



# AI CENTER at PHOTOPIA

## SPONSORSHIPS

# Agenda

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**Facts & Figures**

**2.**

**New in 2023**

**3.**

**Sponsorships**

# Facts & Figures

# Facts & Figures

**September 21-24, 2023**

## **B2B**

Decision makers in industry and retail, in photo, and other fields like software, social media art, and creative.

Professional photographers, young talents, start-ups.

## **B2C**

Semi professionals, gear freaks, hobby photographers, smartphone users, photo art enthusiasts.



**90% of visitors rank PHOTOPIA as (very) good.**

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

**The recommendation among exhibitors and visitors is 90%.**

**In 2023, we expect 20,000 visitors.**

# New in 2023

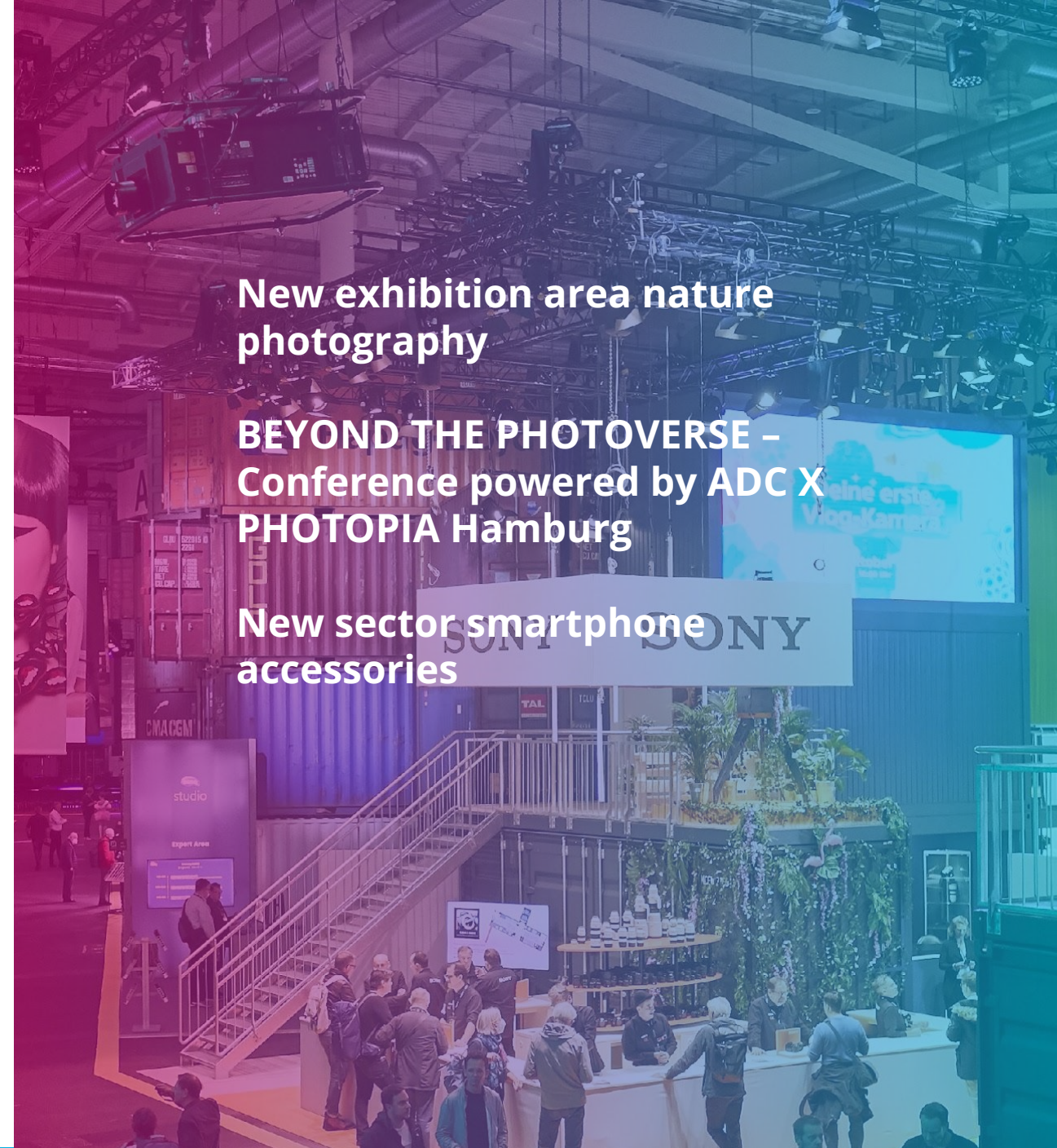
# New in 2023

## B2B Day

- Exclusive setting for trade visitors
- PHOTOPIA Academy for product and service presentations
- Networking areas and special offers

## AI CENTER

- The AI CENTER at the PHOTOPIA is specifically designed to showcase the game-changing productivity tools, opportunities, and innovations that artificial intelligence have brought to the imaging industry.



**New exhibition area nature photography**

**BEYOND THE PHOTOVERSE –  
Conference powered by ADC X  
PHOTOPIA Hamburg**

**New sector smartphone accessories**

# 3D Simulation AI CENTER @PHOTOPIA

**AI CENTER**

**PHOTOPIA  
HAMBURG**



# Sponsorships

AI CENTER Start Up Packages



# 3D Simulation AI CENTER @PHOTOPIA

**AI CENTER**

**PHOTOPIA  
HAMBURG**



# Startup Package


## AI CENTER


- 4 sqm booth @AI CENTER (September 21-24)
- **Option: Speaker Slot on the big CONTAINER Stage**
- **Option: Masterclass incl. technical equipment in the room, drinks, application in our program and on our website**
- 55 inches screen for presentation purposes per startup
- 1 lockable sideboard and 2 bar stools
- 1 power connection
- 4 exhibitor passes
- 50 Free Invitations for Guests/Visitors
- Set-up and dismantling of the stand
- Daily stand cleaning + waste disposal
- Free WiFi
- Assumption of the AUMA contribution
