

15th Optatec

International trade fair for optical technologies,
components and systems

 **18.-20. October 2022**

 **Frankfurt**

**excellent
optical
techno-
logies**



Exhibitor-Information

 www.optatec-messe.com  #optatec2022     

Organizer:  P. E. SCHALL GmbH & Co. KG  +49 (0) 7025 9206-0  optatec@schall-messen.de

Enabling Technology for the Industrial Future

Modern optical technologies will play a key role in achieving an efficient, digitalised industrial future. They serve as interdisciplinary enablers and thus function as a **foundation** for technological developments, in particular for new, ecologically and economically attractive industrial applications. Optatec is the exclusive meeting place for the optics industry **in Europe**. Cutting-edge research experts and highly qualified manufacturing specialists will once again meet up with an international expert audience at the leading venue in Frankfurt for this unique event from the 18th through the 20th of October, 2022.

Users examine **current** international offerings with relevance for process engineering and know-how in the fields of optics and photonics along with the associated components, materials and systems, evaluate possible **solutions** for their own processes and firm up collaborations with the exhibitors at the trade fair. The goal of Optatec's expert community is to successfully provide future fields of technology including medical engineering and life sciences, mobility and energy supply, smart living, networked urbanity, Industry 4.0 and many others with innovative, sustainable products and services.

Optatec's Big



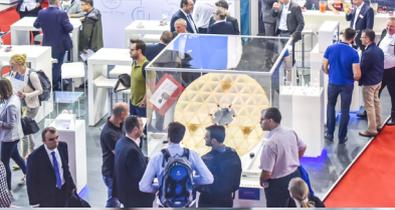
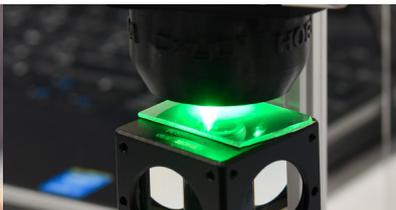
 Optatec is the leading trade fair for outstanding optical technologies, components and systems, at which the latest scientific findings and applications are demonstrated in a solutions-oriented, forward-looking manner.

 Investment decisions for optical technologies are highly significant at the international level for the achievement of an efficient industrial future by means of automation and digitalisation.

 Due to the high concentration of decision-makers which results in qualified leads, the optics industry's international networking event promotes an exchange amongst the expert community which is driven by innovation.

 Customer proximity is intensified by highly specialised know-how updates for concrete challenges and stimulates international business relations.

 The trade fair's international charisma is enormous and is firmly established in global competition with its specific institutional partners.

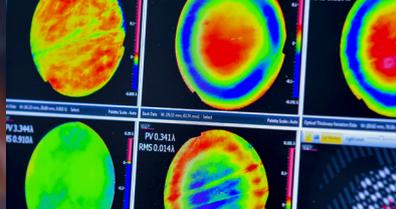


Nomenclature (short survey)

- Optical components
- Optomechanics / optoelectronics
- Fibre optics / light guides
- Laser components
- Manufacturing systems



[Download Nomenclature](#)



Outstanding Precision for Dynamic Markets

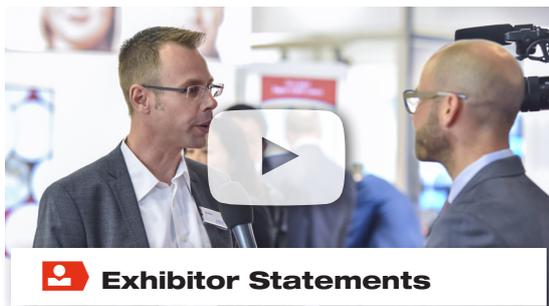
On the occasion of the 15th edition of the Optatec international trade fair for optical technologies, components and systems, the industry's innovative **global players** and specialised newcomers will present the latest products and services in the fields of fibre optics, light guides, laser

components and photonics, as well as additive manufacturing systems, highly demanding industrial image processing and top-quality optical metrology in a well-versed, solutions-oriented fashion. Take advantage of Optatec 2022 by participating as an exhibitor!



