

March 6–7, 2019 · Congress Centre East, Koelnmesse

# BUSINESS FORUM IMAGING

# COLOGNE

Trends · Innovations · Networking

presented by **photokina**  
IMAGING UNLIMITED

## Sponsoring Invitation

“Create the unseen”

# “Create the

## Sponsor Invitation

### Facts and Figures

Since 2009, the Business Forum Imaging Cologne has established itself as the leading think-tank of the international imaging industry. Under the new title

#### “Create the unseen”

photokina will stage the 10th Business Forum Imaging Cologne on March 6 to 7, 2019 at the Congress Centre East of Koelnmesse. After photokina 2018 impressively reinforced its subtitle “Imaging Unlimited” with spectacular innovations in capturing, processing, transmitting and sharing new kinds of images for uncountable new applications, the Business Forum Imaging 2019 will bring together independent experts, international top executives of the imaging industry, successful retailers, users and service providers to discuss new perspectives and opportunities for the imaging business today and tomorrow.

The 2018 event, held under the title “Creating new realities”, was endorsed by a total of 11 industry sponsors, including Canon, Cewe and di support as Gold Sponsors, Ringfoto as Retailing Partner and the Felix Schoeller Group, Fujifilm, Kodak Moments, Mediaclip, Mitsubishi Electric, Panasonic and Scasa as Silver Sponsors. A record audience of more than 240 representatives of imaging service providers, retailing companies, manufacturers, professional users and the press from 16 European countries, Israel, Canada, the USA and South Africa attended the conference, about 80 percent of them Senior Executives (Managing

Director, CEO, Board Member, Senior Vice President). Represented companies included Allcop Farbbild-Service, Atalanda, Dirk Rossmann GmbH, dm drogerie markt, DNP, europafoto, expert, Fujicolor Sverige, Ideen-Butler, ifolor, Ikea of Sweden, Imaging Solutions, Litto Color, Media-Saturn, Orwo Net, Peleman Industries, RPI Europe and Universal Woods EMEA, just to name just a few.

Featuring key executives of major photo and imaging manufacturers, service providers and retailing companies as well as high-caliber independent experts, the 2018 program focused on marketing concepts and new business models for industry vendors as well as concepts to increase the imaging market as a whole. The growing importance of mobile technologies, printing services based on apps and the Cloud, Virtual and Augmented Reality, brand management as well as innovative online and brick-and-mortar retailing concepts played a critical role at the event.

#### A photokina event

The Business Forum Imaging Cologne is owned by photokina – Imaging Unlimited, the world’s leading innovation show for the photo and imaging industry. The conference is organized by INTERNATIONAL CONTACT in cooperation with Photo Imaging News, the US-based global information service. Supporting the Business Forum Imaging Cologne are the Photoindustrie-Verband PIV (German Photographic Industry Association) and GfK Retail and Technology.

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# unseen”

## “Create the unseen”

The theme of the Business Forum Imaging Cologne 2019, “Create the unseen”, perfectly describes the great opportunities for the imaging industry that became obvious at photokina 2018. Innovative capturing devices make it possible to capture the previously invisible. Artificial intelligence identifies image content, shows pathways through the flood of images and enables the design of fascinating imagery which can be combined with other media to create completely new previously unseeing results. The ubiquitous connectivity makes it possible to share these results in real time with others, to turn images into high-quality physical and digital picture products and to advance into new dimensions of visual communication with the help of Computer-Generated Imaging (CGI) as well as Virtual, Mixed and Augmented Reality.

Advanced imaging technologies not only extend the possibilities of photography and video filming, but also lead to new applications for imaging technologies which are supported by innovations such as voice control and AI. This creates new markets in areas such as security, the Smart Home, autonomous driving as well as new applications in robots, industry and commerce.

These exciting developments call manufacturers, imaging service providers and retailers to create the unseen in their own product development, marketing and customer communications. Photo and imaging companies face great opportunities to expand the market and inspire their customers with a new vision of the connected and rapidly growing imaging ecosystem.

The opportunities are huge: Consumers as well as professional and commercial users need guidance through the wealth of innovative products, applications and services that were previously unseen. Consumers are also looking for solutions that make the abundance of still and moving pictures scattered on different devices, storage media, Internet platforms and social networks available for viewing, sharing, communicating and printing. The top-caliber international speakers at the Business Forum Imaging Cologne 2019 will address these issues with innovative ideas, technologies and business models that will create the unseen for the future of the imaging industry.

# “Create the

## The Business Forum Imaging Cologne 2019

In line with the format of the previous events, the Business Forum Imaging Cologne 2019 will feature three platforms to discuss and exchange new ideas, innovations and trends.

### 1. Conference

On each day, the conference will be opened by a distinguished keynote speaker who will share his or her innovative and probably surprising visions of the dynamic future of the imaging business.

In different consecutive tracks, the conference will then feature new ideas, developments and trends for all facets of the imaging business.

