

# HAMBURG

# OPEN

**Media. Technology.  
Community.**

# 1 Facts & Figures





# HAMBURG OPEN 2026 – Facts & Figures

Innovations and networking for everyone in the media, streaming, and broadcast technology sectors. Use this unique platform to showcase your offerings to a high-profile professional audience: Whether at your booth, in exciting presentations, or through personal networking – this is where valuable connections and new business opportunities are made

 <div>2.700 Visitors</div>	 <div>207 Exhibitors</div>
 <div>&gt; 80 Speakers</div>	 <div>Forum OPEN Stage Networking-Area GET-together Masterclasses</div>



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OPEN**  
14 – 15 January 2026

# HAMBURG OPEN 2026 – Basic Sponsorship Package



## ON-SITE DIGITAL SIGNAGE

Your company logo shown on all screens on-site



## WEBSITE

Your company logo on our website, including a link to your company website



## NEWSLETTER

Your company logo finds presence in all visitor newsletters



## EVENT APP

Your company logo placed in the HAMBURG OPENapp





# 2 Prime Sponsorship Packages

# HAMBURG OPEN 2026 – Prime Sponsorship Packages



## PLATINUM

Networking Area &  
Get-together



## GOLD

Lanyards



## SILVER

Networking Area

Get-together



## BRONZE

Forum

Badges & E-Tickets



# PLATINUM – Networking Area & Get-Together

Be visible where the industry connects!

## Our proposed services



- ✓ All-day visibility of the sponsor in the networking
- ✓ Your logo on all screens
- ✓ Your logo on 10.000 napkins (4-color print)
- ✓ Your logo at individual food stations during the day and evening
- ✓ Advertising opportunity between presentations in the forum
- ✓ Website banner placement
- ✓ Mention during moderation: „Networking Area presented by ...“
- ✓ Includes basic sponsorship package (see page 4)



8.000 EUR for exhibitors



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# GOLD – Lanyards

Make your presence known – with every step.

## Our proposed services



- ✓ Your logo (two-colored) on 4.000 high quality lanyards (black)
- ✓ Available at all entrances
- ✓ Distribution to all participants
- ✓ Website banner placement
- ✓ Includes basic sponsorship package (see page 4)
- ✓ Limited availability: Production deadline is November 15, 2025!

€ 6.000 EUR for exhibitors



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# SILVER – Networking Area

Meet. Share. Get noticed.

