

# POLARIS

## PRESS RELEASE

### **Ticket sale starts now: 5 years of POLARIS Convention, Hamburg's "home of the community" celebrates anniversary with a spectacular event**

**Hamburg, 13. April 2026** – From October 9th to 11th, the Hamburg exhibition halls will transform into the ultimate hotspot for gaming, cosplay, and Asian pop culture. The POLARIS Convention is celebrating its 5th anniversary and is poised to break all previous records: Organizers expect around 55,000 attendees, making Hamburg the vibrant heart of the creator scene for three days. Tickets are available now!

#### **A flagship event for Hamburg as a games location**

That POLARIS is no longer just an insider tip was already evident when tickets went on sale in January: the coveted early-bird tickets sold out completely in under two hours. As a flagship event, and with over 450 square meters of space dedicated solely to indie developers, the convention underscores Hamburg's importance as one of the key locations for the gaming industry in Europe.

POLARIS remains true to its core: it is the "home of the community". Here, gaming and retro games, tabletop worlds and the colorful diversity of Artist Alley merge into a unique experience.

#### **Star guests, stage power and a look behind the scenes**

Across four stages, a program will be offered that unites the crème de la crème of the German content creator scene. Among those performing are: Trymacs, PietSmiet, CrispyRob, DoktorFroid, Farbenfuchs & iBlali aka VIK.

In addition to exclusive meet & greets with these star guests, POLARIS offers deep insights into the industry. Panels with well-known anime voice actors and talks about the daily work of a content creator give fans firsthand insight into what goes on behind the scenes.

#### **International flair in the Artist Alley**

A particular highlight this year is the Artist Alley. With over 1,000 applications from national and international artists, interest is higher than ever before. Visitors can discover handcrafted artworks, merchandise, and unique designs that form the creative heart of the convention.

Regular ticket sale starts today.

**About the POLARIS Convention:**

The POLARIS Convention is a community event that makes games, creators, Asian pop culture, Cosplay, and artists accessible to a broad audience. Hamburg Messe und Congress, the organizers, are collaborating with Super Crowd to offer not only the three-day community convention but also a program on the streaming website Twitch and a mobile game related to the convention.

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