

# THE LATEST INFORMATION ON opti

opti 2021  
THE INTERNATIONAL TRADE SHOW  
FOR OPTICS & DESIGN  
STUTTGART

## Planning Security

From 1 September, trade fairs may take place again in Baden-Württemberg. This means that **opti** will be in its spot as planned from **8 – 10 January 2021** at Fairground Stuttgart. The current situation requires new policies and understandably brings many questions with it. We, from your **opti** trade fair team have summarised, based on the hygiene concept of the state of Baden-Württemberg for the organisation of trade fairs, the latest specifications and answers to your questions here.

### Important

Provisions are checked continuously. Regulations may be relaxed if the current situation improves. **We will of course inform you immediately of important changes.**



## Common values – Your secure platform for business success



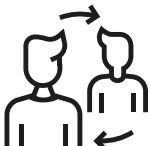
### Appreciation

We advocate respectful coexistence – even if the processes and general conditions on site will be slightly different to what we've become familiar with the past few years. Together we represent the reopening of the economy!



### Responsibility

If someone feels ill, they stay at home and protect their fellow human beings.



### Transparency

We live open communication. Changes in the situation and recommendations for action are continuously checked, adjusted and communicated.



### Openness

The current situation presents us with new challenges every day. We must find the best way forward for everyone and therefore we're open to new ways of doing things.

### General

#### 2.1. Why are you confident that trade fairs, including opti, can take place again from 1 September 2020?

The state government of Baden-Württemberg confirmed that larger trade fairs will once again be allowed to take place in Baden-Württemberg from 1 September 2020. This means Stuttgart is ready to host trade fairs again. Messe Stuttgart has created a health protection concept for exhibitors, visitors and employees. This creates the framework for a secure **opti** from 8 – 10 January 2021 and business success in Stuttgart.

#### 2.2. What needs to be considered when arriving and departing?

When arriving and departing by public transport, the applicable local public transport rules apply. The exhibition centre also has a parking space plan with sufficient parking facilities.

### Visitors and exhibitors on the trade fair premises

#### 2.3. Is there a restriction on the number of visitors on the premises or in individual exhibition halls?

There are no requirements for individual halls or subject areas. For us as the organiser, there is a limit for the number of people based on the size of the event area and the period of stay. Measured by the number of visitors in recent years and in view of the size of the available event space, there are no visitor restrictions.

#### 2.4. How are visitor contacts on the trade fair premises recorded?

All trade fair participants are already registered by having purchased a ticket, i.e. your visitor ticket, exhibitor ID or service partner ID provides you with access authorisation. Thanks to the admission control, we are always informed of how many people are on the event premises. We use this as the basis to ensure that the minimum distance of 1.5 m can be maintained and that contacts are recorded. We also recommend that you use the corona app from the Robert Koch Institute.

#### 2.5. Will there be special routes through the halls?

Visitors will not be provided with walking paths or one-way streets. However, we will design the aisles in such a way that everyone involved has a safe trade fair experience and encounters can take place at eye level. Special regulations and floor markings are implemented at the known hubs, such as entrance areas or cloakrooms, where there could well be queues and higher numbers of visitors.

#### 2.6. Which regulations apply to the lecture forums?

The minimum distance of 1.5 meters currently applies in forum areas. Measures such as access control and appropriate seating ensure that this can be complied with. You must wear your face mask until you are seated.

#### 2.7. Is catering provided on the trade fair premises?

The protection and hygiene rules of the current Baden Württemberg Corona Regulation apply to trade fair restaurants, bistros, catering and tasting at exhibition stands.

#### 2.8. How do you ensure good ventilation in the halls?

The Messe Stuttgart premises boast building management at the highest technical level and one of the most modern ventilation systems in Europe, which allows regular exchange of air in the exhibition halls.

#### 2.9. What cleaning measures are you implementing?

Disinfectant dispensers are available in the required density all over the premises of Messe Stuttgart. Only non-reusable towels (paper towels) are used in the sanitary areas. For operating events, the cleaning and disinfection intervals in the sanitary areas as well as in more frequented contact areas (e.g. banisters) are increased across the entire exhibition centre.

#### 2.10. Is a face mask mandatory?

In accordance with the current regulations in Baden-Württemberg, it is mandatory to wear a face mask while in the exhibition halls. This obligation does not apply at exhibition stands if the distance of 1.5 m can be maintained (see 2.14).

## At the exhibition stand

### 2.11. What needs to be considered during set-up and dismantling and for stand construction planning?

You can rely on your competent stand construction partners to implement the necessary measures for you. The following points must be observed at the trade fair next year:

#### Set-up and dismantling:

The event management requires one permanent, responsible and mobile contact person per exhibitor during set up and dismantling and for the opening hours of the trade fair. The exhibitor must record all persons working on the stand (stand personnel, stand builders, stand caterers) with their data during set-up and dismantling as well as during the event. Wearing a mask is generally required in the exhibition halls and the loading yards, but not if workgroups or employees of a company are working within their own stand space.

