

Achieve more together – apply now exclusively for “The Hapticologist” 2027!

Dear haptic advertising market players,

Haptic advertising made a powerful statement at OMR 2026 in Hamburg: In the scope of the industry-wide initiative, The Hapticologist – The Center of Seven Senses, we were once again represented at one of Europe's most important marketing platforms. Our attention-grabbing presence spanning approx. 110 m² of exhibition space, accompanied by a sold-out masterclass, compelling event formats and intensive communication campaigns, impressively demonstrated the potential of a unified industry presentation.

Following a successful first year and an even stronger second year in 2026, we are now taking the next step.

The exclusive application period for The Hapticologist 2027 starts now.

All haptic advertising industry participants have until June 15, 2026, to apply for participation in the 2027 project. The final selection of partners will be made jointly by the current members of the Hapticologist circle.

The most important figures:

- Investment per new partner: approx. €35,000
- Number of participants: max. 20 companies
- Services: Premium presence at OMR including a large joint booth, content integration, event formats as well as a long-term communication strategy
- Application deadline: June 15, 2026
- Please send applications to: info@thehap.bar

Why you too should become part of The Hapticologist 2027:

- You will become part of a strong, unified industry presence
- You will present your brand within the context of an innovative, multisensory experience
- You will benefit from high visibility, relevant reach and professional implementation
- You will not only strengthen your own brand, but also the overall perception of haptic advertising
- You will actively shape the further development of one of the most visible platforms for haptic advertising in Europe

All applications will be treated equally and evaluated solely on the basis of quality, innovation and compatibility with the concept. The final selection will be made jointly by the current members of The Hapticologist.

Take advantage of this unique opportunity to contribute your expertise and innovative strength to this pioneering industry project and join us in continuing to write the success story of The Hapticologist at OMR 2027.