

Press Release

opti CONNECT: New network platform launches

opti will take place in Munich from 12 to 14 January 2024. In addition to the live event, the trade fair will be enhanced by the digital networking platform opti CONNECT allowing year-round interaction between visitors and exhibitors as well as even more targeted trade show planning.

Munich, 8 November 2023 – opti 2024 will be digitally expanded with opti CONNECT. The platform offers personalised and interactive functions to intensify the exchange between exhibitors and visitors and extend it beyond the trade show itself. "We see trade shows as places of exchange that set trends and connect people. Our vision is to make opti a year-round platform promoting high-quality contacts. Exhibitors can use their digital presence on opti CONNECT to reach their target group even more precisely and increase the marketing value of their participation," says Cathleen Kabashi, Head of opti.

A target group-specific marketing channel for exhibitors

With opti CONNECT, exhibitors draw attention to their company, attract the right visitors, generate new business contacts and can accurately measure the effectiveness of their marketing objectives. On the platform, their products and brands are presented with images, videos and texts and thus provide an insight into what they will show on site even before the trade fair. Smart algorithms enables personalised e-mail updates for visitors who are interested in specific products or services. In addition, the algorithms rank the content according to visitor interest. This provides exhibitors with relevant real time key figures about their content's performance as well as with significantly more transparency about the value of their trade show participation thanks to features on leads, contacts and ticket enquiries, to name but a few.

More efficient trade show preparation for visitors

opti visitors will experience numerous advantages with opti CONNECT: they can filter categories and topics according to their interests and thus find relevant exhibitor content more quickly. And: They can follow focus topics and

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companies and plan their trade show participation in advance in a more targeted manner. Based on their individual interests, visitors will then find personalised recommendations for their visit in their e-mail inbox with contributions from exhibitors. The advantage: Staying effortlessly up to date all year round and receiving regularly customised inspiration.

The integrated search function supports visitors to find matching exhibitors, contributions, and programme items, for which they can register with just one click. In addition, the watch list and interactive hall plans make it easier to plan a visit to the trade show, and visitors can use the latter to create their personalised trade fair tours. Thanks to a contact feature, trade show visitors can network online with other registered persons like industry experts e.g. to meet them later at the trade fair in person.

To use the opti CONNECT platform, trade fair visitors can register free of charge at <https://connect.opti.de>.

Further information about the new community platform and its various functions is available at www.opti.de/messe/opti-connect.

About opti

opti is the international trade show for optics & design which takes place annually as the industry kick-off in January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from spectacle frames and lenses, contact lenses, refraction, diagnostics, and low vision to shopfitting and technical equipment. opti is the order platform and the location for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

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