- Entry in the online exhibitor directory & the trade fair app
- Use of the common area with several AI startups for networking
- Marketing & communication as part of the visitor advertising campaign for PHOTOPIA 2023
- Marketing & communication in the network of AI.HAMBURG




# CONTAINER STAGE - Speaker Slot

*Are you ready to make your mark in the world of imaging and technology? The CONTAINER Stage at PHOTOPA Festival of Imaging is calling all visionary leaders, industry experts, and passionate professionals like YOU to step into the spotlight and seize the opportunity to present your groundbreaking ideas, innovative projects, and captivating pitches!*

 **The Perfect Venue:** Located in hall A1, right next to the AI CENTER, the CONTAINER Stage offers a prime spot to showcase your expertise in front of an audience of industry insiders, potential future customers, and curious specialists. This stage is where the magic happens, and your voice deserves to be heard here!

 **Connect with Influential Professionals:** Share your insights and knowledge with a room filled with key players from various industries, all eagerly seeking the next big thing. This is your chance to network with like-minded individuals, establish meaningful connections, and open doors to exciting collaborations.

 **Elevate Your Reputation:** By taking the CONTAINER Stage, you're not just delivering a presentation but also elevating your personal brand and establishing yourself as a thought leader in your field.

 **Diverse Topics Welcome:** Whether you're an expert in cutting-edge AI applications for imaging, a trailblazer in creative photography techniques, or a game-changer in visual storytelling, the CONTAINER Stage welcomes a diverse range of topics. Show us how you're reshaping the imaging landscape!


 **Secure Your Spot Today:** With such an incredible opportunity, slots at the CONTAINER Stage will fill up fast! Don't miss your chance to shine in front of an audience hungry for fresh perspectives. Claim your speaker slot now and prepare to dazzle the world at PHOTOPA Festival of Imaging!

