

# HAMBURG OPEN



Media. Technology.  
Community.

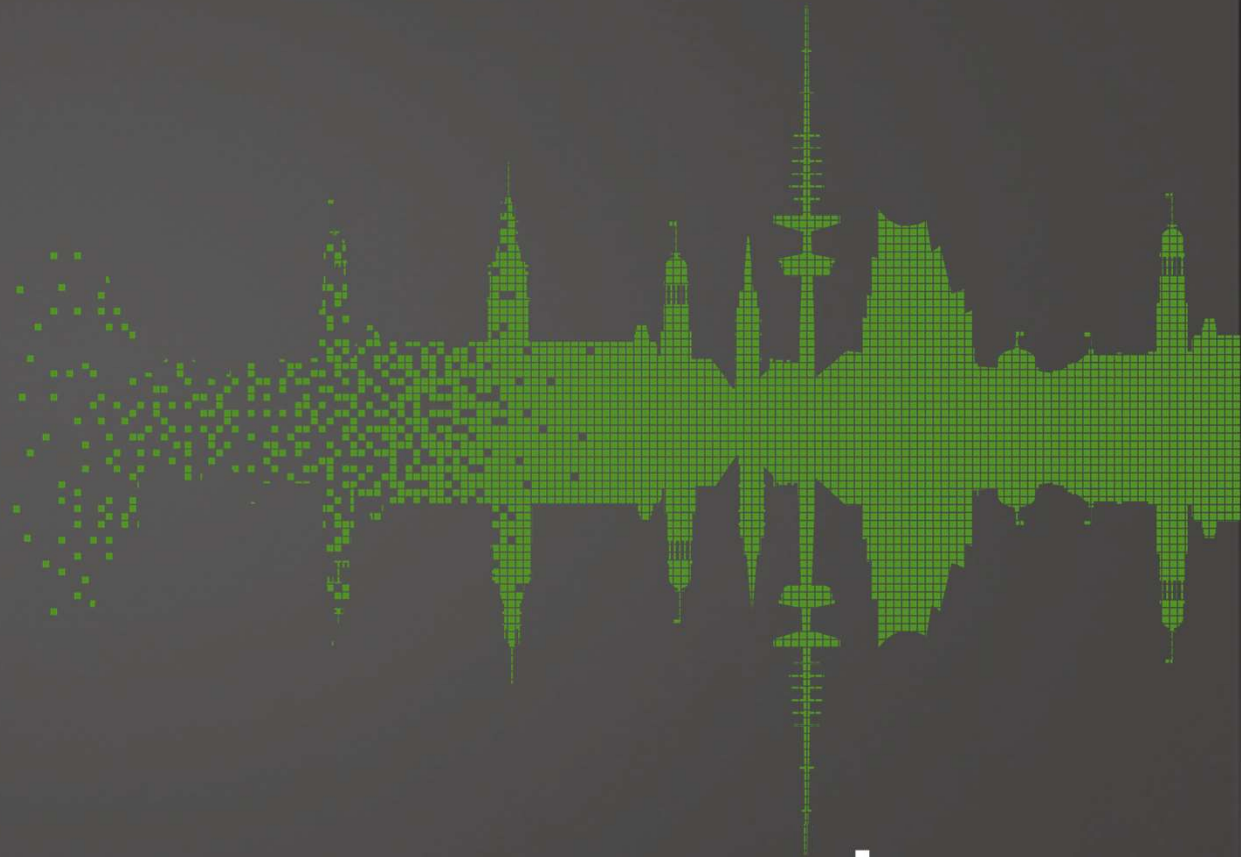
Sponsorship Catalogue 2025



**HAMBURG  
OPEN**

15.– 16. Januar 2025

# 1 BASICS



# Media. Technology. Community.

Innovation and networking for everyone in media, streaming and broadcast technology. Here you will meet the professionals. Take advantage of this unique opportunity to present your products and services to a broad specialist audience in a targeted manner - at the exhibition stand, in specialist lectures, presentations and, of course, while networking with the movers and shakers in the industry.



