

# FACT: FANTASTIC

Facts & figures for opti 2019\*



THE YEAH EFFECT!

Guaranteed success at opti



94 %

of exhibitors are highly satisfied with opti.

98 % EXHIBITORS AND VISITORS ARE HAPPY WITH EACH OTHER!

99 %

98 %

of visitors award top marks to opti.

98 % of visitors value the presence of the market leaders

## EXHIBITORS



## VISITORS

MIX & MATCH  
The visitor structure is internationally stable as always



44% INCREASE FROM ASIA!

8%

more space used by exhibitors

MORE, MORE FLAIR!  
opti has a new scale and appeal

11%

more appeal with wider walkways

TOP 5 Europe

DACH (Germany, Austria, Switzerland), Benelux, France, Great Britain, Italy

WHEN opti CALLS...  
Origin of visitors

Middle East and North Africa, Russian Federation, P.R. China, Republic of Korea, Japan

TOP 5 World

THIS IS EXHIBITOR SUCCESS!

87% entered into transactions.

97% maintained existing contacts.

93% made new contacts.

73% built up their network of suppliers.

96% expect positive effects on business after the show.

FULL OF INTENT!  
Top reasons to visit opti

DISCOVER INNOVATIONS 95%

MAINTAIN EXISTING CONTACTS 87%

KNOWLEDGE TRANSFER 85%

## THE NEW opti

HAPPINESS AMPLIFIED

Popularity for:

VISITORS

92%

94%

94%

showcase opti FORUM

94%

96%



HALL STRUCTURE



FOOD & RELAX AREAS

yes

YES AREA



KNOWLEDGE TRANSFER

EXHIBITORS

84%

93%

94%

I FEEL opti!



84%

of exhibitors say: opti is our FAVOURITE SHOW.



93%

of visitors feel at home at opti.

96% OF VISITORS

would recommend opti

93% OF EXHIBITORS

would recommend opti



\*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 2019.