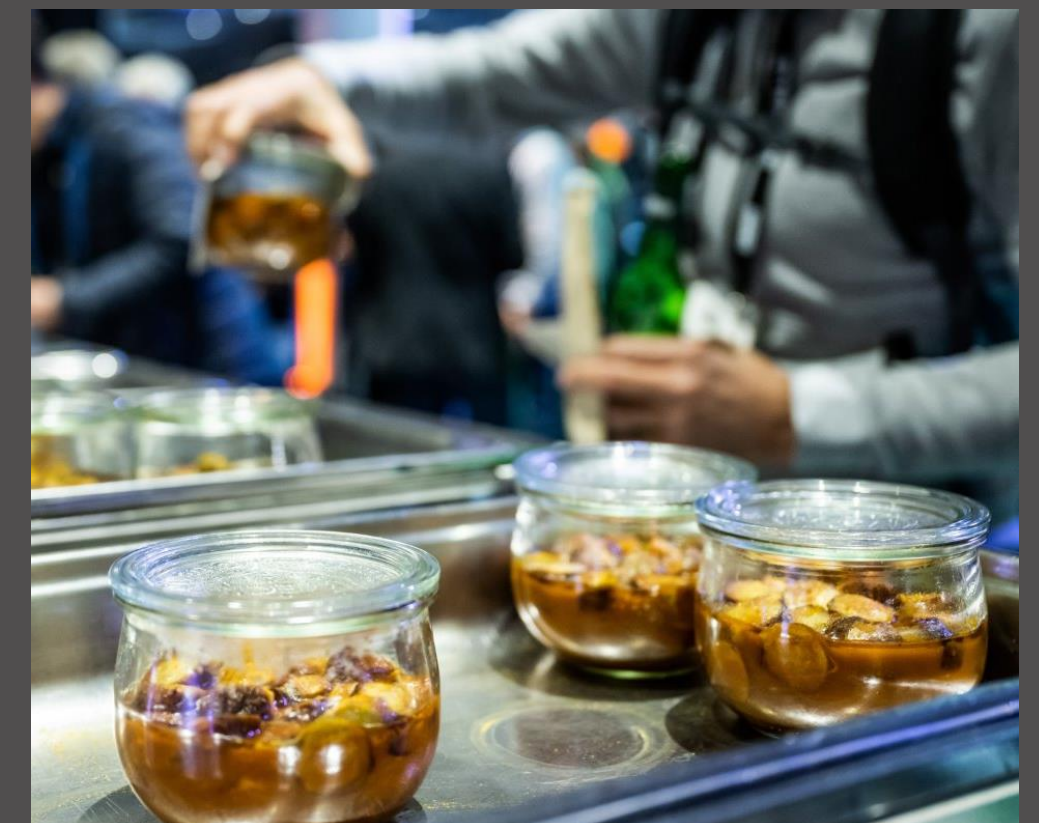
## Our proposed services



- ✓ Your logo on all screens
- ✓ Your logo on 10.000 napkins (4-color print)
- ✓ Your logo at individual food stations during the day
- ✓ Advertising opportunity between presentations in the forum
- ✓ Mention during moderation: „Networking Area presented by ...“
- ✓ Website banner placement
- ✓ Includes basic sponsorship package (see page 4)



4.725 EUR for exhibitors



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# SILVER – Get-Together

Connect. Engage. Be present.

## Our proposed services



- ✓ Your logo on all screens
- ✓ Your logo on 10.000 napkins (4-color print)
- ✓ Your logo at individual food stations during the evening
- ✓ Advertising opportunity between presentations in the forum
- ✓ Mention during moderation: „*Get-together presented by ...*“
- ✓ Website banner placement
- ✓ Includes basic sponsorship package (see page 4)

€ 4.725 EUR for exhibitors



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# BRONZE – Forum

Where expertise meets brand visibility.

## Our proposed services



- ✓ Your logo plus „presented by...” on all screens
- ✓ Promotional slots between forum presentations
- ✓ Moderator announcement: „*Forum presented by ...*”
- ✓ Includes basic sponsorship package (see page 4)

€ 2.500 EUR for exhibitors



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# BRONZE – Badges & E-Tickets

