

Special HAM Media Packages Fairs | Conventions | Events

NON Binding Cost Estimate
January 2025

Editorial

Dear partners of Hamburg Airport,

Every year, Hamburg draws visitors to **trade fairs, congresses, business events and many renowned cultural and sporting events**. The number of guests and overnight stays in Hamburg in 2024 was again neared the previous year's record high. In the first half of 2024 alone, the Hanseatic city recorded 7.5 million overnight stays. And this year, Hamburg continues to establish itself as a hotspot for people from all over the world.

Hamburg is one of the **oldest and most renowned trade fair cities** in Germany. The modern exhibition centre, centrally located in the heart of the city, attracts around **700,000 visitors** annually with **more than 40 trade fairs and events and up to 15,000 exhibitors**. Many visitors arrive by plane and spend an average of **116 minutes at Hamburg Airport**. Hamburg Airport offers advertisers the opportunity to position their campaign around trade fairs, congresses or events taking place in Hamburg.

By booking one of our three HAM media packages for organisers, exhibitors and sponsors, we enable you to effectively address your target group with flexibility and optimal budget utilisation. Reach your target group directly at Hamburg Airport during a trade fair, a congress or a major event and generate valuable contacts.

We are happy to support you in planning and executing your presentation, as well as selecting the package that best suits your needs.

Kind regards

Your Hamburg Airport Media Team

Media Bundles

ECONOMY

The **Economy package** includes the Welcome Walk: this network consisting of 19 double-sided screens with 38 monitors (55 inches), placed in an eye-catching way between the baggage carousels, reaches all passengers arriving in Hamburg.

Media costs: €4,700

BUSINESS

The **Business Package** consists of a combination of Welcome Walk and Arrival View. The Arrival View's 5 video walls are positioned along the pier and the central exits to baggage claim - one of the first things passengers see after landing in Hamburg.

Media costs: €14,000

FIRST CLASS

The third offer is particularly effective in terms of advertising: with the **First Class Package**, the Welcome Walk is combined with the "all-in-one" Best View network. The network consists of 11 video walls and reaches all arriving and departing passengers as well as meter, greeter and visitors.

Media costs: €22,400



Customized Add-Ons: As a supplement to a media package, various analogue media of your choice (Skywalk, Lightwall XXL, Panorama Boards, Showcase Net) can be booked with a minimum booking of one month. These are ideal as an exclusive impact or for longer event periods.

Rental period: All three media packages can be booked with a minimum occupancy of 7 days, running Mon. to Sun.

Event schedule Q1 + Q2 2025

Event	Date	Visitors	Description
Hamburg Motorcycle Days	24.-26.01.	56,000	Northern Germany's largest motorbike show
TRAVEL & CARAVANING Hamburg	05.-09.02.	70,000	Holiday trade fair for tourism, caravanning, outdoor and culinary delights
Hanse Golf	14.-16.02.	16,000	Largest golf fair in the north
Internorga	14.-18.03.	80,000	International Trade Fair for Gastronomy and the Hotel Industry
Aircraft Interiors Expo	08.-10.04.	20,000	International exhibition around aircraft interiors
Hamburg Haspa Marathon	27.04.	100,000	Germany's largest spring marathon
OMR	06.-07.05.	70,000	Online Marketing Rockstar Festival
Hafengeburtstag	09.-11.05.	1,000,000	836th Hamburg Harbour Birthday - The World's Largest Harbour Festival
Hamburg Open ATP	17.-25.05.	100,000	ATP 500 tennis event at Hamburg's Rothenbaum
Iron Man	01.06.	>100,000	World renowned sports competition
Elbjazz Festival	06.-07.06.	24,000	One of the most popular jazz festivals in Europe
Kieler Woche	22.-30.06.	3,000,000	The biggest sailing event in the world and the biggest summer festival in northern Europe
Harley Days	27.-29.06.	400,000	One of Europe's biggest motorbike events
31. hella hamburg halbmarathon	29.06.	>40,000	International city run that passes around 50 tourist attractions..

