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Operations & Logistics

Please note the important Vendor Discount Deadline dates happening this month!

The [Exhibitor Service Manual](#) is available to assist with your planning. To access the order forms, click on the Order Rental Items button at the bottom of the page. Use log in credentials:

Show name: OFC

Show code: OFC2016

[Housing](#) and [Registration](#) deadlines are coming soon! Find these links and more in the [Exhibitor Service Center](#).



New OFC Vendor! [ICAT Expo](#), a division of [ICAT Logistics](#), has been chosen to be the Official International Carrier for OFC. They are able to provide competitive pricing, unmatched customer service, 24/7 live tracking and a team of international experts who will walk you through the entire shipping process. Let them show you how they can make shipping the easiest part of your job. Call 1-888-933-4228 or 1-443-459-8071, or email bwi.intl@icatlogistics.com today!

Parking News: The Anaheim Convention Center is in the middle of an expansion project where Car Park 1 was located. [Click here for details](#). During the expansion project, all parking is now located on the West side of the facility, where over 1,500 parking spaces are available.

Forms: [Before & After Hours Meetings Form](#)

[10+ Group Badge Pick Up Form](#)

[Laser Safety Inspection Form](#)

Warning! Caution on Third Party Offerings



Please be vigilant if contacted by any company or service other than OFC's Official vendors who claim to be an official vendor for OFC 2016. We have been made aware of other housing companies and/or service companies aggressively pursuing you. Please note that OFC does *not* provide them with any contact information. Always look for this **Official Vendor seal** for OFC 2016 on emails and correspondence.

Maximize Your Participation/PR Opportunities

Become a Sponsor: Sign up for a sponsorship now to ensure that you will be noticed by the top industry decision-makers at the largest optical communications event in the world. Email sales@ofcconference.org for additional details including rates. Sponsorships are secured on a first-come, first-serve basis.

Promote Your Booth! Add the “We’re Exhibiting at OFC” banner to your emails and website! [Click here](#) for images and instructions.

Free Exhibitor Invites Opportunity: Drive traffic to your booth! A great pre-show marketing tool, Exhibitor Invites is an easy to use program proven to be one of the most powerful ways to ensure your key contacts attend OFC. **Bonus for using Exhibitor Invites!** All participating companies will receive an automatic upgrade to the OFC Mobile App and be entered into a drawing for an *Apple iWatch Sport!*

To get started visit: www.exhibitorinvites.com/ofc.

The OFC PR Team has several FREE opportunities to maximize your presence on-site by promoting your news and announcement to media and analysts attending the show.

OFC Online Media Center - Upload news releases & white papers: Be sure to visit the [OFC Online Media Center](#) for updated information, including important deadlines and updates on the free publicity programs. Make sure to [submit your news releases](#) free of charge on the OFC website. Also, send us your Company’s white papers for posting to the OFC website. To submit your white paper, please forward it as a PDF to media@ofcconference.org. Registered media are directed here prior to and during the show. Exhibitors also receive a discount on [Business Wire’s tradeshow circuit](#). Contact media@ofcconference.org for more information on news release opportunities.

First News – Deadline 15 February: Share your advance news and product launches through the *First News* program sent directly to registered media. Two installments will be distributed; one in February and the last one in March. To be included in the first issue; the deadline is 15 February; deadline for the March issue is 7 March. Contact [Leah Wilkinson](#) for more information on *First News*.

Breakfast Briefings with Media/Analysts: On 22 March from 08:00 – 09:00, the OFC PR team can arrange exclusive one-on-one briefings for your company with media and analysts on-site. Contact [Leah Wilkinson](#) to participate in the Breakfast Briefings program.

Save the Date: Reception for Media/Analysts & Exhibitor PR/Marketing Professionals
Tuesday, 22 March 2016, 17:00-18:30, 201C

Mark your calendars for the annual reception for all PR/Marketing professionals of exhibiting companies and industry media and analysts on-site at OFC. RSVP now to ofc@wilkinsonshein.com.

The OFC social media community is growing every day. Are you involved? Don’t miss out on OFC and industry discussion – join us now #OFC16.



To learn about additional PR opportunities, contact the OFC PR Team: media@ofcconference.org.

Free programming on the show floor

Check out the free programming in the OFC [Show Theaters](#). The three exhibit hall theaters feature presentations by experts from major global brands and key industry organizations. Get high-level perspectives on hot topics like Cloud Services, SDN and FTTx. Learn about the state of the industry, emerging trends and recommended courses of action for how to tackle today's toughest business challenges.

[Download the Exhibition Brochure](#)

This year's exhibition features more than 600 exhibitors and three theatres on the show floor feature more than 20 educational sessions covering Ethernet, fiber optic cabling trends, SDN, data center optics, system disaggregation and more. The brochure features the list of exhibitors, descriptions of all the show floor programs and all the training courses.

[Download the Technical Brochure](#)

See this year's exciting technical program in this brochure presenting an overview of OFC 2016 including plenary speakers, invited speakers, special sessions, workshops, tutorials and short courses.

Contacts and more...

Registration badges, registration tech support, registration billing - ofc@compusystems.com

Hotel information, reservations, customer service - ofc@onpeak.com

Operations & Exhibitor Services, Logistics - exhibits@ofcconference.org

Exhibits, Promotional Opportunities & Sponsorships - sales@ofcconference.org

Career Center, Meeting Room Sales, Booth Location/Size Changes - sales@ofcconference.org

Exhibit Payments, Invoices, or Primary Contact Changes - accounts@ofcconference.org

Media/PR - media@ofcconference.org

We hope that your pre-show preparations are going well. Below you will find more useful information to ensure that your participation runs smoothly.

[Hours of Operation and Shipping Information](#)

[Guidelines for Display Rules & Regulations](#)

[Southern California Union Rules](#)

[Safety & Security](#)

Questions? OFC Show Management is happy to help at exhibits@ofcconference.org