



# 16<sup>th</sup> Optatec

International trade fair for optical technologies,  
components and systems

 14.-16. May 2024

 Frankfurt

# excellent optical techno- logies



## Exhibitor-Information

 [www.optatec-messe.com](http://www.optatec-messe.com)  #optatec2024     

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



# Meeting Place for the Most Important Players in the Optics Industry

The market leaders in the field of optical technologies will meet again at the 16th Optatec from the 14th through the 16th of May, 2024. **Optics and photonics**, along with their respective components, elements, materials and systems, are the focus of this industry highlight. Modern optical technologies play a central role in many industries and disciplines. They serve as the basis for forward-looking technological developments in industrial as well as non-industrial applications. Optatec at the Frankfurt trade fair venue is an exclusive meeting place for the optics industry all over Europe. Cutting-edge research specialists and highly qualified manufacturing professionals come together here with an international audience of experts.

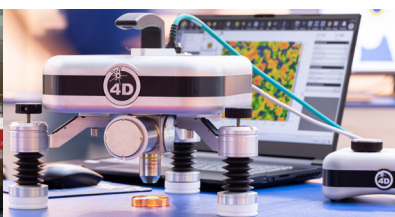
Optatec is an essential industry meet for many companies in Germany and elsewhere in Europe, where it's also deemed the leading trade fair in its field. There's no other trade fair where the most important **players from the optics industry** come together at a single location. Expert visitors are able to gain an extensive impression of worldwide offerings for products, stand-alone and system solutions, as well as applications from the field of optical technologies. The goal of the expert community is to provide innovative, sustainable products and services for expanding application sectors such as medical technology, life science, mobility, energy supply, smart living, networked urbanity and future production technology.

## 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.

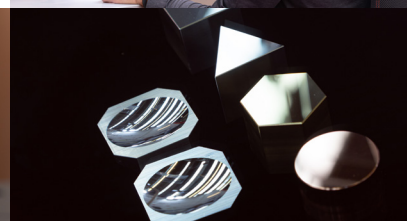
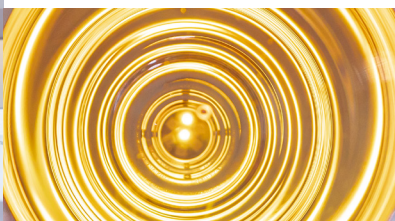
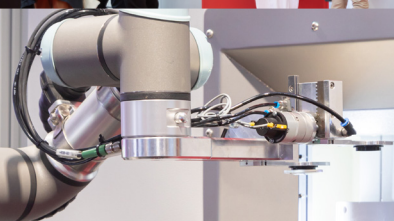
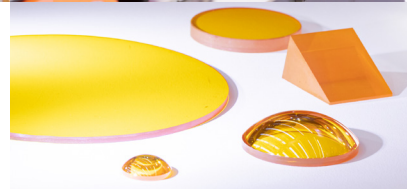
- Due to the high concentration of decision-makers which results in qualified leads, the optics industry's international networking event promotes an exchange amongst the expert community which is driven by innovation.
- Customer proximity is intensified by highly specialised know-how updates for concrete 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](#)



# 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, digital
- Presence at the exhibitor terminals at the trade fair facility
- Included in the exhibition hall floor-plans at the entrances
- Entry in the trade fair directory
- Four nomenclature entries for structured product allocation
- Visitor flyer, printed as well as online in PDF format
- Listing in the exhibitor index on the trade fair website
- Exhibitor-profile with logo, image, video, product overview, product groups, new products, job offerings, social functions and contact data
- Display of new products and trade fair highlights in stream news & stories
- My trade fair day service tool
- YouTube videos with exhibitor statements
- Press releases with exhibitor statements in the press folder
- Agile social media working

## Event Figures for 2022

255 exhibitors from 30 countries and 3,481 visitors from 37 countries on 4,500 square metres of exhibition floor space.

