



10 – 13 Oct 2024

PHOTOPIA
HAMBURG

FESTIVAL OF IMAGING



THE WHOLE WORLD OF PHOTOGRAPHY AND VIDEOGRAPHY!

Watch THE
PHOTOPIA 2023
RECAP FILM



After PHOTOPIA is before PHOTOPIA! We are taking the tremendous enthusiasm shown by exhibitors and visitors as an opportunity to cast a final look back at this spectacular industry event and an initial look forward to the next. We look forward to seeing you there!

HIGHLIGHTS

- ✦ Four-day live programme against a spectacular backdrop of 350 shipping containers on 20,000 m².
- ✦ The perfect platform for all target groups. B2B and B2C. From imaging professionals to smartphone users.
- ✦ The entire industry can be experienced throughout the space and in numerous special areas. From recording, editing and processing to storage, display and sharing.
- ✦ An extensive stage and conference programme ensures the perfect mix of information, inspiration and entertainment.

NEW IN 2024

- ✦ **Polaris Convention.** The Gaming and Creator Convention with more than 30,000 attendees will take place alongside PHOTOPIA and will guarantee additional traffic.
- ✦ **Content Creator World.** The new networking platform for creators offers expert talks, workshops and a whole host of insights.
- ✦ **Professional highlights.** Perfect conditions for professionals and decision-makers in the industry!

PHOTOPIA B2B DAY

Exclusive presentations, discussions and workshops on the main innovations and trends in photography and videography.

'We're looking forward to PHOTOPIA 2024!

It has become a not-to-be-missed event for the entire industry and all photography and videography enthusiasts. PHOTOPIA 2023 was bigger and more inspiring, creative and international than ever before.'

Rainer Führes
CEO Canon Germany

**PHOTOPIA STAGE +++ CONTAINER STAGE +++ CREATIVE CONTENT
CONFERENCE +++ IMAGING EXECUTIVES +++ KHROMELAND +++
DRONE ZONE +++ ACADEMY +++ CONCERTS +++ EVENTS +++ AWARDS
+++ GALLERIES +++ AI CENTER +++ FAR & WILD +++ STREET PHOTOGRAPHY
+++ STARTUP AREA +++ YOUNG PROFESSIONALS AREA**

PHOTOPIA 2023

Source: independent visitor and exhibitor survey, 2023.



44%
trade visitors
(professional segment)

56%
general public
(amateur hobby segment)

**Average
age:
41 years**

93% of exhibitors rate PHOTOPIA as very good.

'The overwhelming feedback from exhibitors and the increased interest of visitors to PHOTOPIA are impressive proof of the attraction that this festival has generated. PHOTOPIA has firmly established itself as the leading industry event throughout the photography and imaging community.'

Christian Müller-Rieker,
managing director of
Photoindustrie-Verband (PIV)

'PHOTOPIA has become the hands-down leading event for us and the industry in general. We are very pleased with the third edition of PHOTOPIA, both in terms of the significant increase in visitor numbers in general and the quality.'

Falk Friedrich,
CEO of Leica Camera
Germany

'We are delighted to have been part of this festival from the very beginning and are really impressed by the concept.'

Guido Forsthövel,
head of marketing and communications
BenQ Deutschland GmbH

91% of visitors said they were (very) likely to recommend PHOTOPIA to others.

Thank you for your interest. We would be happy to advise you individually, including on integration into the hall concept.



Contact: Mareike Kitsch, sales manager
T +49 (0)40 3569 2826, mareike.kitsch@hamburg-messe.de

 **Hamburg
Messe + Congress**