## Included services

- Speaker slot for keynote on the big CONTAINER Stage (Hall A1 next to AI CENTER)
- Length: 15-25 minutes
- Reach: 200 seats available, up to 20,000 visitors during the whole PHOTOPA fair
- Networking with the audience
- Technical equipment - Headset/ Microphone
- Use your own presentation e.g. Pitch, Use Case, Challenges of AI, etc. (Format 16:9)
- Moderation by PHOTOPA moderator if required


# PHOTOPIA Academy - Masterclass

*Are you a passionate innovator, thought leader or sales professional looking to share your innovation and expertise in a dynamic and captivating manner? Look no further! The PHOTOPIA Academy invites you to be part of an extraordinary opportunity to lead your very own Masterclass, where you can impart your deep knowledge and insights to a select group of eager visitors and potential clients!*

 **Craft Your Exclusive Masterclass:** As a Masterclass instructor, you have the unique chance to design a workshop that perfectly aligns with your offering and area of expertise. This is your chance to make a lasting impact on aspiring clients and visitors interested in your offering!

 **A Premier Venue:** Your Masterclass will be hosted in the easy to find PHOTOPIA Hall A1. Our fully equipped rooms provide the ideal setting for a seamless and immersive learning experience. Plus, we take care of the drinks and technical equipment, so you can focus on delivering the class.

 **Make It Memorable:** You'll have a dedicated time slot of 45-60 minutes to captivate your audience!

 **Elevate Your or Companies Influence:** Gain recognition as a respected authority and solution provider in your field. With PHOTOPIA's extensive reach and diverse audience, the Master Class provides you the space to build your brand in an exclusive environment.

 **Limited Slots Available:** The opportunity to host a Masterclass at PHOTOPIA Academy is in high demand and limited in availability. Don't miss your chance to seize this exclusive offer!

## Masterclass Benefits

- Create your own exclusive Masterclass for PHOTOPIA visitors
- Location: PHOTOPIA Hall A1, Conference rooms incl. drinks & technical equipment
- Length: 45-60 minutes
- Participants: Up to 30 industry-relevant decision-makers
- Entrance fee: 49 € per ticket (not included in PHOTOPIA ticket)
- Ticketing by PHOTOPIA/ Hamburg Messe & Congress
- Marketing by PHOTOPIA, AI.HAMBURG + own marketing activities
- High level lead generation possible

# Sponsorships

Partner Packages  
AI CENTER & PHOTOPIA

**NOTE: Prices excl. production costs**

# SILVER Sponsorship

## Pre-Event

- AI CENTER Newsletter to all AI.HAMBURG subscribers (10,000)
- AI CENTER 1 to 1 Email to all AI.HAMBURG subscribers (your study/whitepaper/.. exclusively)
- LinkedIn Posts AI CENTER (3,000)
- LinkedIn Banner Logo + Content

## During Event

- Place for your flyer materials @AI CENTER
- **10** PHOTOPIA Tickets
- In-App marketing (PHOTOPIA App, several possibilities)

Costs  
2,000€



# FESTIVAL

## Banner placement App

### Positions

- Exhibitor directory: Banner in result lists, size 7:1 aspect ratio
- Hall plan: Below the hall plan, size 7:1 aspect ratio
- Home screen: on the bottom of the screen, size 7:1 aspect ratio

700,- €/net

600,- €/net

1,000,- €/net

# 3D Simulation AI CENTER @PHOTOPIA

**AI CENTER**

**PHOTOPIA  
HAMBURG**





# GOLD Sponsorship

## Pre-Event

- 2 AI CENTER Newsletter to all AI.HAMBURG subscribers (2x 10,000)
- LinkedIn Posts AI CENTER (3,000)
- **PHOTOPIA Newsletter (13,000)**  
**Banner: Logo placement only**
- LinkedIn Banner for Sponsor/ Speaker
- **Branding on AI CENTER website**  
**Registration/ Website/ LinkedIn Page**
- **Branding on AI CENTER Instagram**
- **Entry in Online Exhibitor Directory** (Booth-Package only)

