



FESTIVAL OF IMAGING

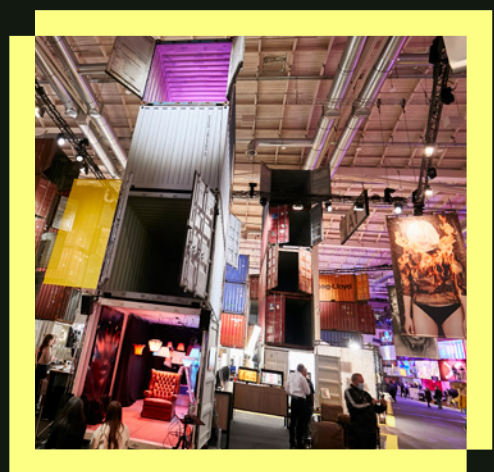
21.
– 24.
09.
2023

PHOTOPIA HAMBURG

WELCOME TO THE MULTIVERSE

PHOTOPIA started two years ago with an ambitious goal: to gather the whole world of imaging on one international stage. On one platform impacting all senses.

- 4-day live programme against a spectacular “city-within-the-city” backdrop built from 350 shipping containers on 20.000 square metres.
- From image capture to editing, processing, storage, display, and sharing to special areas the industry’s entire spectrum is covered.
- The perfect platform for all target groups ranging from smartphone users to imaging pros, B2B and B2C. Imaging-Profi, B2B und B2C.
- Extensive stage and conference programme.



An impressive setup with wide sight lines, long streetscapes, parklike green areas and spacious stages.

„Compared to the previous year, this PHOTOPIA has stepped up its programme significantly. Our visitors were quite enthusiastic about the concept of our exhibition stand.“

Bernd Gansohr, Managing Director of FUJIFILM

Watch the PHOTOPIA image film



LET'S CREATE!

PHOTOPIA is a completely newly imagined event format. Emotions, experiences, and a whole lot of images are at the centre of the event. From the images in one’s mind’s eye to the numerous photos in search of their perfect subjects.



HIGHLIGHTS

- PHOTOPIA STAGE
- CONTAINER STAGE
- CREATIVE CONTENT CONFERENCE
- IMAGING EXECUTIVES
- SLOW PHOTOGRAPHY
- DRONE ZONE
- ACADEMY
- CONCERTS
- EVENTS
- AWARDS
- GALLERIES
- PHOTOPIA XR

PHOTOPIA 2022

Source: independent visitor and exhibitor survey, 2022.



40 %
trade visitors
(professional segment)

60 %
private visitors
(hobby segment)

of exhibitors will recommend participating in PHOTOPIA

91%

„Captivating keynotes, comprehensive programme, and a great concept and festival atmosphere.“

Visitor comment

„With its second iteration PHOTOPIA has already established itself as the central new imaging event in Germany. A successful blend of community, festival, keynotes, exhibitions and conferences.“

Rainer Führes CEO, Canon Deutschland

„A great mix of influencers, industry titans, hobby and professional photographers. The number of contacts and sales for everyone involved is making our analogue hearts beat faster.“

Oliver Heinemann, KHROME

**Average age:
39 years**

92 % of exhibitors remark: PHOTOPIA is to become THE event for the imaging industry.

Average annual visitor expenditure for photography and videography:

Visitors overall **4.256 €**

Share of trade visitors **5.463 €**

The quality of visitors is considered to be (very) good by 79% of exhibitors.

We are very pleased about your interest and would be happy to advise you individually, for integration into the hall concept, as well.




Contact:

Mareike Kitsch, Sales Managerin

T +49 40 3569-2826, mareike.kitsch@hamburg-messe.de

photopia-hamburg.com

 Hamburg
Messe + Congress