

**PHOTOPIA**HAMBURG

### **FESTIVAL OF IMAGING**



# THE WHOLE WORLD OF PHOTOGRAPHY AND VIDEOGRAPHY!



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 m<sup>2</sup>.
- \* The perfect platform for all target groups. B2B and B2C. From imaging professionals to smartphone users.
- 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.

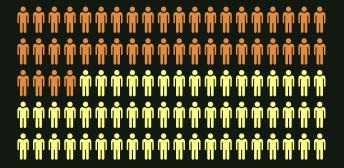
'We're looking
forward to PHOTOPIA 2024!
It has become a not-to-be-missed
event for the entire industry and all
photography and videography enthusiasts. PHOTOPIA 2023 was bigger
and more inspiring, creative and
international than ever
before.'

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 PHO TOGRAPHY +++ STARTUP AREA +++ YOUNG PROFESSIONALS AREA

## PHOTOPIA 2003

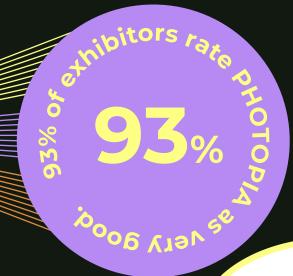
Source: independent visitor and exhibitor survey, 2023.



**44%** trade visitors (professional segment)

**56%**general public
(amateur hobby segment)

Average age: 41 years



Falk Friedrich,

**CEO of Leica Camera** 

'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.'

'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.'

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



'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

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



Hamburg
Messe + Congress