technologists

Event technicians

Media designers (image and sound)

Sound technicians, mixers and engineers

Film and video editors (cutters)

Lighting technicians and directors

Production and recording executives

VFX specialists

2D and 3D artists

Vloggers and podcasters

Editors and journalists

Directors and producers



EXHIBITORS

The leading players in the broadcast and AV technology sectors present themselves at HAMBURG OPEN – in a focused and highly personal way. Rather than bustle and bulk operation, exhibitors and visitors find the necessary time and calm here for discussion about products and services from the following areas:

Recording technology

Live production and post-production
(hardware and software)

Audio

Playout and distribution

Quality control and services

AV technology

Event technology

You can find the detailed product categories at hamburg-open.de.

STAND PRICES

Our complete stand offer facilitates a straightforward trade show appearance at attractive prices. At the same time, HAMBURG OPEN 2020 exhibitors benefit from a reduced rebooking rate. Exhibitors with their own stand equipment also have the option of just renting the stand space.

STAND SPACE

Without system stand,
minimum space 20 m²

€215
per m² plus VAT
(standard price)

€199
per m² plus VAT
(rebooking rate – only for exhibitors
at HAMBURG OPEN 2020)

INCLUDES:

Invitations for clients and partners, catering, and participation in the get-together.
Additional services can be ordered via our online service centre.

COMPLETE STAND

Minimum size 6 m²

€279
per m² plus VAT
(standard price)

€265
per m² plus VAT
(rebooking rate – only for exhibitors
at HAMBURG OPEN 2020)

INCLUDES:

Stand construction (incl. electricity connection up to 3 kW, walls (2.5 m high), carpet, daily cleaning (carpet, tables and chairs) and a 60 l waste bag per trade show day), invitations for clients and partners, catering, and participation in the get-together. Additional services can be ordered via our online service centre.

COMPLETE OFFER, PREMIUM

Minimum size 10 m²
(limited to
10 exhibitors)

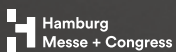
€319
per m² plus VAT

INCLUDES:

Marketing services (space for product presentations in the visitor newsletter, naming as a premium partner with logo on the website, etc.) stand construction (incl. electricity connection up to 3 kW, walls (2.5 m high), carpet, daily cleaning (carpet, tables and chairs) and a 60 l waste bag per trade show day), parking space, invitations for clients and partners, catering, and participation in the get-together. Additional services can be ordered via our online service centre.

SPONSORSHIP AND TALKS

Would you like more focus on you and your company and to benefit from a higher profile in digital and print media? Do you want to be immediately visible during HAMBURG OPEN? Talk to us to find out more about our sponsorship offers and your options in the talk programme!



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