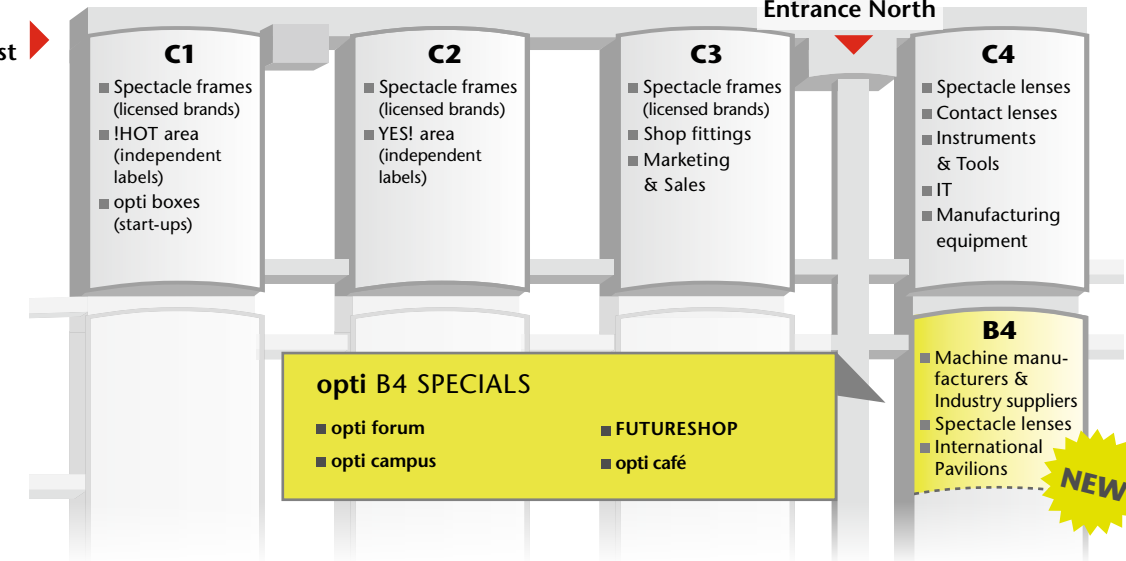


BEST IN CLASS: **opti** OFFERS – NEW CATEGORISATION

Entrance
North-West

Entrance North



opti NEVER SLEEPS!

...and certainly not just before the trade show itself: Now we're on the home straight to the opening, at www.opti.de you can find lots of up-to-date information about special offers, promotions and services.

Clicking on the link is worth your while!



Become an opti follower and be kept up-to-date with all the news!

GHM Gesellschaft für
Handwerksmessen mbH

Willy-Brandt-Allee 1 | 81829 Munich | Germany

www.ghm.de

QUESTIONS?

P +49 89 189 149 550

visitor@opti.de

www.opti.de



www.opti.de

NEW
Additional
hall B4

BIG, BIGGER, MAGNIFICENT!



opti

THE INTERNATIONAL TRADE SHOW
FOR OPTICS & DESIGN

FRIDAY – SUNDAY
12. – 14.01.2018

FAIRGROUND MUNICH

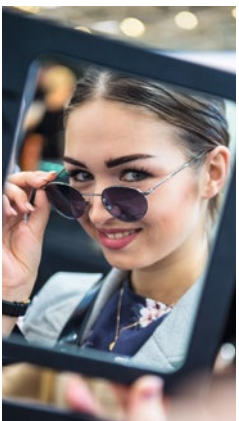
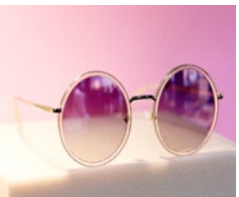
MORE **opti**: MORE VARIETY, MORE YEAH!

Have big things in mind for 2018? Then **opti** is perfect for you! The first order trade show of the year **has grown to hall B4**, creating more space for even **more wow moments**:

In addition to exhibitors from the **supplier industry and machine manufacturing segments**, the focus is also on **combined expertise** in this additional hall: **opti forum** and **opti campus** impress with their extended offers within the completely redesigned spaces.

Also take a journey into the future of the bricks-and-mortar optician: at **FUTURESHOP** opportunities for **digitalisation take tangible shape thanks to OPTIC 4.0**.

Discover the **new hall layout at opti 2018** – with more trends, ideas and offers: the absolute greatest thing for your start in the new year!



BIG IDEAS: THE **opti** SPECIALS

■ **!HOT area and YES! area**
Welcome to design trends from the independent scene.

■ **opti boxes**
The avant-garde start-ups of the industry.

■ **BLOGGER SPECTACLE**
Opinion makers create a "spectacle": e.g. by selecting the "Newcomer of the Year".

■ **opti tour**
Walk & Talk during informative trade show tours that focus on OPTIC 4.0.

NOW IN HALL B4

■ **International Pavilions**
Unmissable global looks.

■ **Digital Solutions + FUTURESHOP**
Everything to do with OPTIC 4.0 – with the new FUTURESHOP: This is what digitalisation in retail outlets looks like.

■ **opti forum**
In-depth expertise on issues affecting the optics industry.

■ **opti campus**
Meet-up for alumni and information exchange for training and education.

WRITTEN LARGE: **opti** SERVICES & BASIC INFO

ADMISSION PRICES

(including VAT)

Ticket types	Online	Onside
Day ticket	€ 17,00	€ 22,00
3-Day ticket	€ 30,00	€ 38,00
Day ticket reduced*	€ 9,00	€ 9,00

* schoolchildren, students, people with disabilities (proof required)

OPENING HOURS

- **Friday, 12.01.2018**
9:00 a.m. – 6:00 p.m.
- **Saturday, 13.01.2018**
9:00 a.m. – 7:00 p.m.
- **Sunday, 14.01.2018**
9:00 a.m. – 5:00 p.m.



CLICK 'N' TICKET

opti tickets will be available online at www.opti.de/en/tickets

MORE CONVENIENT FOR YOU: THE SERVICE OFFERINGS



Arrival

- Special terms for rail and Lufthansa tickets
- Free shuttle service from the airport to the trade show and back

More about arrivals at www.opti.de/travel



Accommodations

For the best hotel deals, thanks to strong partners: www.opti.de/accommodation