



opti 2020

THE INTERNATIONAL TRADE SHOW
FOR OPTICS & DESIGN

INFORMATION

For those who appreciate perfect planning
and spontaneous extras. For trend seekers and
collectors of success. For anyone who wants to
do more than merely visit a show:

FOR YOU.

It's no coincidence
when passion and
precision meet.
#onschedule

10.–12.
JANUARY

Fairground Munich

www.opti.de



TOO GOOD TO BE BY CHANCE. #onschedule

The perfect schedule does exist, and we recommend you to choose it in Munich from **10 to 12 January 2020!** This is when the entire optics industry will begin a new and promising business year with **opti 2020**. This will be the second outing for the show in its new size: after the **successful expansion to six halls** last year, **passion and precision** will now come together in an even more targeted way.

Head for a world full of wow effects with the determination to make things a success and look forward to everything you need for your business plan: **inspiration, sensation, emotion!**

opti 2020

THE INTERNATIONAL TRADE SHOW
FOR OPTICS & DESIGN



UNIQUE TO THE POWER OF SIX The hall structure

Never-ending perfection – this is the principle upon which **opti** has further focused its structure: **Halls C1–C3** remain the top spot for frame manufacturers. **Hall C5** will serve as the central stage for lenses and machinery manufacturers. Everything relating to contact lenses and low vision, refraction and diagnostics, and IT will be located in **Hall C6**. **Hall C4** will now focus entirely on stationary business for opticians and the transfer of know-how. And to take a breather during the day, simply use the **comfort zones** to switch off, recharge your batteries and network.



#onschedule
#opti2020



NEW DESIGN!
Entrance Northeast

IN THE THICK
OF IT

An underground and airport shuttle, Lufthansa baggage drop-off, a taxi rank, a cloakroom and a spacious and clearly arranged entrance area: use the **optimised Entrance Northeast** to arrive and find yourself directly in the thick of the **legendary opti atmosphere**.

Entrance Northwest

C1

- Spectacle frames (licensed brands and manufacturer's brands)
- YES independent design

C2

- Spectacle frames (licensed brands and manufacturer's brands)
- YES independent design
- opti BOXES (start-ups)

C3

- Spectacle frames (licensed brands and manufacturer's brands)

C4

- Business equipment
- Buying syndicates
- Industry suppliers (spectacle frames)
- Shop fittings and decoration
- Trade products
- Wholesalers
- Workshop equipment and fittings

C5

- Machine manufacturers and industry suppliers (spectacle lenses)
- Spectacle lenses

C6

- Contact lenses and accessories
- IT
- Refraction and diagnostics

yes
INDEPENDENT DESIGN

opti KNOW-HOW-SPOTS

- opti CAMPUS | A compact presentation of trends and topics
- opti FORUM | Training and professional development for your sector
- opti SHOWCASE | The point-of-sale experience

by opti
showcase

MY PLAN: MY SUCCESS!

What makes me special? Which strengths can I exploit to impress my customers? How can I bring the look and feel of my store into line with my positioning? The opti SHOWCASE 'Point of sale' addresses questions of this nature. This special area will feature in Hall C4 for the second time as a future-oriented platform with concrete practical relevance. Discover new potential right there with the Identity Check, look forward to best-practice examples and pose your detailed questions to industry experts.

YOUR PRICE ADVANTAGE

Buy an online ticket
now and save
up to 35 %!
opti.de/en/tickets

NEW

ONLINE MARKETPLACE Anticipation meets preparation

In the **new online marketplace**, you can find all the exhibitors even more quickly and learn in detail about what they have to offer. And if you want to be the first even before the show has begun, simply book an appointment with your preferred exhibitors via the platform.
www.opti.de/marketplace

TICKET PRICES (INCL. VAT)

Ticket types	online purchase
One-day ticket	€ 17
3-day ticket	€ 30
One-day ticket, reduced*	€ 9

* Schoolchildren, students, people with disabilities (with ID)

OPENING HOURS

- Friday, 10.01.2020
10.00 a.m. – 7.00 p.m.
- Saturday, 11.01.2020
9.00 a.m. – 7.00 p.m.
- Sunday, 12.01.2020
9.00 a.m. – 5.00 p.m.

ANY QUESTIONS?

P +49 89 189 149 550
visitor@opti.de
www.opti.de/en

