

HAMBURG

OPEN

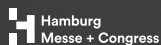


THE CREATORS. THE TECHNOLOGY. LIVE.

The innovation and networking event for technology and creative professionals in the broadcast and media technology industry

17-18
January 2024
hamburg-open.de

ORGANISER



IN COOPERATION WITH





JOIN the EVENT

From January 17-18, 2024, you will meet the professionals of the broadcast and media technology scene at the HAMBURG OPEN. Take advantage of this unique opportunity to present your range of products and services in a relaxed atmosphere – at the exhibition stand, in expert lectures, presentations and, of course, while networking with the creators of the industry.

OPEN for TRENDS

Which innovations are making their mark? What moves the industry? And where is it heading? Since 2009, the HAMBURG OPEN has been an important benchmark for an increasing number of players. Combining a networking event, expo, and lecture program, it offers visitors and exhibitors a unique platform to discover technology trends and discuss projects for the coming production year. Here are the most important figures for the record year 2023:

170
exhibitors

Over
2.000
visitors

50
lectures
(stages and masterclasses)

3.000 m²
area

ARE you IN?

The HAMBURG OPEN is the home of the **community** and the stage for the key players in broadcast and media technology. Instead of hype and mass activity, there is time and peace for concentrated exchange about products and services. Exhibitors from the following sectors will be present:

Recording technology

Live production & postproduction – hardware

Live production & postproduction – software

Audio

Playout & distribution quality control

Services media technology

Event technology

Services

MEET the PROS

You work with **industry professionals** who need state-of-the-art studio and live production equipment and services – you will find them with us! Among them are employees from private and public broadcasters as well as other users from the production and event sector:

Camera operators

Image engineers

Equipment and systems technicians

Production technicians and engineers

Media technology engineers

Event engineers

Media designers (image and sound)

Sound technicians, masters, and engineers

Film and video editors (cutters)

Lighting technicians / lighting masters

Production and recording managers

VFX specialists 2D and 3D artists

2D- und 3D-Artists

Vloggers and podcasters

Editors

Directors

Producers

➔ **exhibitors and target groups**



ENTER the STAGE

Generate maximum attention for your company and become part of our **lecture and discussion program**, which we develop together with partners from media, educational institutions, and industry. Or focus on a larger presence in digital and print media or directly on the HAMBURG OPEN floor. Contact us to learn more about our attractive sponsorship offers.



EXPAND your NETWORK

Business can also be done casually: With a centrally located **networking area**, HAMBURG OPEN 2024 creates additional opportunities to make new contacts. This is where you can meet technicians, creatives, and planners, as well as production and purchasing managers, and potential partners or pilot customers for your project.



COME TOGETHER

It is the heart of the HAMBURG OPEN - the Networking Area. The hotspot for networking, talking shop, meeting up with old and new acquaintances or simply taking a breath.

All those who have not yet had enough of networking can look forward once again to THE highlight on Wednesday evening! In keeping with tradition, the popular **Get-Together** will take place in the Networking Area. Here, all participants will come together with cool drinks and delicious food. There is no better way to round off the first HAMBURG OPEN day.



ACHIEVE greater AWARENESS

With our diverse **sponsorship options**, you will leave a lasting impression. Whether in conjunction with the first-class supporting programme or the catering - exhibitors have a selection of attractive options at their disposal to reach a high number of participants and potential customers during the HAMBURG OPEN.



CREATE additional INSIGHT

Present your products and expertise at a HAMBURG OPEN **Masterclass**. We offer you the location, promote your content via our marketing activities and ensure that you receive the data of the participants - and thus valuable leads.



ENJOY the ATMOSPHERE

Professional interest at the exhibition stands, top presentations in the forum, industry talks on the sidelines and, finally, the pleasure of seeing colleagues again: For the majority of participants, the HAMBURG OPEN has become a great, communicative family reunion. Here are a few voices from 2023:

“It’s a wonderful start to the new year and a relaxed get-together in a good atmosphere.”

CLAUS PFEIFER - SONY

“The HAMBURG OPEN is an excellent event that focuses on the actual goal that brings us all here: customers, products and the further development of the market. None of these aspects is neglected, which is an extremely positive constellation.”

MAXIMILIAN BELOW - MCI GROUP

“We attend the HAMBURG OPEN every year because we can comfortably meet many of our high-end and discerning clients in person. We appreciate the family environment here, the delicious catering and the opportunity to network with colleagues in the industry and our clients.”

JAN EHRLICH - DIRECTOUT



“The HAMBURG OPEN is a very important event for us as a company and is firmly anchored in our calendar of events. It’s not only important for us as a manufacturer, but has also become a firm fixture for the entire industry to meet and network at the beginning of the year.”

STEFFEN BUSCHMANN - ROSS

“Since 2017, we have regularly participated in the HAMBURG OPEN and have the impression that the fair is constantly growing. We present more and more products every year and the event has developed considerably over time. We are happy to be part of this event as it brings together an audience from all over Germany. The HAMBURG OPEN has now developed into a large trade fair with a high reach. It has relevance for us because we encounter a broad target group for our product portfolio here.”

THOMAS STOSCHEK - ARRI

“The HAMBURG OPEN is the most important trade fair for us, both regionally and throughout Germany. This is where we find our customers, but also our partners. Here we can introduce our new products and present our solution. This year we will introduce two new products and have the opportunity to present our products for the first time in Europe before they go on sale.”

ASHA MCGHEE - PANASONIC

BOOK your STAND

As an exhibitor at the HAMBURG OPEN, you benefit from our all-inclusive package including many services that enable you to tailor your presentation to your needs.

Included services:

- + stand construction
- + catering
- + participation in the "Get-Together"
- + Free invitations for your customers, business partners and friends via our promo codes

Option:

In addition to the attractive all-inclusive offer, we offer a limited contingent of premium services and the possibility of individual booking of space.

➔ **stand registration**

➔ **stand prices**

**REGISTER
NOW!**

HAMBURG OPEN 2024 – SEE you SOON

We would be delighted to welcome you as an exhibitor at the HAMBURG OPEN. Look forward to ideal conditions for the best possible presentation of your products, brands, and services. This is our mission and our high-performance offer, with which we would also like to inspire you in the coming year, is designed to achieve this.

THE DATE

17–18 January 2024

THE OPENING HOURS

Wednesday: 10:00–18:00
18:00–22:00 Get-Together
Thursday: 10:00–16:00

THE LOCATION

Hall B6, Hamburg Messe + Congress

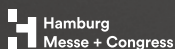


 **Contact**

MEDIAPARTNER 2023



SPONSOR 2023



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