#### Distances:

The minimum distance of 1.5 m applies in principle. If the distance cannot be maintained, e.g. in the context of personal contact, please install structural measures (e.g. protective shield made of plexiglass) or wear a face mask (see 2.14). Please make sure to reserve sufficient free space for visitors at your stand for product presentations and lectures. Please plan generous open spaces with appropriate distance markings around your exhibits so that your visitors can inform themselves safely. Showcases, counters, displays, screens, exhibits etc. can be placed at the edge of the stand. Please take into account that consultation meetings take place on your stand and not in the aisles. We will do our part and plan the aisles accordingly.

#### Stand design:

Please note that double-decker stands in the lower areas must be open to enable sufficient air exchange to take place. The stairways must also be sufficiently wide for visitors to go in both directions. Alternatively, one-way traffic can be organised on the stairs. If your stand has meeting and workrooms, the ceilings must be kept completely open to guarantee adequate air exchange. If it is not possible for you to ensure the minimum distance in your meeting areas with tables and chairs, measures such as hygienic protection or wearing of face masks must take effect. Please provide your employees with comprehensive information and instruction concerning corona-related changes.

### 2.12. How many people are allowed at any one stand?

There are no rules as to the number of people on a stand. However, the distance rules applicable at the time must be observed or other measures (face mask, structural measures) must be in place.

### 2.13. Must exhibits or stand areas be disinfected regularly?

Regular cleaning and disinfection of heavily frequented contact surfaces and areas such as counters, tables, showcases, displays and products is mandatory and contributes significantly to a safe **opti 2021**.

### 2.14. Must I wear my face mask at my exhibition stand?

Wearing your face mask at your exhibition stand is not required if the minimum distance of 1.5 m makes it possible or other equivalent protection is provided.

### 2.15. How is a visitor contact recorded at the exhibition stand?

Recording visitor data does not need to be repeated at the exhibition stands. The full registration of visitors by the **opti 2021** organiser is sufficient and is ensured by a modern ticketing system.

### 2.16. Can product demonstration take place in front of larger groups?

When presenting products in front of groups, care must be taken to ensure that visitors are able to maintain the prescribed distances.

### 2.17. Is catering allowed at the exhibition stand?

Catering at exhibition stands is allowed. The Baden-Württemberg catering regulations that apply in January 2021 will be reliably implemented by our service partners. Catering staff must wear face masks when handing out food at the exhibition stands.

### **2.18. Are stand parties and exhibitor evenings allowed?**

It is too early to make definitive statements for opti 2021. We will be able to provide more concrete information by late autumn. Currently, exhibitor evenings and stand parties would not be permitted.

### **2.19. Must exhibitors have hand sanitisers available?**

We will set up sanitiser dispensers at all essential points on the premises. It is also mandatory for you as exhibitor to have hand sanitiser available at your exhibition stand to ensure safe hand hygiene for your visitors.



## **Your trade fair participation – full cost transparency**

**opti** offers you a secure platform for sales, customer contacts and networking so that your business can pick up speed again. Your customers, like you, are looking forward to finally being able to make personal contact again. **We offer you full planning security.**

### **3.1. Until when can I withdraw without being charged?**

Registration for **opti 2021** is initially free of charge. A legally binding contract between you and us will only be in place when you are officially admitted to the trade fair. You can cancel your participation in **opti 2021** free of charge up to two weeks after your official admission.

### **3.2. What happens to the participation fees if the trade fair has to be cancelled?**

If, as the organiser, we have to cancel the trade fair contrary to expectations, we can assure you today already that you will get 100 % of the space costs you paid back from us. The risk and costs of the trade fair, including marketing, thus remain with us. In this way we are doing our part to give all participants the greatest possible planning security during these times. We also make sure that any cancellation deadlines in your contracts with the service companies are usually several weeks before the trade fair.

### **3.3. By when must participation in the trade fair be paid for?**

The invoice for participation will be sent to you after the admission and stand allocation. It is payable by 16 October 2020 at the latest.

### **3.4. From which date do I get charged if I cancel?**

If you want to cancel your participation in **opti 2021** regardless of whether the trade fair is officially cancelled, you will be charged the full costs from two weeks after admission in accordance with the participation conditions. However: In this case, too, we as the **opti** team will endeavour to rent out that space in whole or in part, so that after full payment of the rented space, we can reimburse you for the amount obtained minus our expenses. All additional services ordered must be cancelled at the respective contractual partner.

### **3.5. When does planning start?**

The planning for **opti** started in July 2020. We will be adapting the necessary hygiene precautions and other space concepts as required by the current situation. With early registration, we can optimally carry out your stand and placement requests.

## 4 Overview of all the current hygiene information

- ✓ Keep a minimum distance of 1.5 m between yourself and others
- ✓ Avoid shaking hands or hugging people
- ✓ Currently applicable: Face mask to be worn in enclosed spaces
- ✓ While maintaining the minimum distance and when collecting data: masks are not mandatory at your table
- ✓ Provide disinfectant. Clean surfaces regularly after every business meeting
- ✓ Wash your hands regularly
- ✓ Remember your coughing and sneezing manners
- ✓ Stay home if you're ill

If the course of infection allows it, policies may be relaxed and adjusted.

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**If you have more  
questions, please feel  
free to call us!**

Your opti team

[www.opti.de/contact](http://www.opti.de/contact)