

opti 2019

THE INTERNATIONAL TRADE SHOW
FOR OPTICS & DESIGN

TEARS OF
JOY
#notbychance

25. – 27.
JANUARY

Fairground Munich

www.opti.de

SUCCESS ON A NEW SCALE #notbychance

Structured yet surprising, a stage for big deals and big feelings and a fantastic range of products that strike a chord: welcome to **opti 2019**. The first order-writing trade show of the year has been given a makeover and represents an ideal platform for your commercial success: **with more space thanks to the additional C5 and C6 halls, more clarity thanks to a new layout and a whole new level of concentrated energy and good vibrations.**

Hone your master plan for 2019 at the next edition of **opti: always surprising, but never by chance!**

ALL-NEW, DOWN TO THE DETAILS:
Visit www.die-neue-opti.de for all the details of the new look and feel for **opti 2019**. As usual, we will keep you informed about the trade show itself at www.opti.de.



THE NEW STRUCTURE: A RESOUNDING SUCCESS

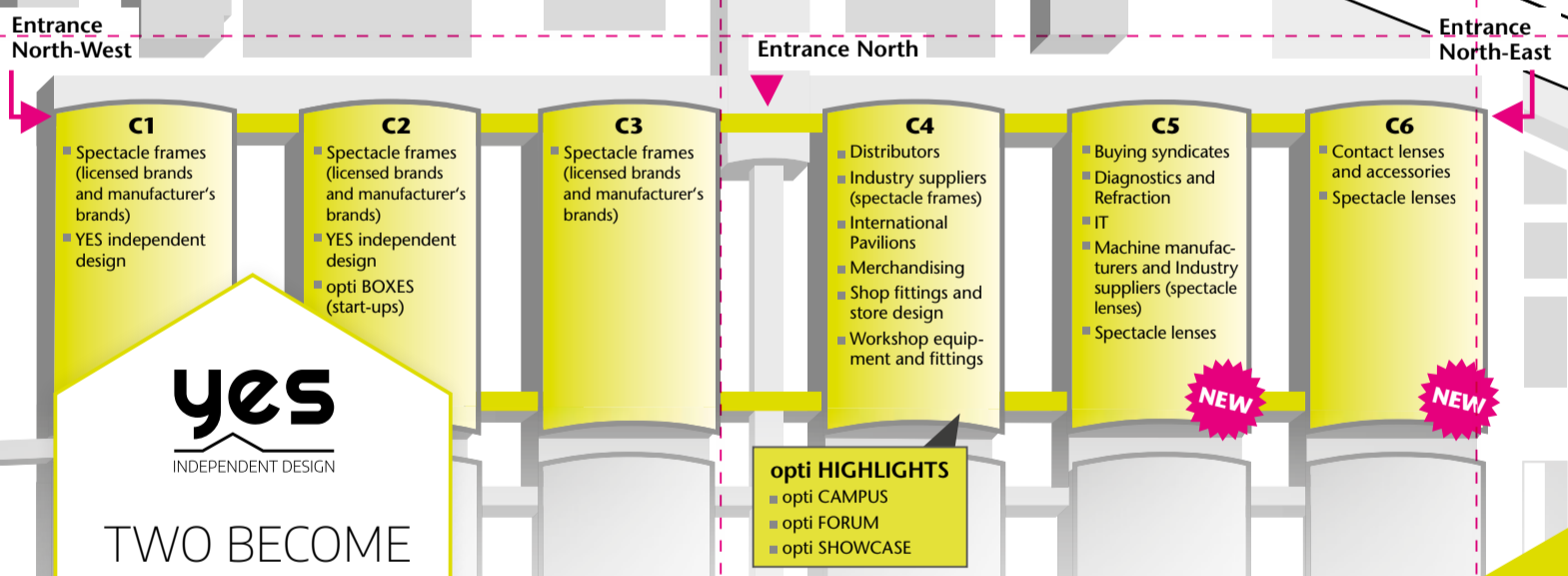
Extensive yet more compact than ever! With a total of six halls, **opti 2019** boasts a new layout that makes your visit even more **structured, effective and easy to plan**. The frame manufacturers are located in halls C1–C3, while hall C4 offers everything that optical retailers need to do business, and technical services, as well as spectacles and contact lenses are very easy to find in the “new” C5/C6 halls. Numerous **networking areas** are also dotted around, giving you more time to discover both new and old favourites.



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THE FUTURE IS WAITING TO BE SHAPED: opti SHOWCASE in Hall C4

opti will be unveiling a new format in 2019: the **opti SHOWCASE** special area will set the stage for a particular topic of the future, which will always be specific enough for you to put your **ideas straight into practice**. We will be starting with the customer journey, which includes all touchpoints at which customers interact with your company. Find out the best way to **guide the customer through this journey**, both at optical retailers as well as before and after the actual sale. And the **SHOWCASE masters** will be there to answer your questions, with an **expert** on hand to provide advice on each topic.



yes
INDEPENDENT DESIGN

TWO BECOME ONE – AND NEW

A vibrant platform for innovative eyewear labels: the two established formats **YES!** and **IHOT** are expanding – and are merging to form the **YES independent design** area in 2019.

Experience the highlights of the ambitious design scene in two halls: boundlessly creative, progressive and full of character.

TOPICS ON TOP

- Inspiring and thought-provoking talks at the **opti FORUM** help you keep your knowledge up to date.
- The **opti CAMPUS** is a place for the next generation to get together and network.

CLICK 'N' TICKET

For advance sales of **opti** tickets, please go to www.opti.de/tickets.

TICKET PRICES (INCL. VAT)

Ticket types	Online	Onsite
One-day ticket	€17	€25
3-day ticket	€30	€40
One-day ticket, reduced*	€9	€11

* Schoolchildren, students, apprentices, disabled people (with ID)

OPENING HOURS

- Friday, 25.1.2019**
10:00 a.m. – 07:00 p.m.
- Saturday, 26.1.2019**
09:00 a.m. – 07:00 p.m.
- Sunday, 27.1.2019**
09:00 a.m. – 05:00 p.m.

ANY QUESTIONS?

T +49 (0)89 189 149 550 | visitor@opti.de | www.opti.de

