Results of photokina 2016

190,669 VISITORS FROM 134 COUNTRIES
5,062 JOURNALISTS
983 EXHIBITORS FROM 43 COUNTRIES
51% CONSUMERS
49% PROFESSIONALS
CAPTURING UNLIMITED CAMERAS, LENSES & FILTERS

PRESENTING UNLIMITED FINISHING, PRINT & PRESENT

LIGHTING UNLIMITED LIGHTS, TRIPODS & EQUIPMENT

CREATING UNLIMITED SOFTWARE, STORAGE & SHARING

DISCOVERING UNLIMITED INNOVATIONS, STARTUPS & VISIONS
THE IMAGING LAB

The digital era brings challenges and opportunities for the imaging industry. More images and wider variety of use cases are created, offering great potential. The world’s leading imaging show is the place to be to experience and contribute to the future of imaging.
WHY PHOTOKINA IMAGING LAB?

1. **Boost your sales!**
   - photokina gathers the industry decision-makers looking for revolutionary ideas and concepts - there is no better opportunity to boost your sales!

2. **Meet the right investors!**
   - photokina makes use of imaging’s technology potential and attracts international investors and venture capitalists through effective partnerships, special investor content and of course amazing technologies.

3. **Exchange ideas with peers and other innovation leaders!**
   - Different target groups provide new impetus from various angles for imaging’s biggest challenges.

4. **Find exactly what you need!**
   - Numerous content channels and event formats attract innovators, developers, investors and talent seekers alike creating strong motivation to participate for all relevant stakeholders.

5. **Get the attention of the entire imaging community - and beyond!**
   - Unrivaled media coverage and highest internationality of target groups ensure wide attention for the Imaging Lab participants.
Imaging Lab to be located in Hall 5.1
with great visibility from the show boulevard.
BOOTH CONCEPTS

START-UPS

6 m² ALL-IN EUR 2,200 (+TAX)

UNIVERSITIES

6 m² ALL-IN EUR 3,390 (+TAX)

TECHNOLOGY LEADERS

24 OR 48 m² INCL. SPACE, BOOTH & WIFI
STARTING AT EUR 9,670 (+TAX)

SIXPACK (UP TO 6 START-UPS)

36 m² ALL-IN EUR 16,840 (+TAX)
### BOOTH SPECIFICS & COMMUNICATION

#### BOOTH
- Booth space
- Booth construction
- Light* *** & energy outlet
- Wifi
- Counter (black), lockable * ***
- Barstools * ***
- Logo on backwall
- Exhibitor passes
- Velours carpet**
- Daily cleaning & waste disposal

### COMMUNICATION
- Participation in photokina VIP Reception with industry executives (only start-ups selected from call for papers)
- Pitch slot on stage (only start-ups selected from call for papers)
- Participation opportunity PIV Start-up Award
- Coverage in photokina newsletter, social media campaign & show magazine “photokina daily”
- Coverage in photokina supplement for popular magazines (circulation: 300k)
- Logo placement in digital Imaging Lab on photokina website
- Entry in photokina app & catalogue

Applies only for *Start-ups & Universities | **Technology Leaders | ***Sixpack
WE‘RE HERE FOR YOU!

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#IMAGINGLAB
#PHOTOKINA