Reasons for Being Part of #Optatec2022

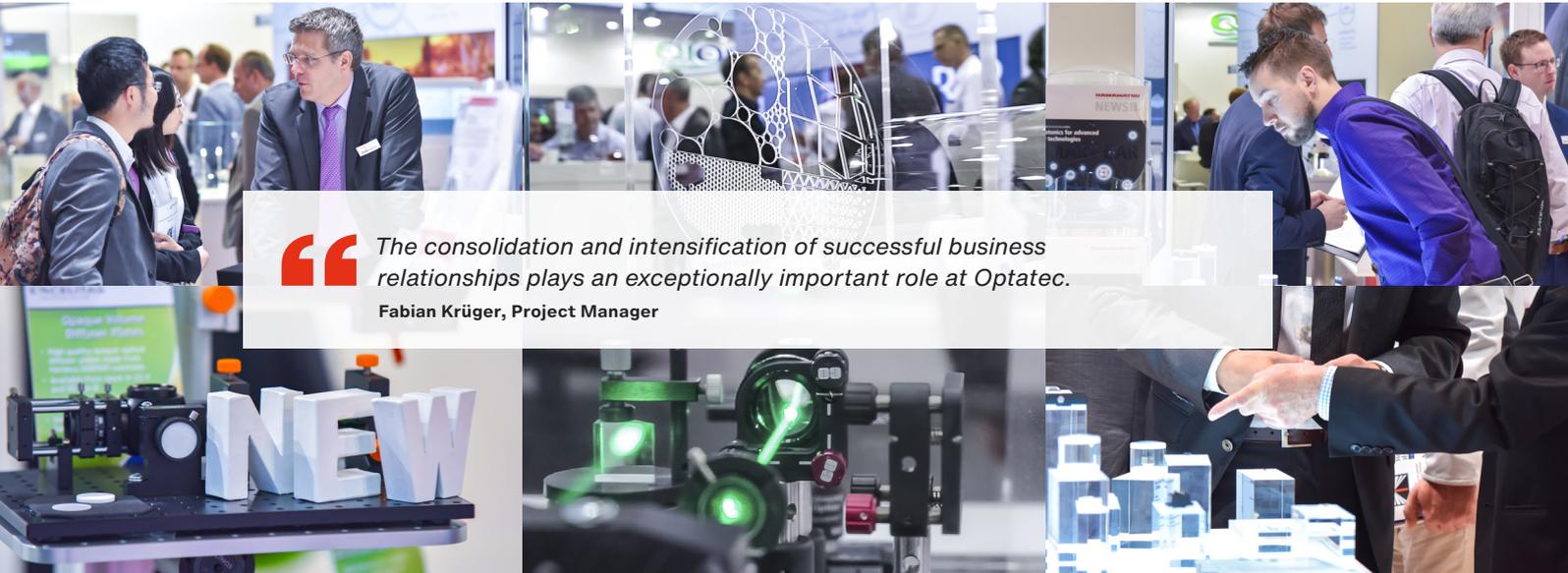
- 1** This highly focused gathering of the most important international players ensures a dense concentration of decision-makers amongst the participants.
- 2** The brilliant know-how of the international exhibitors provides decision-makers with a guarantee for world-class, individualised solutions.
- 3** Concrete leads are generated by the expert audience thanks to the trade fair's high levels of specialisation.
- 4** Expert visitors bring their own specific components and challenges to the event, where they're able to try out and test solutions offered by the exhibitors – live on-site.
- 5** As a result, investment decisions can be made with confidence in a targeted fashion.
- 6** Optatec participants are very well networked, which is also reflected in the world-class trade fair programme.
- 7** This specialised trade fair is characterised by close customer relations, a dignified atmosphere and top-quality dialoguing.
- 8** Talented young students establish active contact with the exhibiting companies at the event. And thus Optatec provides tomorrow's professionals with a perspective.



 **Exhibitor Statements**

 **Stand-Enquiry**

 **Booth Registration**
Including Showroom at Optatec-Virtual



“ The consolidation and intensification of successful business relationships plays an exceptionally important role at Optatec.

