



FESTIVAL OF IMAGING

21.–24. Sept 2023



B2B PART OF THE MULTIVERSE!

PHOTOPIA Hamburg is pooling its strengths for B2B and B2C interests and launching the 'Festival of Imaging' this year for the first time with a **B2B Day for trade visitors.**

On 21 September 2023, the event is dedicated to the industry's high-level professionals and decision-makers, providing ideal conditions for expert talks on equal terms in an exclusive setting. The stages and the Academy are additional spaces available to you on the day to present your new products and services. Specially created networking areas, specials and offers will round off your perfect festival appearance and enable you to look after your trade visitors on an individual basis.

THE TOP BENEFITS FOR EXHIBITORS!

✗ Invite your customers to PHOTOPIA Hamburg free of charge!

Simply use the ticket code **PH23B2B** and invite your visitors. On the Thursday of PHOTOPIA, our B2B Day, entry is then free.

✗ Use the PHOTOPIA app for your customer relationship management!

The PHOTOPIA app gives you many new options. For the first time, lead tracking is possible thanks to a QR code on the badge and in the app, enabling you to simply scan your visitors' contact details.

✗ Present your new products and services for the first time on our stages and/or in the PHOTOPIA Academy!

Stages: All approved exhibitors have the opportunity to take part in the lecture programme. In contrast to the other trade fair days, your content can be explicitly promotional on B2B Day! Seize the chance to present your new products and B2B news to our trade audience. Slots starting at 25 minutes in length are available from €149 (net).

Academy: It is also possible for all approved exhibitors to take part in the Academy programme. Book one of our Academy rooms on our B2B Day for €299 (net) per hour and invite your customers to an exclusive product presentation, a product training session or a seminar. On request, we will also take care of the participant management for you.

Here's how you can contribute to the success of the first PHOTOPIA B2B Day:

- ✕ **Communicate the ticket code PH23B2B** at the earliest opportunity and invite your customers to the B2B Day on the Thursday of the event free of charge.
- ✕ **Appear on one of our stages** or rent one of the numerous Academy rooms for your product training session or seminar.
- ✕ **Incorporate a networking area** into your stand so that you can chat to your customers in an exclusive and quiet space.
- ✕ **Offer your B2B customers** exclusive specials or deals on B2B Day.
- ✕ **Organise a get-together or a stand party** within the opening hours in order to network with your customers.



Benefits for your customers:

- ✕ Free entry on B2B Day
- ✕ Detailed information and presentations on product and service innovations in an exclusive setting
- ✕ Simple ways to make contact with your team by means of lead tracking

ALL INFO AND TICKETS:



We welcome your interest and will be happy to provide individual advice at any time.

photopia-hamburg.com



Would you like to take part in PHOTOPIA?

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Are you already an exhibitor?

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