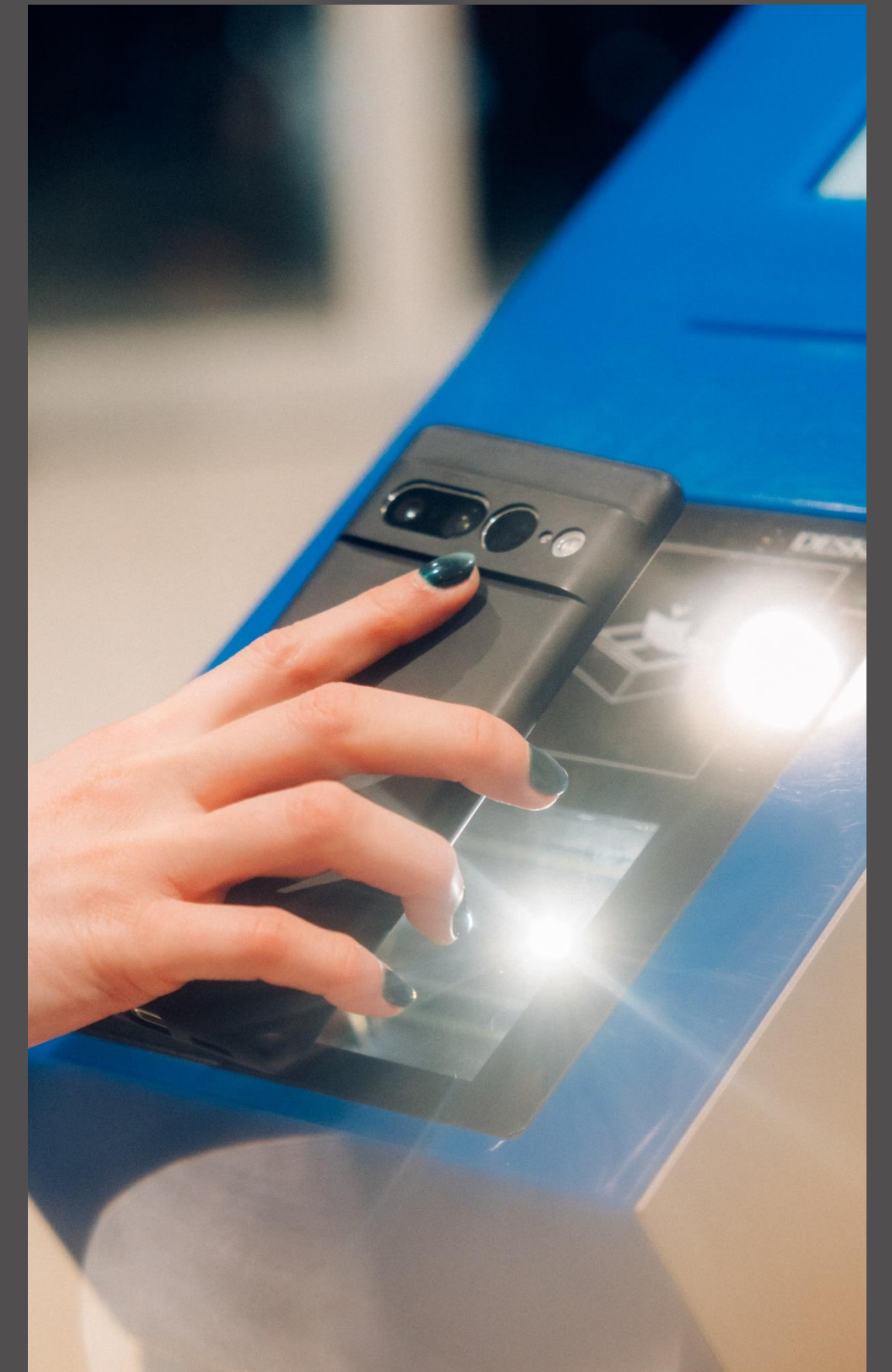
## Visibility right from the start

### Our proposed services



- ✓ Your logo on Badges and E-Tickets
- ✓ Includes basic sponsorship package (see page 4)
- ✓ Limited availability: Production deadline is November 15, 2025!

€ 3.000 EUR for exhibitors



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# 3 Additional sponsorship options

# Apple crate

Green and fresh starts here.

## Our proposed services



- ✓ Your logo displayed on an apple crate in the entrance area of HAMBURG OPEN
- ✓ Ensure a healthy welcome with fresh apples from the region
- ✓ Includes basic sponsorship package (see page 4)

€ 1.500 EUR for exhibitors



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# RECHARGE AREA

## Recharge & Connect – powered by you.

### Our proposed services



- ✓ Sponsoring a recharge zone on-site
- ✓ Designed with comfortable seating, modern charging cubes, and carpet in your desired Color
- ✓ Your claim on both sides of an illuminated advertising space (1.8m wide x 2.5m high)
- ✓ Includes basic sponsorship package (see page 4)



€ 3.500 EUR for exhibitors



# CHARGING CUBE

**Your Cube. Your Power. Your brand.**

## Our proposed services



- ✓ Your logo on all 4 sides of a charging cube
- ✓ Includes basic sponsorship package (see page 4)

€ 800 EUR for exhibitors



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# CHARGING TOWER

**Power up. Experience the brand.**

## Our proposed services



- ✓ Display showcasing your logo and personalized image or video content
- ✓ With its 6 lockable compartments, the tower provides your guests with space for smartphones, compact cameras, and tablets
- ✓ Includes basic sponsorship package (see page 4)

€ 5.000 EUR for exhibitors



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# Your sponsorships contacts



Sibylle Klötzer  
Exhibition Manager  
+49 40 3569-2167  
[sibylle.kloetzer@hamburg-messe.de](mailto:sibylle.kloetzer@hamburg-messe.de)



Laura Bihlmaier  
Exhibition Manager  
+49 40 3569-2163  
[laura.bihlmaier@hamburg-messe.de](mailto:laura.bihlmaier@hamburg-messe.de)