Fabian Krüger, Project Manager

Facts and Figures Optatec 2018

Exhibitors

540/32 Exhibitors/Countries

246/294 Germany/Foreign countries

Visitors

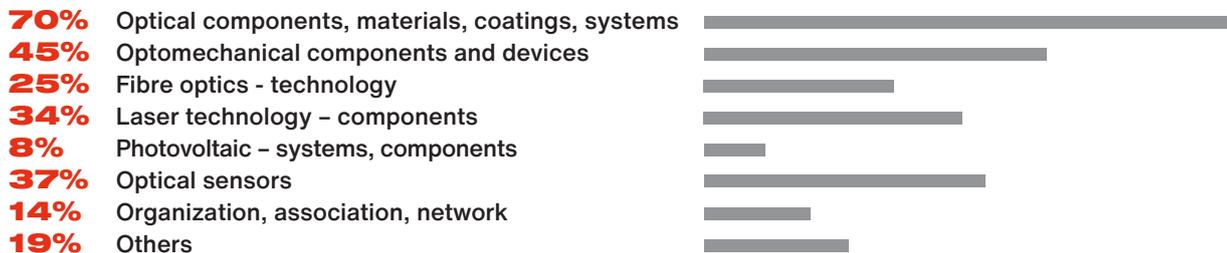
5.803/45 Visitors/Countries

36% Foreign share

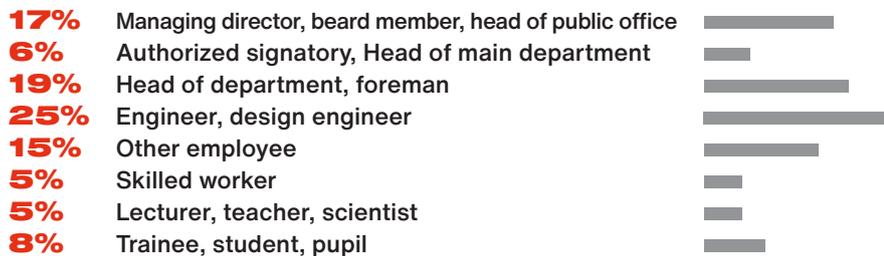
Quality of influence (supply management)



Topics of interest for the job (Multiple choice)



Position in the company



 **Side events:** Exhibitor Forum

 **Area gross:** 18.000 sqm

 **Cycle:** 2-yearly

Marketing Services at a Glance

Schall Inclusive

Schall makes trade fairs for markets – significant, internationally established trade fairs which have been around for many decades. With their clear focus on content, each of our technically specialised events is held at an ideally located trade fair venue in Europe’s respectively leading technology regions. It’s especially important for us to provide exhibitors with clearly defined trade fair offerings, including practical marketing services. After all, agreements are always best when they’re simple – and with us **simply everything is included.**



The exhibitor package includes all of the following:

- Unlimited number of co-exhibitors
- Second-storey free of charge
- Free exhibitor IDs depending on booth size
- Unlimited number of expert visitor tickets – print and digital
- Presence at the exhibitor terminals at the trade fair facility
- Included in the exhibition hall floor-plans at the entrances
- Free entry in the trade fair directory
- Four nomenclature entries for structured product allocation
- Visitor flyer online in PDF format
- Unlimited use of digital ad banner tools with five optimised formats
- Listing in the exhibitor index on the trade fair website
- Showroom with logo, image, video, product overview, product groups, new products, job offerings, social functions and contact data
- New products display in separate website area
- Placement and link in interactive hall plan
- YouTube videos with exhibitor statements
- Press releases with exhibitor statements in the press folder
- Networking in the social media

Optatec-Virtual

365-Day Virtual Trade Fair

Your virtual pole position at Optatec-Virtual is **also included in the package** – for 365 days, 24/7! Benefit from presenting your new products and solutions to the international professional community in a structured fashion at your comprehensive showroom with a stylish dashboard look – and generate top-quality leads. Updates? Any time! Ideally whenever you roll out new features.



Optatec Specials

World-class, supplementary events with renowned trade fair partners are a standard feature in Optatec's exhibition programme. They support the technology transfer and present developments which are currently ready for use, as well as forward-looking concepts for industrial manufacturing.



