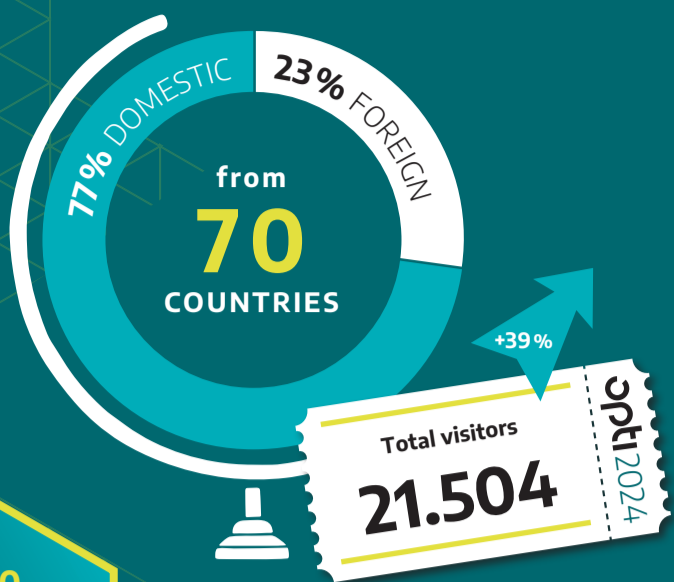


FACTS & FIGURES about opti 2024



The international trade show for Optics & Design

THE opti VISITORS:



Meet the **DECISION MAKERS OF THE INDUSTRY HERE!**

Top 5 Industry origin

- OPTICIANS 83 %
- Other OPTICAL EXPERTS 5 %
- UNIVERSITY / Education / Training 3 %
- OPTOMETRISTS 2 %
- BUYERS (Wholesale, Import, Export) 2 %

89% of the professionals visiting the trade show say that **opti** plays a significant role when making **PURCHASING DECISIONS**

Top 10 Origins of the visitors

Germany, Austria, Switzerland, Netherlands, Czech Republic, Italy, France, Denmark, Spain, Belgium

MORE THAN JUST A TRADE SHOW.

Visitors are particularly interested in these topics at **opti**

- 51 %** Frames
- 38 %** Sunglasses
- 37 %** Lenses
- 34 %** Refraction
- 27 %** Contact lenses & care

FULL OF INTENT!

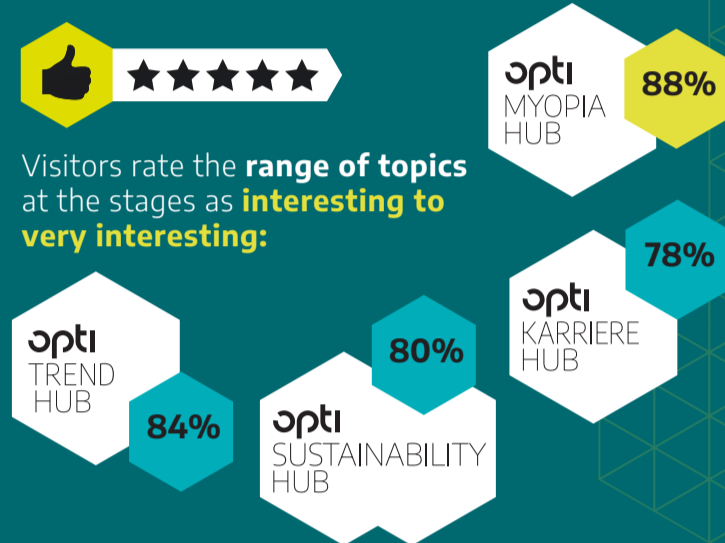
Top reasons for visiting **opti**

- NOVELTIES FROM MANUFACTURERS** 98 %
- BROAD RANGE OF EXHIBITORS** 97 %
- NEW BUSINESS RELATIONSHIP** 96 %
- NETWORKING** 92 %
- FURTHER EDUCATION** 89 %

KNOWLEDGE TRANSFER



Visitors rate the **range of topics** at the stages as **interesting to very interesting:**



A LEAGUE OF ITS OWN

97%

of all trade visitors rated **opti 2024** as good, very good or excellent

96% are very satisfied with the **hall structure**

93% feel **enthusiastic** and **inspired** by opti

92% of the **VISITORS**

will be back at **opti 2025**



97% of the **VISITORS**

would recommend **opti**

PREMIERE



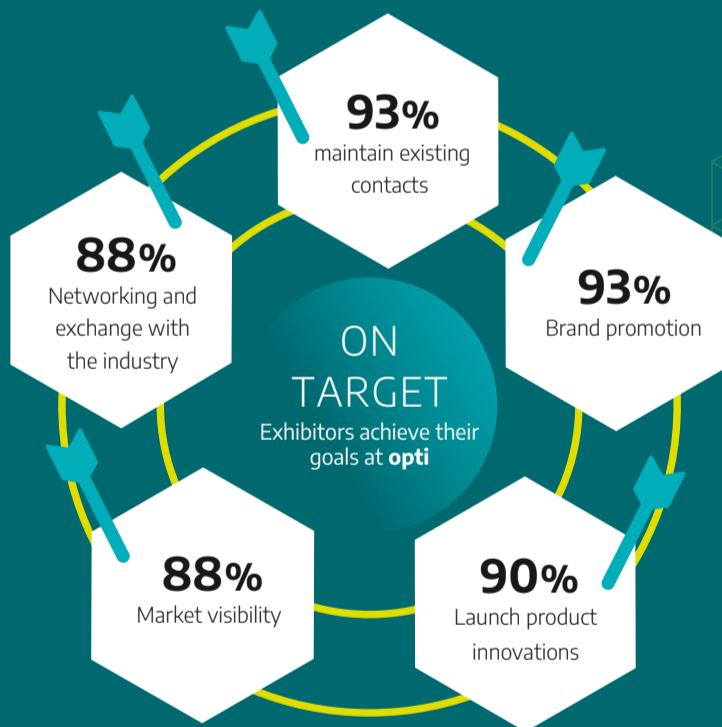
Winner of the **opti SUSTAINABILITY AWARD 2024**

augenBLICKE
BRILLEN & KONTAKTLINSEN GMBH

THE opti EXHIBITORS:

THE **opti** RANGE OF PRODUCTS

- Business equipment
- Contact lenses & care
- Frames
- Hearing aids / audiology
- IT
- Lenses
- Low vision
- Machines
- Refraction & diagnostics
- Services
- Shopfitting
- Workshop



TOTAL COMMITMENT

95% of the exhibitors say: **opti is our FAVOURITE SHOW**

97% of the exhibitors say: **opti is a MUST for us**

GUARANTEE OF BUSINESS

87% **MADE BUSINESS DEALS** at **opti**

98% anticipated **SUBSEQUENT BUSINESS**

98% of the **EXHIBITORS** would recommend **opti**

96% of the **EXHIBITORS** will attend **opti 2025**

I FEEL EXCELLENT!

Winner of the **opti BOX AWARD 2024**

SKANS
EYEWEAR WITH IMPACT

optiBOX AWARD
supported by eyebizz

13 START-UPS

at the **opti BOXES** and the **OPTICS Start-Up Area**



#weareopti

www.opti.de