2,700  
Visitors



180 Exhibitors



> 70  
Speakers



forum  
OPEN Stage  
networking-Area  
GET-together  
masterclasses



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# Core Sponsorship Benefits – included for each sponsor



## ON-SITE SPONSORSHIP WALL

Your company logo presented on the on-site sponsor wall



## WEBSITE

Your company logo shown on the event website



## NEWSLETTER

Your company logo finds presence in newsletters



## MOBILE APP

Your company logo placed in the mobile app





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# Premium Sponsoring Options

HAMBURG OPEN Forum

NETWORKING AREA

GET-TOGETHER

# PREMIUM SPONSORING – HAMBURG OPEN FORUM

You don't just want to present yourself, you want to stay in people's minds? As an exclusive sponsor of the HAMBURG OPEN Forum, you can reach a large proportion of visitors at the event! Each of the numerous lectures will be presented under the umbrella of "your" forum. This guarantees your company's presence for the duration of the entire event. You can also take the opportunity to display your personalised merchandise in and around the forum!



# PREMIUM SPONSORING – HAMBURG OPEN FORUM

What is included?

**HAMBURG OPEN lectures "presented by..." + Display your give-aways and brochures for your customers!**

## Our additional services



- ✓ Logo placement plus title "presented by ..." on all screens
- ✓ Advertising opportunity between the presentation slots
- ✓ (forum)Mention as part of the moderation (Forum presented by ...)
- ✓ Including basic sponsoring package (slide 4)

€ EUR 2,500 price for exhibiting companies

€ EUR 5,000 price for non-exhibiting companies





# PREMIUM SPONSORING NETWORKING AREA INCLUDING GET-TOGETHER

Where do the best conversations happen? Over a cup of coffee and a snack, of course. HAMBURG OPEN provides you and our visitors with both around the clock. Present yourself in our Networking Area and benefit from every single person who will gratefully share the short break and good conversations with you.

The special highlight on the evening of the first day of the event: at our GET-together, you and your guests will round off the evening with cool drinks, music and tasty snacks. The perfect setting to get your name out there once again! Become a partner and present our networking area including GET-together. Prominent placement of your brand included, of course!





# PREMIUM SPONSORING

## NETWORKING AREA INCLUDING GET-TOGETHER

What is included?

Premium Sponsoring Networking Area "presented by..." Show presence with your brand!

### Our services

- ✓ Logo placement on napkins (printed in 4 colours, 10,000 pieces)
- ✓ Logo placement at the individual food stations (at least three)
- ✓ Logo placement on all screens Advertising opportunity between the presentation slots (forum)
- ✓ Mention as part of the moderation (Networking Area presented by ...)
- ✓ incl. basic sponsoring package (slide 4)



€ EUR 8,000 price for exhibiting companies\*

**\*This Premium Sponsorship is only available for exhibiting companies. Exhibiting companies save €1,000 on the combined price!**

# PREMIUM SPONSORING – NETWORK AREA

Where do the best conversations happen? Over a cup of coffee and a snack, of course. HAMBURG OPEN provides you and our visitors with both around the clock. Showcase our networking area and benefit from every single person who will be grateful for the short break and the good conversations. You will reach a large number of visitors and potential customers and your logo will be highly visible!



# PREMIUM SPONSORING – NETWORK AREA

What is included?

**HAMBURG OPEN Catering "presented by..." "Show presence with your brand!"**

## Our services

- ✓ Logo placement on napkins (printed in 4 colours, 10,000 pieces)
- ✓ Logo placement at the individual food stations (at least three)
- ✓ Logo placement on screensAdvertising opportunity between the presentation slots (forum)
- ✓ Mention as part of the moderation (Networking Area presented by ...)
- ✓ Banner placement website
- ✓ incl. basic sponsoring package (slide 4)



€ EUR 4,500 EUR price for exhibiting companies

€ EUR 8,000 price for **non-exhibiting** companies



# PREMIUM SPONSORING – GET-TOGETHER

Atmosphere is the be-all and end-all! The HAMBURG OPEN is a networking event - and what could be better than a GET-together among colleagues? On the evening of the first day of the event, you and invited guests will round off the evening with cool drinks, music and tasty snacks. The perfect setting to get your name out there! Become a partner and present the HAMBURG OPEN GET-together, logo placements included of course!



# PREMIUM SPONSORING – GET-TOGETHER

What is included?