## During Event

- Place for your flyer material @AI CENTER
- **Branding @AI CENTER (slideshow or video on screens)**
- **Speaking opportunity @AI CENTER speakers corner**  
**incl. LinkedIn post and rollup placement during speech**
- In-App marketing (PHOTOPIA App, several possibilities)
- **50 PHOTOPIA Tickets** (Booth-Package only)
- **2 Creative Content Conference** (09/22/2023, AI-Generated Imagery)

## Post-Event

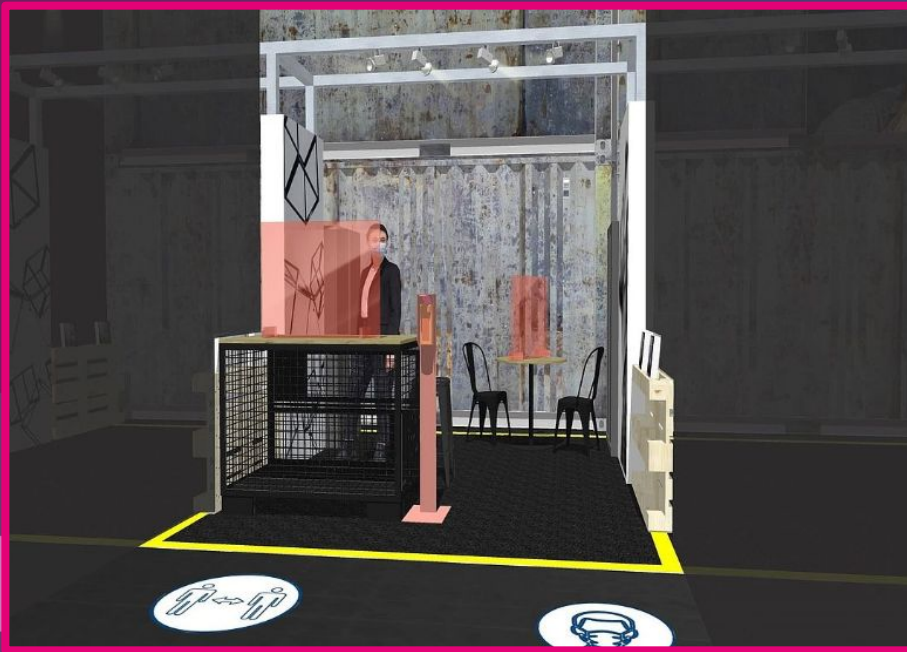
- **Thank you E-Mail 1 to 1 AI CENTER guests**

Costs  
5,000€



**AI CENTER**

**PHOTOPIA  
HAMBURG**



- Ribbed carpet (black/other colors on request)
- 1 spotlight per 3m<sup>2</sup> stand area
- 2 wall panels with individually designable, illuminated fabric print 1x2,5m
- 1 counter (metal, black) with storage opportunity
- 1 table round (wood, black, 2 design chairs (black, metal))
- 1 design bar stool (black, metal), 1 waste paper basket
- 1 pallet rack
- 1 filing cabinet
- 3 kW electrical connection including 1 socket, consumption and stand earthing
- daily cleaning (cleaning carpets, wiping tablet, chairs and counters)
- provision of 60L garbage bags including disposal per day of the fair

(Additional services can be booked through our Online Service Center)

## All inclusive offer

### Everything you need in one package

- Ready-to-use exhibition stand including participation fee, stand, construction, marketing package and AUMA fee
- Exhibitor passes according to the registration area (3 passes for 12m<sup>2</sup> stand area)