- **The Market**

How do consumers react to the new digital opportunities? Which products, technologies and applications are already being used today? Get market research insights which innovations are best suited to expand the market and inspire customers for new imaging experiences and services.

- **The opportunities for the imaging industry**

Digital technologies not only create new imaging experiences, they also offer new opportunities for manufacturers, service providers and retailers. In addition to the popular camera types, a new breed of VR and 360° cameras, drones, security systems, smartphones and

innovative capturing devices expand the imaging market. Photos can now be printed on virtually all materials. Which virtual imaging products offer new opportunities for the service sector? Get inspiring ideas to create new value propositions for retailers and service providers.

- **The digital PoS**

The innovative dynamics of the imaging industry also require new ways to address the customers and it also provides the means to do so. Digital, mobile and social networks as well as new imaging technologies and artificial intelligence enable retailers to offer new shopping experiences that have never been seen before.

- **From the image file to the picture**

The dynamics of the new imaging world are driven not only by hardware, but primarily by software. The industry faces the challenge of not only efficiently processing the data, but also matching high security standards and protecting the privacy of its customers. Understand which role can services providers and retailers play in this environment.

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## 2. Sponsor Presentation

Complementing the conference program, the sponsors of the Business Forum Imaging Cologne will present their innovations, products and services in a “Touch & Try” environment before and after the speeches as well as during the coffee and lunch breaks. Attendees will have the opportunity to discuss the concepts face-to-face with sponsors’ representatives in the Networking Zone in the Congress Centre East.

## 3. Networking

Hosted by photokina, a dinner event at or near the conference venue on the evening of March 6 will provide ample networking opportunities for attendees, speakers and sponsors.

## Audience

The Business Forum Imaging Cologne 2019 “Create the unseen” will attract a distinguished audience from all over Europe and overseas, including delegates from manufacturers, software and app developers, specialty, online and mass retailers as well as a wide range of imaging service providers (central, online, social, mobile and retail). Leading analysts and media representatives will also attend the event.

# “Create the

## Sponsoring Opportunities

### Sponsorship

photokina and the organizers invite leading companies to support the Business Forum Imaging Cologne 2019 “Create the unseen” as sponsors.

Two sponsorship options are available:

#### • Gold Sponsorship

##### Benefits for Gold Sponsors include:

1. Prominent visibility of the company’s logo on all promotion materials and at the location of the event.
2. 15 square meters of exhibition space in the sponsor presentation area in the Congress Centre East.
3. A full-page advertisement in the official program that will be published in INTERNATIONAL CONTACT issue 2/2019 (publication date March 6, 2019).
4. Ten admission badges for the sponsor, its customers and business partners. Additional badges are available on request at a discounted rate.
5. A speaking opportunity for a key executive of the Gold Sponsor to present her/his vision of the Imaging Business to the audience during the event.

**Investment: Euro 12,500.00**  
(plus 19% VAT if applicable)

#### • Silver Sponsorship

##### Benefits for Silver Sponsors include:

1. Visibility of the company’s logo on all promotion materials and at the location of the event.
2. Table-top exhibition opportunity (1 table approx. 250 x 70 cm) in the sponsor presentation area of the Congress Centre East.
3. Presentation of one chart highlighting the Silver Sponsors’ products and services at the exhibition.
4. Two admission badges.

**Investment: Euro 2,500.00**  
(plus 19% VAT if applicable)

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## Promotion

After having already placed initial “Save the date” advertisements in several trade magazines, photokina and the organizers will heavily promote the Business Forum Imaging Cologne 2019 “Create the unseen” online and through different media including the publications INTERNATIONAL CONTACT, Photo Imaging News and their related websites.

A dedicated website has been set up at [www.bfi-photokina.com](http://www.bfi-photokina.com) (English) and [www.bfi-photokina.de](http://www.bfi-photokina.de) (German).

News on the event are also available on the Facebook page Business Forum Imaging.

The Business Forum Imaging will also be promoted with personal mailings using databases of photokina, the organizers and other sources. The Photoindustrie-Verband (PIV) will communicate the details of the event to its members and the press.

The photokina press department of Koelnmesse will send out press releases to its extensive database of imaging and public media. A limited number of complimentary admission tickets will be available for representatives of the press.

The organizers are prepared to supply all sponsors with suitable material to help publicize this event and to invite their customers and business partners to attend the conference.

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I am interested in sponsoring opportunities.

Please contact me for further details.

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Name

\_\_\_\_\_

Company

\_\_\_\_\_

Position

\_\_\_\_\_

Address

\_\_\_\_\_

Town, Country

\_\_\_\_\_

Tel.

Fax

\_\_\_\_\_

e-mail

Website

\_\_\_\_\_

Signature

Date

Fax: +49 221 821-3995  
e-mail: bfi@photokina.de

Further information:

www.bfi-photokina.com

e-mail: bfi@photokina.de

Fax: +49 221 821-3995

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