**HAMBURG OPEN Catering "presented by..." "Show presence with your brand!"**

## Our services



- ✓ Logo placement on napkins (printed in 4 colours, 10,000 pieces)
- ✓ Logo placement at the individual food stations
- ✓ Logo placement on screens
- ✓ Advertising opportunity between the presentation slots (forum)
- ✓ Mention during the moderation (Networking Area presented by ...)
- ✓ Banner placement website
- ✓ incl. Basic sponsoring package (slide 4)

€ EUR 4,500 price for exhibiting companies

€ EUR 8,000 price for non-exhibiting companies

**HAMBURG  
OPEN**

15.– 16. Januar 2025

3

# Further sponsorship options





# BARISTA COFFEE BIKE AREA

Would you like to do something good for your customers? With a Barista Coffee Bike Area, you can leave a lasting impression on visitors. With delicious speciality coffees just like from your own favourite café, you can create a relaxed atmosphere that invites people to linger and will definitely leave them with positive memories of your brand.

## Your branding on and around the Coffee Bike Area!

### Our services

- ✓ your logo on the coffee bike area provided by us
- ✓ Including printed sugar sachets (4-colour, 2,000 pieces)
- ✓ Centrally positioned at the entrance to HAMBURG OPEN Place
- ✓ additional roll-ups in the Coffee Bike Area
- ✓ 500 coffee specialities included (per day)
- ✓ incl. basic sponsoring package (slide 4)



- € EUR 3,000 price per day for exhibiting companies
- € EUR 6,000 price per day for non-exhibiting companies



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# APPLE BOX

Surprise the participants of the HAMBURG OPEN with fresh apples from the region and organic farming.

**Green and fresh starts here!**

**Your company logo on an apple crate in the entrance area during the HAMBURG OPEN!**

## Our services

- ✓ Logo placement apple crate (four pages)
- ✓ incl. basic sponsoring package (slide 4)



€ EUR 1,500 price for exhibiting companies

€ EUR 3,000 price for **non-exhibiting** companies



# BADGE SPONSORING and E-TICKET

Would you like to be present at the HAMBURG OPEN?  
Become our partner for the badges and present your  
logo with every visitor!

**Your logo and the HAMBURG OPEN logo combined on our  
badges and e-tickets!**

## Our additional services

- ✓ Logo placement on badges and e-tickets
- ✓ incl. Basic sponsoring package (slide 4)



€ EUR 3,000 price for exhibiting company

This sponsorship is only available for a  
limited time.  
Production deadline is 15<sup>th</sup> November 2024!



**HAMBURG  
OPEN**  
15.-16. Januar 2025



# VISITOR WI-FI-WI-FI

Would you like to do something good for your customers and strengthen your presence at HAMBURG OPEN at the same time? Design the landing page of the visitor WLAN and secure the attention of your customers every time they log in!

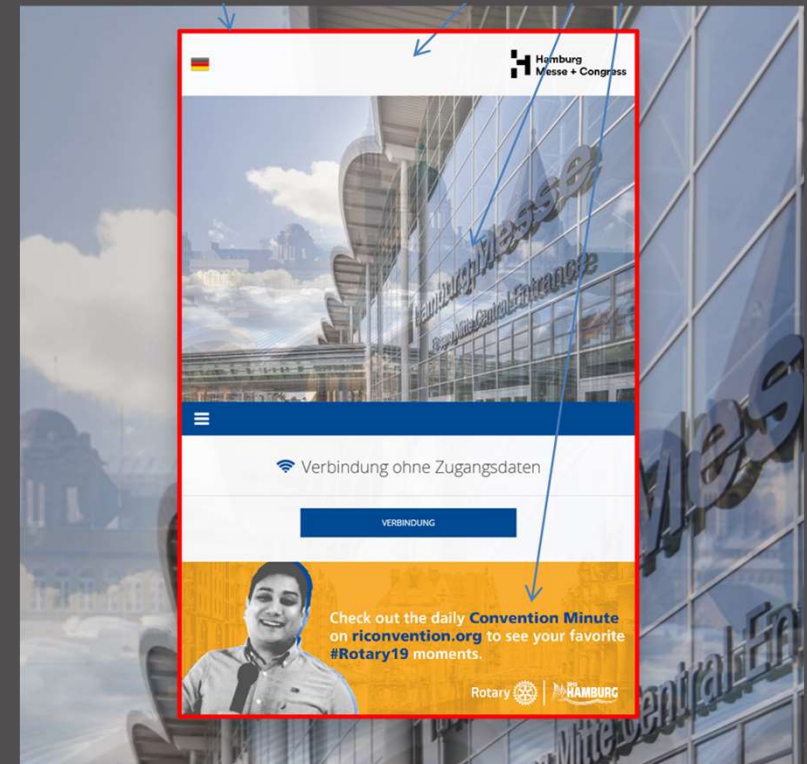
**Your logo on the landing page of the HAMBURG OPEN visitor network!**

