









You will receive

from March	your <b>application form</b>	@
	your <b>confirmation of registration</b>	@
from mid-September	your <b>admission with hall plan</b>	@ 
from mid-September	<p>You will receive <b>the link to your Exhibitor Portal with exhibitor checklist</b> (= new online ordering system)                  There you will find:</p> <ul style="list-style-type: none"> <li>▶ Link to <b>your order forms for technical services</b></li> <li>▶ <b>Your marketing services</b> (advertising material, visitor flyers, vouchers)</li> <li>▶ Your offers of <b>advertising spaces on the trade show ground</b> and <b>exclusive promotional offers</b></li> </ul>	@ 
	<b>opti marketplace</b> - access data to your online exhibitor area in the digital exhibitor list	@
	<b>Actively shape your presence in the official media and book your additional packages in good time. Your entry is not automatic.</b>	!
October	You will receive the <b>invoice</b> for your trade show participation	@ 
	<b>payment date: 16.10.2020</b>	!
	<b>Deadline:</b> Bookings of your technical services: <b>18.11.2020</b>	!
	<b>opti marketplace</b> (digital exhibitor list) goes live	!
November	<p>In your <b>exhibitor checklist</b> there you will find:</p> <ul style="list-style-type: none"> <li>▶ <b>Traffic guide</b> with detailed information on access and traffic regulations before, during and after the trade show</li> <li>▶ <b>Vouchers</b> for inviting your customers</li> <li>▶ E-mailings for your <b>visitor marketing</b></li> <li>▶ <b>Download exhibitor passes</b></li> </ul>	
	<b>Download</b> your <b>exhibitor passes</b> via your <b>exhibitor checklist</b> provided upon full payment of invoice	!
	<b>opti marketplace</b> - Present your <b>new products</b> and additionally book your <b>online press release</b> .	!
December	<b>Deadline</b> for booking advertising spaces on the trade show ground	!
January	You will find important information on traffic, travel and organisational matters in your <b>exhibitor checklist</b> shortly before the show begins	
	<b>Welcome to opti 2021</b>	

@ You will receive information by email. The subject line will read for instance **"Exhibitor info – opti 2021"**.  
**The sending address is always: GHM | opti 2021 ghm-messeservice[at]opti.de.**

 You will receive your documents by mail.

! Important date. Mark in your calendar.

 To do/Information in your exhibitor checklist in the Online Exhibitor Portal