



**opti**  
**2021**

THE INTERNATIONAL TRADE  
SHOW FOR OPTICS & DESIGN

**8. – 10.01.**  
Stuttgart Exhibition Centre  
[opti.de/stuttgart](http://opti.de/stuttgart)

The coronavirus crisis poses a significant challenge and has understandably led to considerable uncertainty. The opti team has put together a collection of answers to your most frequently asked questions:

*Updated: 27 April 2020*

**1. Is it certain that opti 2021 will take place?**

As of now, we assume that opti 2021 will take place as planned, from 8-10 January 2021 in Stuttgart. However, if a vaccine hasn't been found or herd immunity achieved by the population, one thing remains clear: The upcoming opti will be a little different compared to previous events. We will rely on enhanced precautions with regard to the space we use and have hygienic measures in place to make sure that our optical family can safely get together again.

**2. What is the deadline to register as an exhibitor for opti 2021?**

To ensure we can start planning the layout of opti 2021, registrations must be submitted by beginning of June 2020 at the latest. As soon as you have registered, we will include your company in our layout plans.

**3. When will you start planning the stand layout?**

We will start planning the layout for opti 2021 in June 2020. That said, we will adapt any necessary hygienic precautions and any other required space concepts in line with any situations that may arise throughout the year in 2021.

**4. Why should I take part in a trade fair during these uncertain times?**

We can say two things with certainty: For one, trade fairs will change as a consequence of the COVID-19 pandemic, because public health comes first. We are working intensively on new concepts to guarantee every attendee's safety. For another, once the lockdown is over, these are exactly the kinds of platforms we will need to get the economy going again. We will play our part in this by providing a safe setting for networking, to help your business pick up speed again. Of course, your customers will also be grateful for the opportunity to have personal contact with you again. To give you some planning security in these uncertain times, GHM will refund 100% of all participation fees if, in contrast to current indications, we are forced to cancel the trade fair on official orders as a result of future developments.

**5. What will happen if the pandemic lasts longer than assumed and major events still cannot take place in early 2021?**

As matters stand today, and especially in light of the new and emerging security concepts for trade fairs, we are expecting opti 2021 to take place in January. Trade fair preparations are in progress and we will continually keep exhibitors informed about the measures we plan to take. We understand that our exhibitors also have a long-term planning horizon and we take this into account for every scenario.

- 6. Until when can I withdraw my registration without binding costs?**  
To begin with, registering for opti 2021 is free. Only once you have received official approval to participate in the trade fair will you enter into a legal agreement with us. You can cancel your opti 2021 registration at no cost up to two weeks after receiving your official approval.
- 7. At what point do I need to pay fees when I cancel?**  
If you want to cancel your attendance at opti 2021 even though the trade fair has not been cancelled officially, you will be required to pay the full costs starting two weeks after receipt of approval in accordance with the Conditions of Participation (COP). However: Even in this case, opti team will do its best to rent out part of or your complete stand space to another exhibitor. This would mean that, after we have received full payment for the rented space, we would be able to reimburse you for these rental charges, less the repayment of expenses. You will need to cancel any other services you ordered directly with the respective contractual partner.
- 8. When do I need to pay the first instalment?**  
As soon as you have been approved as an opti 2021 exhibitor, you will receive your official contract. The invoice with your participation charges will be sent to you after you have been approved and must be paid in full by 16 October 2020 at the latest.
- 9. What happens if, at the time I receive my approval, the official statements made by the authorities regarding major events are not reliable yet?**  
We are continually in close contact with the authorities and with the opti 2021 exhibitors. We can already confirm today that if we, the organising company, are forced to cancel the trade fair, you will be reimbursed 100% of the participation fees you have paid. We therefore carry the full risk of participation fees and are hereby making our contribution to providing opti and everyone involved the greatest possible planning security during these uncertain times. We are also aware of the fact that cancellation deadlines for your agreements with service companies are generally a few weeks before the trade fair and take this into account.
- 10. What happens if the organising company is forced to cancel opti 2021?**  
One thing is clear: The coronavirus crisis will accompany us for some time to come. Nobody knows for certain what the upcoming months will bring. As organisers, we are preparing for a wide range of scenarios to be able to run opti 2021. If, contrary to our expectations, we are forced to cancel the trade fair, we assure you today already that you will be reimbursed 100% of any participation fees you have already paid. We bear the full risk and the costs of the participation fees. We are hereby making our contribution to providing opti and everyone involved the greatest possible planning security during these uncertain times. We are also aware of the fact that cancellation deadlines for your agreements with service companies are generally a few weeks before the trade fair and take this into account.

Do you have any further questions regarding registration or the new trade fair location Stuttgart? Please do not hesitate to call us! We look forward to your message.  
[www.opti.de/contact](http://www.opti.de/contact)