SPECTARIS

Deutscher Industrieverband für Optik,
Photonik, Analysen- und Medizintechnik

SPECTARIS constitutes an association of four future-oriented high-tech industries, whose technologies can be found in nearly all areas of life. They're used in airplanes, trains, autonomous cars and smart phones, as well as in modern medical diagnostics and therapy systems and automated production facilities. High-tech is inextricably linked with innovation which fuels economic growth and prosperity. Many of these innovations and trends will be presented at Optatec, and Spectaris has been one of the industry meet's outstanding partners for many years.

 www.spectaris.de/en



Innovationsnetze Optische Technologien

OptecNet Deutschland is an association of excellent innovation networks in Germany that unites business, science, education, consulting and finance in order to promote photonics as a key technology in their respective parts of the country. The cluster has been active as a trade fair partner for many years, in particular as part of Optatec's supplementary programme and together with the Optence innovations network.

 www.optecnet.de/en



Germany is home to numerous mid-sized companies and global players with top-notch innovation potential, as well as world-class research facilities in the field of optical technologies. Networking and the pooling of resources are becoming increasingly important for boosting innovative strength and international competitiveness. As an optical technologies innovation network, Optence NETWORKING IN PHOTONICS ensures networking amongst industry and research.

 www.optence.de/en



Optatec focuses on industrial applicability as well as the transfer of scientific findings to actual practice. The specialised expert audience profits from a direct exchange at an international high-tech level.

Bettina Schall, Managing Director, P. E. Schall GmbH & Co. KG

Optatec-Specials

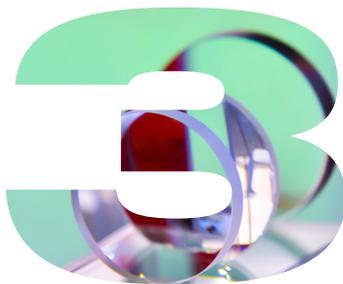
Start-up Area - for Cutting-Edge Networking

Innumerable young startup companies have established themselves in recent years who are revolutionising **future** optical technologies with their **innovative** solutions. As a long-standing event, Optatec would like to support emerging companies in particular, and provide them with a platform at the industry meeting place at the heart of Europe's leading technology region.

At Optatec, startups can book an attractive all-round carefree package including booth setup and marketing. The prerequisite for participation is simple: exhibited products must be related to optical technologies.



 **Registration for the Startup Area**
Including Showroom at Optatec-Virtual



Top Benefits for Startups:

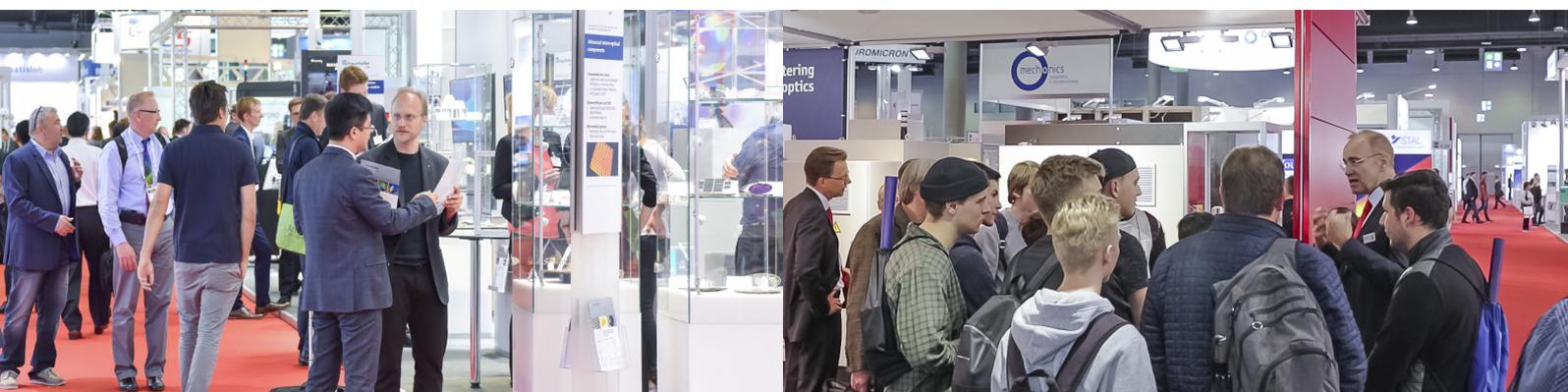
- Increased **public awareness** and enhanced **brand image** thanks to Optatec's qualified coverage at the international level.
- Highly beneficial and long-lasting business contacts can be established here over a period of three days.
- Decision-makers integrate innovative solutions from Optatec directly into their investment projects.

