

## Ebner Media Group leat



leat positions itself as a horizontal platform for the entertainment and experience technology industry and makes leat con 26 the showcase of this transformation. The entertainment industry is evolving rapidly: formats are becoming more complex, technologies are merging, and the demands on experiences are increasing – from live concerts to studio productions and permanent AV installations. In response, the Ebner Media Group takes a decisive step: the previous unit brands, such as AVcon, are unified under the leat brand. From 2026 onwards, leat serves as a horizontal platform for the key segments of the industry. The Experience Technology Convention, leat con 26, taking place from October 6–8, 2026, in Hamburg Messe, represents the first tangible expression of this platform – now in its fifth edition and, for the first time, across three halls.

What started in 2021 as a small networking event has grown in just five years into a vibrant, expanding community that gathers annually in Hamburg to exchange ideas, discover new technologies, and shape the future of the entertainment industry together. With the rebranding, leat takes the logical next step: instead of separate sub-brands for event technology, AV integration, broadcast, and live communication, there is now a unifying brand with clearly defined segments. The visual identity has been modernized across logo, typography, and design system. "Sustainable experiences only emerge through the collaboration of disciplines. leat creates a horizontal platform for vertical markets – only together can innovation, practice, and network combine to deliver the best experiences. Our goal is to foster exchange and contribute to a competitive DACH market."

The new brand architecture is organized into five hubs, reflecting the full value chain of the experience industry – equal in status and without hierarchy: Live Tech, covering classic event technology disciplines such as audio, lighting, rigging, and video; Stage Tech, focused on stage construction, control systems, and scenic

technology, appearing for the first time as a dedicated area at leat con 26; Broadcast, for media technology, signal processing, streaming, and production solutions; Install, covering AV system integration, corporate AV, digital signage, and hybrid installations; and Communicate, bringing together communication and network technologies that connect all segments.

Across 23,000 square meters of exhibition space, all five hubs will be represented while allowing participants to learn from each other and engage in constructive exchange. The leat con 26 program is also significantly expanded. Seven stages will host presentations, panels, and community formats, complemented by workshops, masterclasses, compact live trainings, and side events where workflows and solutions can be experienced and applied directly. Topics range from live production, stage technology, immersive formats, AI, room acoustics, and occupational safety to new business models - approached interdisciplinarily, not just from the perspective of a single hub. The program is further enhanced by the NEO Summit, a standalone premium conference format focusing on AI and new ways of working in the event industry.

Anna Habenicht, Head of Content & Platform leat, explains the 26-claim Ignite. Together.: "Ignite represents the spark that has brought the DACH region's industry together - showing what trade fairs can really deliver: a place for real encounters, real products, and real discussions. Together highlights what has defined leat con from the very beginning: a community that doesn't just meet, but creates together."

[www.leatcon.com](http://www.leatcon.com)