



Imaging World 2026: Every Ticket Comes with a €100 Voucher to Spend at Specialist Photo Stores

One week to go: more than 120 brands, workshops with renowned photographers, the TIPA World Awards live – and this year, a shopping voucher for every visitor

In one week, Imaging World 2026 will open its doors at NürnbergMesse. From October 2 to 4, more than 120 brands will present their latest cameras, lenses and accessories for visitors to see, try and experience first-hand. The event will also feature workshops, photo walks and a live program across two stages.

This year, all visitors will also receive a €100 shopping voucher on site upon presentation of their ticket. The voucher can be redeemed at participating brick-and-mortar specialist photo retailers for purchases of €500 or more on products from a single participating brand between October 2 and October 18, 2026. Tickets are available at www.imagingworld.de.

Try Out the Latest Gear at the Manufacturers' Stands

Canon, Sony, Nikon, Leica, Fujifilm, OM SYSTEM, Panasonic, Tamron, Sigma, SanDisk, Profoto and many other brands will present their latest products, technologies and solutions in Nuremberg. Visitors can get hands-on with cameras and lenses and talk directly to experts from the manufacturers.

Interactive playgrounds and live shoots provide the opportunity to test equipment under real-world conditions. Visitors can also have their own camera equipment inspected and cleaned on site with the free Check & Clean service.

How the €100 Voucher Works

The voucher will be issued at the entrance upon presentation of a valid ticket. Every visitor with a valid day, weekend or workshop ticket will receive one voucher.

The voucher can be redeemed at participating brick-and-mortar specialist photo retailers. A list of all participating retailers is available at www.alf.com. The voucher applies to purchases of products from a single participating brand with a minimum purchase value of €500.

“At Imaging World, photography enthusiasts can compare all the major manufacturers and try out the equipment themselves. With the voucher, we are building a bridge to local specialist retailers, who will continue to provide expert advice even after the event,” says Thilo Röhrig, Managing Director of RINGFOTO GmbH & Co. KG.

Workshops and Photo Walks: Learn from the Professionals

Anyone looking to expand their photography skills can choose from a separately bookable program of workshops, seminars and photo walks. Topics range from portrait photography, lighting and available light to studio, street, travel and nature photography, as well as social media and content creation. Most sessions will be held in German.

The program features numerous experienced photographers and creatives. In “Die Magie der ECHTEN Porträtfotografie” (“The Magic of REAL Portrait Photography”), Martin Krolop and Julia Schwegmann focus on lighting, expression and photographic intuition. Thomas Adorff demonstrates different approaches to creating extraordinary portraits – from creative bokeh effects and black-and-white photography to working with natural light.

Alexander Heinrichs explores questions such as “Blitzlicht oder Dauerlicht?” (“Flash or Continuous Light?”), while Dennis Weißmantel focuses on urban portrait photography, one-light setups and wedding photography. Travel and nature photography enthusiasts can look forward to sessions with Aneta and Dirk Bleyer as well as Daniel Spohn.

Many of the sessions have a strong hands-on focus: participants take photographs themselves, work with models, experiment with lighting setups and explore special locations in and around Nuremberg during photo walks.

Main Stage and Influencer Dome

On all three days, renowned photographers, content creators and imaging experts will appear on the Main Stage and in the Influencer Dome.

One of the highlights is Esther Horvath, who will take the audience to some of the most extreme regions on Earth in her presentation “Arktis. Antarktis. Extreme.” (“Arctic. Antarctic. Extreme.”), providing insights into her work documenting polar research.

Martin Krolop will explore hybrid photo and video production and demonstrate how the boundaries between the two disciplines are becoming increasingly blurred. Photographer and director Simon Puschmann, in his talk “Den Zufall zum Freund haben” (“Making Chance Your Friend”), will speak about creativity, openness and the joy of simply creating.

At the Influencer Dome, the focus will be on content creation, new technologies and direct interaction with the speakers. Swiss portrait photographer Stefanie Blochwitz, for example, will use real client images to demonstrate live how she incorporates AI into portrait editing while maintaining a natural look.

Friday, October 2: TIPA World Awards and Australia Show

On the first day of Imaging World, the TIPA World Awards 2026 will be presented at 5:00 p.m. on the Main Stage.

The internationally renowned awards recognize outstanding cameras, lenses, accessories and imaging technologies. Representatives of the award-winning companies will personally receive their trophies on stage. The public awards ceremony is included in the Imaging World admission ticket, and no additional registration is required.

After the exhibition closes, National Geographic photographers Aneta and Dirk Bleyer will take the audience on a journey across Australia with their multimedia show “Australien – Ein Jahr grenzenlose Freiheit” (“Australia – A Year of Boundless Freedom”) – from tropical rainforests and the red heart of the Outback to remote off-road tracks.

The multimedia show begins at 6:30 p.m. at NCC West, Room Paris. Tickets for the show are available separately.

At a Glance

Imaging World 2026

October 2–4, 2026

NürnbergMesse, Hall 12

Opening hours:

Friday and Saturday: 9:00 a.m.–6:00 p.m.

Sunday: 9:00 a.m.–5:00 p.m.

Tickets:

www.imagingworld.de