12m<sup>2</sup>\* for only 5,628€ (469€ per m<sup>2</sup>) plus VAT



**FESTIVAL**

## Banner placement

### Banner placement

- with link to your website
- Size: 800x120 px

650,- €/net

# PLATINUM Sponsorship

\*Max. 3 Sponsors

Costs  
20,000€

## Pre-Event

- **1 to 1 Email to PHOTOPIA subscribers (13,000) e.g. your study/whitepaper..exclusively** (Booth-Package only)
- **2** AI CENTER Newsletter to all AI.HAMBURG subscribers (2 x 10,000)
- LinkedIn Posts AI CENTER (3,000)
- PHOTOPIA Newsletter (13,000) Banner: Logo Placement  
**+ Content**
- LinkedIn Banner for Sponsor/ Speaker AI CENTER + PHOTOPIA
- Branding on AI CENTER website Registration/ Website/ LinkedIn Page
- Branding on AI CENTER Instagram
- **Branding on PHOTOPIA website (several positions 2 weeks)**
- **Joint press announcement PHOTOPIA/ AI.HAMBURG/ Partner**
- Entry in Online Exhibitor Directory (Booth-Package only)

## During Event

- Place for your flyer material @AI CENTER
- **Booth @AI CENTER**
- **Flag at Main Entrance (1/8)**
- Branding @AI CENTER (slideshow or video on screens)
- **Big LED wall at AI CENTER (max 5 partners max 30 sec video or slideshow (max 5 slides)**

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# PLATINUM Sponsorship

\*Max. 3 Sponsors

*Continues >>*

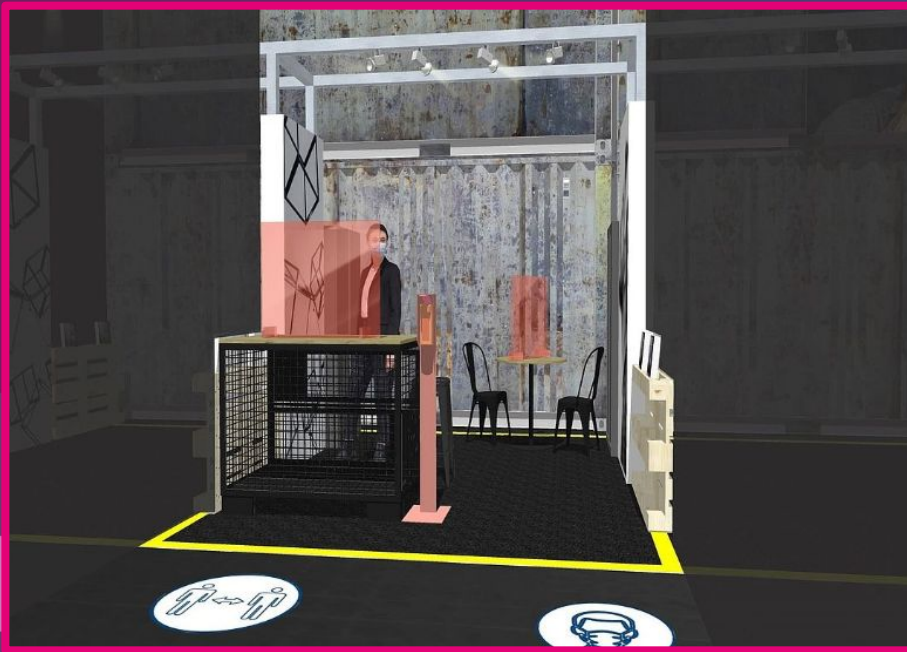
Costs  
20,000€

- **Container as a Vision Space**
- **Branding of a Container short side 2.40x2.40m and/or long side (6x2.40m)**
- **In-App marketing (PHOTOPIA App, several possibilities)**
- Speaking opportunity **big CONTAINER Stage** incl. LinkedIn post and rollup placement during speech
- Press announcement during event plus press event at Presseclub Hamburg
- **Festival Ribbons up to 2 Events** (Deadline August 15)
- **50 PHOTOPIA Tickets** (Booth-Package only)
- **4 Creative Content Conference** (09/22/2023, AI-Generated Imagery)
- **2 ImagingExecutives @PHOTOPIA** (09/20/2023, Generative Business Intelligence)
- **2 PHOTOPIA VIP Event** (09/21/2023)