Technology Park: "Training and Research - Study Photonics"

At the "Training and Research - Study Photonics" Technology Park, young people interested in modern technology will be presented with hands-on optical technology and opportunities for asking questions: five universities will present their course offerings with reference to the optical technologies and photonics.

Fascinating exhibitions will offer insight into the discipline and current research, and will provide participants with the opportunity of "sizing up" the professors. Graduates of

these courses of study will furnish visitors with first-hand information regarding their daily work during a series of talks entitled "Graduates Report on Actual Practice". During a trade fair tour with student guides, participants will have the opportunity of establishing contact with companies directly on-site. This provides exhibitors and expert visitors with the possibility of establishing personal, face-to-face contact with tomorrow's qualified personnel.





Foreign representatives

A powerful network around the globe

Schall makes trade fairs for markets – global markets. P. E. Schall GmbH & Co. KG's highly skilled foreign representatives are authorised to organise internationally important trade fairs in their respective countries. Competent and experienced, they offer exhibitors and media companies a comprehensive **portfolio of services**.

From A for acquisition of exhibitors and booth setup assistance **to Z** for zealous, future-oriented media work – we maintain close contacts with market players in the respective national language.



Belgium, Netherlands, Luxembourg

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✉ info@intermundio.com

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At a Glance - Trade Fair Data

 **Duration of the fair**
Tue. 18th to Thu. 20th October 2022

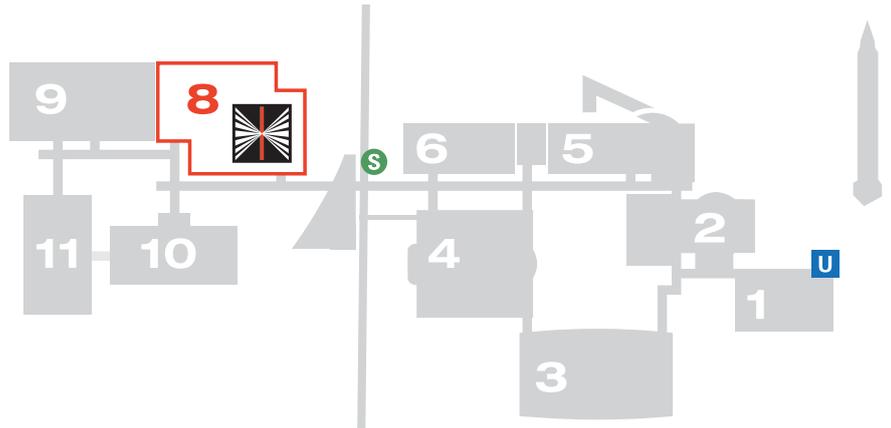
 **Opening times**
Tuesday – Thursday: 09:00 am – 05:00 pm

 **Project management**



Fabian Krüger

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 krueger@schall-messen.de



#optatec2022



Successful trade fairs thrive on successful brand communication. We cordially invite you to connect with us on Optatec's social media and to network mutually for Optatec 2022. We're looking forward to **#bestbusinesswithpleasure** live in Frankfurt!

15th Optatec at the Internationally Interlinked Trade Fair Venue in Frankfurt - at the Heart of Europe



Located in the middle of Germany and at the heart of Europe, the Frankfurt Exhibition Centre is ideally linked to European and international transportation networks. And thus **Optatec 2022** will be easy to reach from any location: by air, rail, car or local public transportation.

 **Trade Fair Venue**
Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
D - 60327 Frankfurt am Main



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