Changes and errors excepted

■ Business
■ Sport
■ Culture

Event schedule Q3 + Q4 2025

Event	Datum	Besucher	Beschreibung
Schlagermove	04.-05.07.	350.000	Hamburg's carnival in hit song style
Hamburg Water World Triathlon	12.- 13.07.	200.000	Largest triathlon in the world, part of the International Triathlon Union world series.
Wacken Open Air	31.07.-03.08.	85.000	Annual metal concert in Wacken
MS Dockville	16.-18.08.	60.000	Music and arts festival
BEMER Cyclclassics	17.08.	250.000	One of the largest cycling festivals in Europe
Hamburg Cruise Days	12.-14.09.	250.000	A cruise event of superlatives
Reeperbahn Festival	17.-20.09.	40.000	Europe's largest club festival
Filmfest Hamburg	25.09.-04.10.	40.000	Germany's largest film festival
Hydrogen Technology Expo	21.-23.10.	>15.000	Trade fair for advanced hydrogen and fuel cell technologies

Changes and errors excepted

 Business  Sport  Culture

Holiday Seasons 2025

Federal State	Winter	Easter	Whitsun	Summer	Autumn	Christmas
Hamburg	–	10.03. - 21.03.	26.05. - 30.05.	24.07. -03.09.	20.10. - 31.10.	17.12. - 02.01.
Niedersachsen	–	07.04. -19.04.	02.05, 30.05, 10.06	03.07. - 13.08.	13.10. - 25.10.	22.12. - 05.01.
Schleswig-Holstein	–	11.04. - 25.04.	30.05.	28.07. – 06.09.	20.10. - 30.10., 28.11.	19.12. - 06.01.
Mecklenburg-Vorpommern	03.02. - 14.02	14.03. - 23.04.	06.06. - 10.06.	28.07. – 06.09	20.10 - 25.10, 03.11	22.12. - 05.01.

Changes and errors excepted

Ratecard 2025

Package	Medium	Category	ME	Location	Price in € per week / net
Economy	Welcome Walk	digital	38	Baggage Claim	€4,700
Business	Welcome Walk	digital	38	Baggage Claim	
	Arrival View		5	div. Airside	€14,000
First-Class	Welcome Walk	digital	38	Baggage Claim	
	Best View		11	div. Airside/Landside	€22,400

CAMPAIGN*: In 2025, when you book a media package, we will waive the costs for data acceptance and checking of up to three of your advertising motifs – worth up to €1,170!

Save
up to
€1,170!

Technical Specifications:

- Media price minus 10% AE plus costs for data acceptance and checking: 390 € per motif
- Spot length: 10-second spot in 60-second continuous loop (max. occupancy: 4 clients).
- Broadcast time: 04:00 - 0:00 (Welcome Walk: 06:00 - 0:00), Monday to Sunday.
- Technology: 4k or Full-HD.

Campaign Disclaimer*:

The media packages can only be booked by companies that are officially involved as organisers, exhibitors and or sponsors in an event in Hamburg and the Hamburg Metropolitan Region

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REFERENCES

IWC Presence / OMR

Major events cast their shadow over Hamburg

Since its founding in 2011, the OMR Festival, an event for digital marketing and technology, has taken place every year in May in Hamburg. Around 70,000 visitors come to the mega-event in Hamburg's exhibition halls every year, many of them travelling via Hamburg Airport.

IWC presented itself at the airport in 2022 with a major brand presence to greet guests as they arrive on the airport's advertising spaces in the terminals. The Light Wall, located in the centre of baggage claim between the exits to Terminals 1 and 2, allowed IWC to reach all arriving passengers from both terminals. The brightly backlit area is highly visible and hugely eye-catching and provided the appropriate space for this great campaign. In addition, IWC booked the 38 monitors of the Welcome Walk for their advertising, which are prominently placed between the baggage belts in the central arrivals area. You can't get more target group than that!



Images: Michael Penner

Client	IWC
Location	Baggage Claim, Airport Plaza
Media	Light Wall, Select View, Welcome Walk
Time period	15. May -15. June 2022

IWC
SCHAFFHAUSEN

REFERENCES

Amazon Ads Presence / OMR

Reach Cosumers in the right place at the right time

Amazon Ads used OMR in 2023 to run a welcome campaign at Hamburg Airport. With hundreds of millions of active customer accounts worldwide, Amazon Ads offers advertising opportunities on Amazon.co.uk, services such as Twitch, freevee, Alexa and Amazon Music.

Guests were greeted on arrival at Hamburg Airport on various video walls in the terminals. And Amazon Ads also booked the 38 monitors of the Welcome Walk, which are prominently positioned between the baggage carousels in the central arrivals area, for their advertising.



Images: Perspektive Media GmbH

Client	Amazon Ads
Location	Videowalls, Baggage Claims
Media	Arrival View, Welcome Walk
Time period	08. May -14. May 2023

amazon ads

Trade Fairs, Events and Conventions



CONTACT

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