

## **ONE VISION, ONE SHOW – OPTRAFAIR 2009 IS LAUNCHED!**

Oxygen to optics, Optrafair, the biennial blast of inspiration of all that is new to inspire practices throughout the UK, has now launched the run-up to the 2009 show, which will run from April 4-6 at Birmingham's National Exhibition Centre.

Tantalising innovations in frame fashions and lens technology, contact lenses, sports eyewear, practice accessories and low vision aids, diagnostic and edging equipment, practice management, IT and finance, Optrafair brings all of the major suppliers together.

Industry leaders and international optical companies who gathered in London this week for the official launch of the show were delighted with what they saw.

“Our close co-operation with Managed Events, part of the NEC management will ensure that we deliver value for every exhibitor, with a comprehensive range of stand options starting from just under £1,000,” said Andrew Actman, Chairman of show owners, The FMO.

“Capitalise on this unrivalled opportunity to reach not just UK decision makers, but also the increasing number of overseas visitors who are drawn to the show. We know from years of experience that many buyers – large and small – hold their budgets to spend at Optrafair, and the show sees commitments made to suppliers on an unrivalled scale,” he added.

Equally in tune with the optical profession as the industry that supports it, Optrafair 2009 is set to be the most inspiring opportunity for practice growth for independent and multiple practices alike.

Guests at the launch party were shown conceptual graphics that highlight Optrafair's evolution to a major show from its early origins.

In 2009 the highly acclaimed CET lectures “OT LIVE” progress to adjacent suites outside the main hall, leaving more space for exhibitors, and a prime position, central stage, for catwalk shows and product launches, surrounded by fine dining. Cocktail and champagne bars bring a new dimension to hospitality in other areas of the show and the vital fashion aspect of modern optics is elevated to a dedicated Fashion Quarter.

The greatest optical meeting place, Optrafair is the largest optical gathering in the UK for the industry and profession, and the FMO is keen to encourage companies and organisations to hold their annual meetings around the show, with a good choice of hotels within very easy reach.

To secure your exhibiting space at Optrafair 2009 contact Jenny Chalmers at Managed Events: 0121 767 3309 or visit [www.optrafair.co.uk](http://www.optrafair.co.uk)

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By Janice English  
01372 465265  
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