

FACT: FANTASTIC

Dates & facts about
opti 2018*



EXHIBITOR ENTHUSIASM BAROMETER**



96%

exhibitors considered their participation at opti to be successful.

WE'VE GOT WHAT IT TAKES!
Guarantee of success



A COMPLETE SUCCESS!

For **97%**

of exhibitors, the opti offer is a well-rounded one.

93%

Made new business contacts.

88%

Made business deals.

NETWORKING? DEAL!

Exhibitors take advantage of the strong opti community.

Cooperation instead of competition!

93%

Expect positive follow-up business.

55%

Initiated new business with other exhibitors.

SATISFACTION 90 PLUS

STRUCTURE/CONCEPT

Are you impressed by the trade show concept of opti?

91%

ORGANISATION

Are you satisfied with the organisation of the trade show?

96%

CAN'T DO WITHOUT IT
opti is unmissable! For this reason, **98%** will be coming back in 2019.

98%

86%

For us, opti is our ...
FAVOURITE TRADE SHOW

VISITOR ENTHUSIASM BAROMETER*

WHEN opti CALLS...
Origin of visitors



Hong Kong, Israel, Japan, P.R. China, Russia, Saudi Arabia, South Korea, Turkey, USA, UAE

Top 10 World

DACH (Germany, Austria, Switzerland), Benelux, Denmark, France, Greece, United Kingdom, Italy, MEES (Middle East European States), Scandinavia, Spain

Top 10 Europe

MORE FROM EVERYWHERE!

Overall attendance
28.444

opti 2018

4% increase overall and **9% more international visitors** against opti 2017!

A LEAGUE OF ITS OWN

95%

of all trade visitors rated opti 2018 as very good, good or excellent.

POSITION

62% Managing Director & Board Member, Self-employed Entrepreneur, Department Head, Branch Manager and Master Craftsmen
17% Employee
17% Teacher, Lecturer, Student, Pupil
4% Other Qualified Experts

88% of visitors are decision-makers.

PROFESSIONAL CATEGORY

Buyers (wholesale trade, import, export, online trading and mail order & stationary retail trade)

7%

76%

1% Press

Opticians, Optometrists

Research & Development, Ophthalmologists and Eye Care Professionals

2%

1% Hearing Aid Audiologists

Independent Labs

1%

3% Marketing and Merchandising Experts

Contact Lens Institutes

1%

8%

Other Optical Experts

100% optometry

SATISFACTION PUT TO THE TEST

Enthusiasm hovers around the 100 per cent mark:

QUALITY OF EXHIBITORS 98%

NEW PRODUCTS FROM EXHIBITORS 98%

COMPLETENESS OF THE OFFER 97%

FURTHER TRAINING 96%

VISITOR GUIDANCE SYSTEM 94%

87%

Initiation of new business relationships

84%

Carrying out transactions

91%

Maintenance of existing business relationships

WHY opti?
What visitors had to say

97%

Looking for new products

86%

Knowledge transfer

96%

Market orientation

PLENTY MAKES MANY SATISFIED

98%

rated the DIVERSE OFFER as positive.

I FEEL VERY opti!

95%

of all trade visitors ...

... rated the atmosphere with top marks.

ANTICIPATION STRATEGY

98%

want to visit again for opti 2019.

*All results are taken from the event organiser statistics verified by FKM or from the independent visitors' and exhibitors' survey conducted by Gelszus Messe-Marktforschung GmbH in 2018.



**Tears of joy don't lie.