HAMBURG OPEN

20–21 January 2027

Media. Production. Community.

Where creativity becomes content.

ORGANIZER

Hamburg Messe + Congress

IN COOPERATION WITH

MCI
MEDIA SYSTEMS & SOLUTIONS

Join the leading event

From **January 20–21, 2027**, you will meet media production professionals at **HAMBURG OPEN** – from broadcast, streaming, film, corporate video to content creation.

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 decision makers and professionals from the industry.

Wednesday
10:00 AM – 6:00 PM

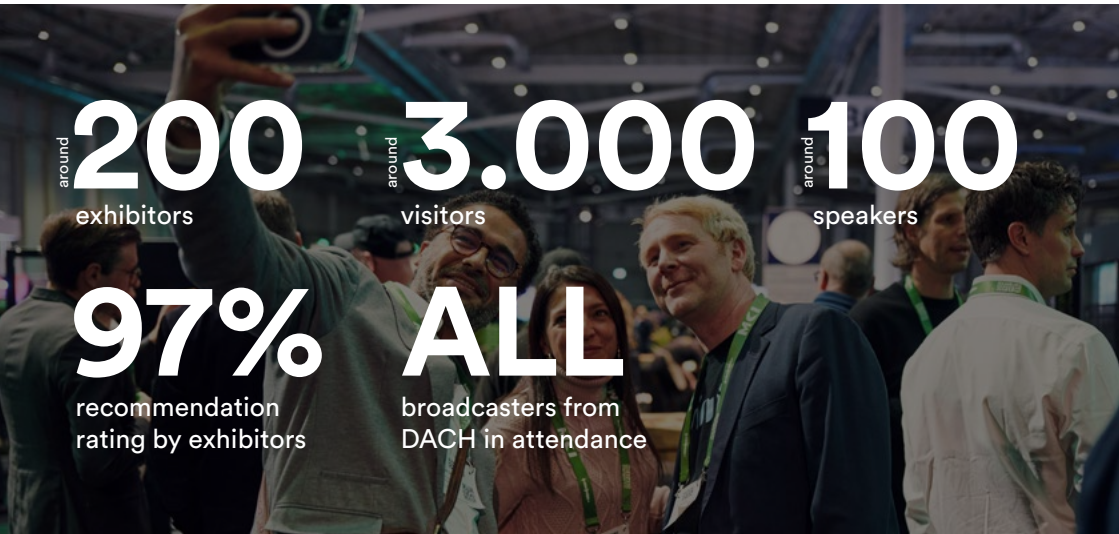
Get-Together:
6:00 PM – 10:00 PM

Thursday
10:00 AM – 4:00 PM

→ **Contact** → **LinkedIn**

OPEN for trends

Which innovations are making their mark? What moves the industry? And where is it heading? For 20 years, HAMBURG OPEN has offered a unique platform for discovering technology trends and planning projects for the upcoming production year. Here are the most important figures from the year 2026:



Are you in?

HAMBURG OPEN is the home of the community and the stage for the key players in media production. Instead of a hectic, stressful environment, there is time for focused yet relaxed discussions about products and services.

Exhibitors and target groups

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 at HAMBURG OPEN. Attendees include employees from private and public broadcasters as well as other technicians and decision makers from the production and event sector.

Create Attention

Stages

Maximize attention for your company by becoming part of our conference programme. We work with partners from the media, educational institutions, and industry and offer three stages: the Vision Stage, the Corporate Stage, and the Open Stage.

Sponsoring

Take advantage of diverse sponsorship options - in the supporting programme, on sponsoring or logo placements, or in digital media - to make a lasting impression at HAMBURG OPEN.

→ **Sponsoring options**

Masterclass & Workshops

Present your products and expertise in a HAMBURG OPEN Masterclass or workshop. We provide the location, promote your content, and ensure you receive the contact details of the participants for valuable leads. Take the opportunity to showcase your knowledge to an interested audience and exchange ideas with like-minded people. **We look forward to your ideas!**

Come together

The central Networking area at HAMBURG OPEN offers the opportunity to make new contacts and facilitates exchange for technicians, creatives, planners, production and purchasing managers, partners, and customers. As the heart of HAMBURG OPEN, it serves as a place to talk shop, network, relax, and meet for discussions.

The highlight of the networking area is the Get-Together on Wednesday evening. Here, all participants will come together with cool drinks and delicious food to bring the first day to a perfect close.

Get-Together

Wednesday
6:00 PM – 10:00 PM

Book your stand

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

→ **Stand prices**

→ **Stand registration**

Included services:

- stand construction
- all-inclusice catering
- participation in the “Get-Together”
- Free invitations for your customers and business partners
- Speakerslot on the Open Stage or Corporate 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

Enjoy the atmosphere

Professional interest in the exhibition stands, top presentations on the stages, industry talks on the sidelines, and, last but not least, the pleasure of seeing customers and colleagues again: for many participants, HAMBURG OPEN is the most important industry gathering of the year. Here are a few voices from 2026:

> For Ross Video, HAMBURG OPEN is the ideal start to the new year. We were particularly impressed by 2026: the number and quality of visitors demonstrate the importance of the trade fair in our industry. Inspiring conversations and a relaxed atmosphere that makes networking effortless. The program on the stages provided strong inspiration for visitors and exhibitors – from trends to concrete ideas for upcoming projects. HAMBURG OPEN is unique and a good mood barometer in the coming year.
>
> STEFFEN BUSCHMANN – ROSS VIDEO

> A spectacular start to the year at HAMBURG OPEN! What a way to kick off 2026! Thank you very much for the first-class planning and implementation of the HAMBURG OPEN. Once again, you have created the perfect setting to bring the industry together. The intensive discussions and honest feedback were absolutely worthwhile! The trade fair was an excellent reflection of the market for us. We saw where we stand as an industry, what trends will drive us this year, and were able to take away valuable ideas for our further development. It was the ideal moment to question the status quo and look ahead together. Our conclusion is thoroughly positive: the effort was more than worth it for everyone involved! Hamburg power for a successful 2026!
>
> STEFAN WEITZER – HIGHFIELD AI

More impressions in our recap video.

> A truly successful event with a well-rounded program and plenty of opportunities for in-depth discussion. We always enjoy coming back (and have already booked again ;-))).
>
> NETORIUM AG