

RUSH TO SECURE OPTRAFAIR 2009 SPACE

A rush of optical diagnostic companies have secured space to exhibit at Optrafair 2009, since the floor plan was released for next April's NEC show. Practice building opportunities are set to be a strong message with manufacturers keen to help practices diversify and differentiate themselves.

BIB Ophthalmic Instruments, who have exhibited before, is to introduce new Talia technology which, with one machine, screens for signs of glaucoma, AMD and diabetic retinopathy.

"The size of an autorefractor, we think this is the ultimate tool. Available in Germany and Israel, we are looking forward to bringing the technology to the UK and will be promoting it alongside our other capital equipment. Optrafair is a fantastic platform to launch innovative and exciting products," said Tim Baker, Managing Director.

Buchmann UK is taking more space than it has had at previous shows to accommodate its full product portfolio of WECO and Briot edging technology, Rodenstock instruments, the new Tinsley MPod and B&S practice and workshop equipment.

"Apart from being a vehicle to launch new products the show is an ideal place to exhibit our entire product range. Nothing gets the message across as successfully as having all the products displayed in front of you," said Barry Dibble, Buchmann UK CEO.

Expecting to see a good turn out from the UK profession, he said that few from the UK visited the European shows and with current exchange rates were not likely to buy from overseas suppliers.

Carleton was keen to book early to secure space close to the cluster of instrument suppliers, explained Robert Malbon, Business Development Manager. “We have just developed a retinal camera, which is something quite different for us. It is below the current price band and has technical advantages and Optrafair is the first time to present it to opticians en masse.”

Already Carleton is planning its strategy for next April’s show – “We intend to do a lot of pre-show publicity, especially by direct mail and we aim to generate a lot of visitors to our stand,” he added.

Haag-Streit see Optrafair as a show that they cannot afford to miss, explained Sharon Hull, Marketing Events and Communications Manager: “Lots of our customers attend and it is a good selling show. We book early to secure our stand near to the entrance and we’ll be promoting a new Canon retinal camera, diagnostic equipment and testing accessories.”

TOPCON has also increased its floor space considerably and Director Andrew Yorke sees Optrafair as “the premier showcase for displaying our complete product range to our customers”.

He added: “We know those who come to Optrafair are proactive about buying. We see it as important to position ourselves in a prime position and by booking early we get the space that we want. TOPCON will have a showcase of new technology to enhance practitioners’ diagnostic capabilities.”

www.optrafair.co.uk

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By Janice English
01372 465265
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