## Post-Event

- Thank you E-Mail 1 to 1 AI CENTER Guests
- **Thank you/ Summary Newsletter off PHOTOPIA** (Logo + Content Banner)





- Ribbed carpet (black/other colors on request)
- 1 spotlight per 3m<sup>2</sup> stand area
- 2 wall panels with individually designable, illuminated fabric print 1x2,5m
- 1 counter (metal, black) with storage opportunity
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- 1 design bar stool (black, metal), 1 waste paper basket
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- 1 filing cabinet
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(Additional services can be booked through our Online Service Center)

## All inclusive offer


### Everything you need in one package


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- Exhibitor passes according to the registration area (3 passes for 12m<sup>2</sup> stand area)

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- Use your own presentation e.g. Pitch, Use Case, Challenges of AI, etc. (Format 16:9)
- Moderation by PHOTOPA moderator if required



**FESTIVAL**

## Banner placement

### Banner placement

- with link to your website
- Size: 800x120 px

650,- €/net





**FESTIVAL**

# Banner placement website

1 x 2 weeks on our website (between Jul & Sep)

## Positions

- Homepage: Below the first content block, size 1.200x200 px
- Homepage: Below the first three content blocks, size 1.200x200 px
- Ticket sale: Below the header, size 300x250 px
- Programme: Below the header, size 300x250 px
- Hall plan: Below the header, size 300x250 px
- Exhibitor directory: Banner below the header, above the search slot, size 1.200x200 px
- Exhibitor directory: Banner in result lists, appears at every 10th list entry, size 728x90 px

800,- €/net
700,- €/net
650,- €/net
650,- €/net
600,- €/net
750,- €/net
600,- €/net



# Projection screens

- Individual placement on a container tower or in a container
- e.g. 45° rear projection on 2nd floor
- Own content, e.g. moving image/movie

4,500,- €/net



# Container as a Vision Space

#shareyourvision with your own branded Vision Space

- Design of one of our containers as an individual vision space
- Unique photo location and space to experience
- Availability: several

999,- €/net



## Branding of a container (Deadline 08/28/2023)

- Individual branding of a container in a container tower
- Logo and brand presentation in the hall
- Long side, dimensions: 6 x 2,4 m
- Short side, dimensions: 2,4 x 2,4 m

long side: 2,200,- €/net

short side: 1,000,- €/net



## Festival ribbons (Deadline 08/15/2023)

- Branding of the festival ribbons for the concerts
- Fr  DAVID PUENTEZ
- Sa  Topic
- Planned visitors per evening : 1,100
- Availability 2/2

1 evening 3,000,- €/net

2 evenings 5,000,- €/net

# DIAMOND Sponsorship

\*Exclusive 1 Sponsor only

Costs  
35,000€

## Pre-Event

- 1 to 1 Email to PHOTOPA subscribers (13,000) e.g. your study/whitepaper..exclusively (Booth-Package only)
- **2** AI CENTER Newsletter to all AI.HAMBURG subscribers (2 x 10,000)
- LinkedIn Posts AI CENTER (3,000)
- PHOTOPA Newsletter (13,000) Banner: Logo Placement + Content
- LinkedIn Banner for Sponsor/ Speaker AI CENTER + PHOTOPA
- Branding on AI CENTER website Registration/ Website/ LinkedIn page
- Branding on AI CENTER Instagram
- Branding on PHOTOPA website (several positions 2 weeks)
- Joint press announcement PHOTOPA/ AI.HAMBURG/ Partner
- Entry in Online Exhibitor Directory (Booth-Package only)

## During Event

- Place for your flyer material @AI CENTER
- Space ion AI CENTER + **Booth on the fair (12sqm all-inclusive offer)**
- Flag at Main Entrance (1/8)
- Branding @AI Center (Slideshow or Video on Screens)

