

# HAMBURG

# OPEN

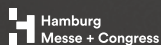


## Media. Technology. Community.

Innovation and networking for  
everyone in media, streaming  
and broadcast technology.

15-16  
January 2025  
[hamburg-open.de/en](https://hamburg-open.de/en)

ORGANISER



IN COOPERATION WITH



## JOIN the EVENT

From January 15-16, 2025, 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 programme, 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 2024:

**180**  
exhibitors

**70**  
Speaker

Over  
**2.700**  
visitors

**55**  
lectures  
(stages and workshops)

**3.200 m<sup>2</sup>**  
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  
 Pro AV  
 Corporate TV

## 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:

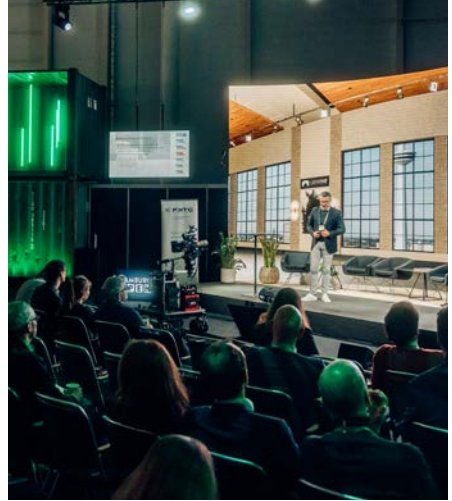
Camera operators  
 Image engineers  
 Equipment and systems technicians  
 Production technicians and engineers  
 Media technology engineers  
 Event engineers  
 Media designers (image and sound)  
 Sound technicians, masters, and engineers  
 Film and video editors (cutters)  
 Lighting technicians / lighting masters  
 Production and recording managers  
 VFX specialists  
 2D- 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 programme**, which we develop together with partners from media, educational institutions and industry. You can also maximise your presence in digital media or directly on the HAMBURG OPEN site. Contact us to learn more about our attractive sponsorship offers.



## EXPAND your NETWORK

Business can also be done casually: With a central **Networking Area**, HAMBURG OPEN 2025 creates additional opportunities to make new contacts. This is where you can meet technicians, creators and planners, as well as production and purchasing managers or potential partners for your project.





## COME TOGETHER

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

All those who have not had enough of networking during the day can look forward 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, with sponsoring placements 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 or workshop**. 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.



## BREAKFAST TIME for BUSINESS PEOPLE

New, exclusive and limited! Take advantage of our attractive offer to invite your customers, business partners or team members to an exclusive **Business Breakfast**.

On Thursday between 9 and 10 am - before the official opening of HAMBURG OPEN - our caterer Käfer will serve you healthy brain food, savoury mini croques, delicious egg dishes and much more.



## open NEW WORLDS

Take the opportunity to present your **expertise** to a top target group and exchange ideas with like-minded people. For example, a **conference offering** in mutual collaboration could give interested parties an insight into your speciality. Feel free to contact us with your ideas.



## 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 2024:

***“The HAMBURG OPEN is a family reunion in a positive sense, where not only other manufacturers are represented, but also many customers that you don’t meet at any other broadcast event. The great thing about the HAMBURG OPEN is the stage programme, which changes every year - depending on the current topics.”***

CLAUS PFEIFER - SONY EUROPE

***“For us, the HAMBURG OPEN particularly stands out through its networking character and relaxed atmosphere. Not only is it the perfect environment, but as the annual kick-off event it is also the ideal time to meet customers and talk casually about new projects.”***

STEFFEN BUSCHMANN - ROSS VIDEO

***“The HAMBURG OPEN is the German AV, broadcast and media technology meeting place where creativity and technology can be ideally combined and where the family character plays a major role. Once again, it is very clear that the HAMBURG OPEN has developed into the pre-eminent annual kick-off and family get-together in Germany.”***

MAXIMILIAN BELOW - MCI GROUP



***“HAMBURG OPEN started out as a small regional trade fair and I am delighted with how it has developed. The HAMBURG OPEN is now a big family get-together for the industry, where people are always talking, exchanging ideas and networking. It’s wonderful to see what has developed from this. Something that started out small and has now become really big.”***

GUSTAV SCHWAUPA - LIGHTEQUIP

***“The HAMBURG OPEN is always a great event, and we have been involved for many years. The timing is ideal, especially because many visitors are not yet involved in productions in January. All the relevant manufacturers on the market are represented here and you can get comprehensive information within a short time. I’m already looking forward to next year – we will definitely be there again.”***

DIRK FOBKER - CANON



**More impressions in  
our recap video.**

***“The HAMBURG OPEN is all about broadcasting and, as one of the major broadcast lens manufacturers, we are ideally placed in this context. You could say that the HAMBURG OPEN has developed into a real success story.”***

CHRISTOPH THEUSSEN - FUJIFILM ELECTRONIC IMAGING EUROPE

# BOOK your STAND

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

## Included services:

- + stand construction
- + all-inclusive catering
- + participation in the "GET-together"
- + Free invitations for your customers, business partners and friends via our promo codes
- + lead-tracking
- + Speakerslot on the OPEN Stage (first come, first serve)

## 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 2025 – 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. That is our mission and that is the focus of our high-performance offering, which we would like to continue to impress you with in the coming year.

### THE DATE

15–16 January 2025

### THE OPENING HOURS

Wednesday: 10:00–18:00  
18:00–22:00 GET-together  
Thursday: 10:00–16:00

### THE LOCATION

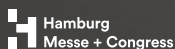
Hall B6, Hamburg Messe + Congress



## MEDIAPARTNER 2024



## SPONSOR 2024



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