## Strong Visitor Quality

22% decisive role  
34% supporting role  
23% advisory role

 **79%**  
**Decision-Makers**

## Primary Professional Interests of the Visitors and their Job Functions

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>74% Optical components</li> <li>53% Optomechanics, optoelektronics</li> <li>26% Fiber optics, optical fibers</li> <li>33% Laser components</li> <li>48% Manufacturing systems</li> <li>26% Others</li> </ul> <p><small>Multiple choice</small></p> | <ul style="list-style-type: none"> <li>13% Managing director, board member, head of public office</li> <li>4% Authorized signatory, Head of main department</li> <li>19% Head of department, foreman</li> <li>25% Engineer, design engineer</li> <li>16% Other employee</li> <li>6% Skilled worker</li> <li>4% Lecturer, teacher, scientist</li> <li>12% Trainee, student, pupil</li> </ul> |
|---|---|

## Agile trade fair communication with excellent visibility

**News & stories**

**Media campaigns**

**Schall trade fair network**

**Social media 360°**

**Trade fair photos**

**Trade fair films**

**Foreign representatives**

**International media partners**

**Promotional clips**

**Exhibitor statements**

**Exhibitor forum**

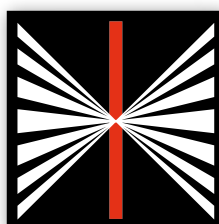
**Press service**

**My trade fair day service tool**

**Public relations  
national & international**

**Job market**

**Visitors newsletter**



# Outstanding Exhibition for Optics and Photonics

On the occasion of the 16th edition of the Optatec international trade fair for optical technologies, components and systems, the industry's innovative global players and specialised newcomers will present their **highlights and new products** in the fields of optical components, optomechanics, optoelectronics, fibre optics,

fibre-optic cables, laser components and manufacturing systems in a structured and solution-oriented manner. In addition to photonics, additive manufacturing systems and sophisticated industrial image processing, premium optical measuring technology is also on the agenda.



## Reasons for Being Part of #Optatec2024

- 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** Optatec participants are very well networked, which is also reflected in the world-class trade fair programme.
- 6** Talented young students establish active contact with the exhibiting companies at the event. And thus Optatec provides tomorrow's professionals with a perspective.

### Statements & Scenes #Optatec2022



 [Stand-Enquiry](#)

 [Booth Registration](#)



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

**Fabian Krüger, Project Manager**

# **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 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](http://www.spectaris.de/en)



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](http://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](http://www.optence.de/en)

## **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](#)



# 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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# At a Glance - Trade Fair Data

## Duration of the fair

Tue. 14<sup>th</sup> to Thu. 16<sup>th</sup> May 2024


## Opening times

Tuesday – Thursday: 09:00 am – 05:00 pm

## Project management

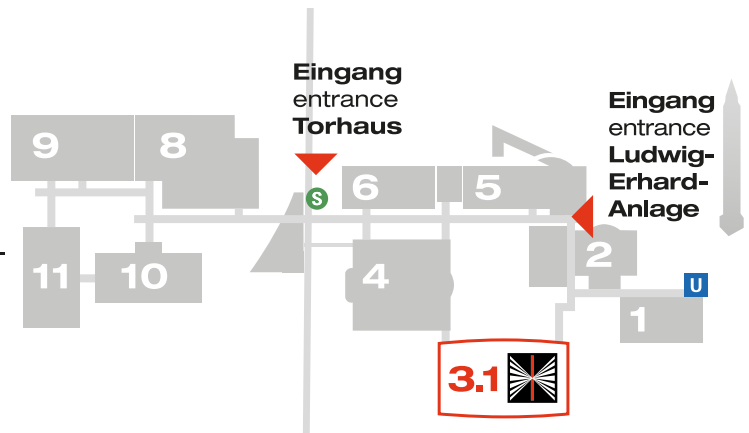


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 **Auto-  
bahn  
Motor-  
way**  

## #optatec2024



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 2024. We're looking forward to **#bestbusinesswithpleasure** live in Frankfurt!

## 16<sup>th</sup> 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 2024** 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