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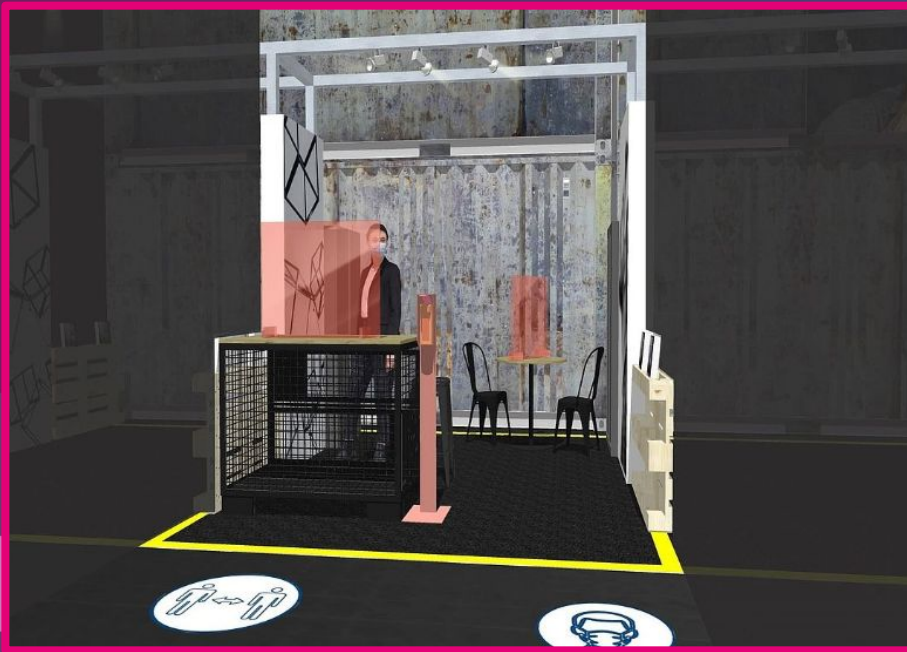
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*Continues >>*

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## Post Event

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- Thank you/ Summary Newsletter of PHOTOPIA (Logo + Content Banner)
- **Joint Interview PHOTOPIA/ AI.HAMBURG/ Sponsor**



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(Additional services can be booked through our Online Service Center)

## All-inclusive offer

### Everything you need in one package


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# PHOTOPIA Academy - Masterclass

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- High level lead generation possible

# Optional Sponsorships

Partner Packages  
AI CENTER & PHOTOPIA

**NOTE: Prices excl. production costs**



# Exhibition space on the forecourt of the exhibition halls

- Own exhibition / advertising space directly on the forecourt of the exhibition halls (under the TV tower)
- e.g. parking of a container / truck
- Availability 1/1

20,000,- €/net



## Cube on the forecourt of the exhibition halls (Deadline 08/25/2023)

- Branding of two sides of our cube on the forecourt of the exhibition halls (view towards the exhibition hall)
- e.g. logo, image, font
- Dimensions: 539 x 439 cm
- Availability 1/1

15,000,- €/net



# Facade sticker Atrium

- Individual facade sticker in the Atrium
- (connection hall between halls A1 & A4)
- 2 x 5 windows = 10 windows inside & 10 windows outside,
- dimensions per window: 234 x 114 cm
- Availability 1/1

15,000,- €/net



## Charging Points (Deadline 08/28/2023)

- Sponsoring of a charging point in the exhibition hall
- Design of the illuminated back wall with your own logo
- Place to charge own devices via charging stations
- Availability 4/4

2,500,- €/net/piece

# Your benefits as a sponsor

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**Maximum visibility**  
on 20,000 sqm



**Individual compilation** of  
sponsoring services



Reaching the target  
group through  
**targeted**  
sponsoring  
activities



Mention on the  
**PHOTOPIA**  
Hamburg website



**Direct contact**  
person from the  
PHOTOPIA project  
team

# Let's talk business...

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**Ragnar Kruse**  
Founder & CEO  
AI.HAMBURG / AI.FUND  
  
ragnar@ai.hamburg



**Harald Kratel**  
Project Manager  
AI CENTER  
  
harry@ai.hamburg





[www.ai.hamburg](http://www.ai.hamburg)