## Our additional services

- ✓ Basic sponsoring package (slide 4)



€ EUR 1,000 price for exhibiting companies



# RECHARGE AREA

Networking including charging.

You will receive 5 seat cubes, a charging cube and you can present your advertising on the light box.

## Our additional services

- ✓ Sponsoring of a "ReCharge" area Designed with seating and charging cubes and carpet in the colour of your choice
- ✓ Your brand message is displayed on both sides of one light box per area (1.8m wide x 2.5m high)
- ✓ incl. Basic sponsorship package (slide 4)



€ EUR 3,500 price for exhibiting companies

€ EUR 5,000 price for non-exhibiting companies



# CHARGING CUBE

At trade fairs and events, everything revolves around communication. So it's no wonder that the battery doesn't always keep up. Present yourself via the HAMBURG OPEN Charging Cube and place your branding where customers and visitors linger (glued logo on 4 sides in 40x40cm).

## Your branding on a Charging Cube at the HAMBURG OPEN!

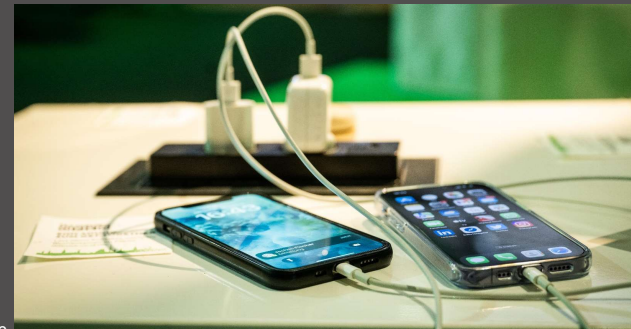
### Our additional

✓ Services Basic sponsoring package (slide 4)



€ EUR 800 price for exhibiting company

€ EUR 1,600 price for non-exhibiting company





# CHARGING TABLE

Energise your brand! Our Charging Table ensures that the memories of your brand are always fully charged!

**Your branding on a CHARGING TABLE at the HAMBURG OPEN!**

## Our additional services

✓ incl. Basic sponsoring package (slide 4)



€ EUR 4,000 price for exhibiting companies

€ EUR 7,000 price for non-exhibiting companies

This sponsorship is only available for a limited time.  
Production deadline is 15<sup>th</sup> November 2024!



Space for your  
individual text  
or logo

# CHARGING TOWER

With "your" charging tower, visitors can enjoy the event without worrying about batteries! With its 6 lockable lockers, the tower offers your guests space for mobile phones, compact cameras and tablets and space for your individual image or video captures via a display!

**Your branding on a CHARGING TOWER at the HAMBURG OPEN!**

## Our additional services



✓ incl. Basic sponsoring package (slide 4)

€ EUR 5,000 price for exhibiting companies

€ EUR 8,000 price for non-exhibiting companies



Space for your  
individual text or  
video

## DETAILS OF YOUR SPONSORSHIP SERVICES

Services	SCOPE
Logo placement Screens	Your company logo will be displayed on the HAMBURG OPEN screens on site during the entire event
Advertising opportunity and between lecture slots	Your advert or commercial will be displayed on site between the individual presentations
Logo placement Website	Your company logo will be displayed on the HAMBURG OPEN website in the sponsoring area
Website banner placement	Your company logo will be displayed in the banner on the HAMBURG OPEN website and a direct link to your website will be set up
Presence in visitor newsletters	Your company logo and a link to your website will be included in all HAMBURG OPEN visitor newsletters, giving you an enormous reach

**All prices are net plus statutory value added tax!**

# YOUR CONTACT PARTNERS FOR EVERYTHING TO DO WITH SPONSORING



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