

## Exhibitor Newsletter

### Inside this issue:

**Important Money Saving Deadlines Approaching!**  
**Place your vendor orders before 23 February**  
**for discount rates! See Exhibitor Service Manual on page 4**

Exhibit Hours/Save the Date	1
Caravan/Laser Safety	1
Housing/Registration	2
Exposure/Exhibitor Invites	2
PR Opportunities / FTTx	3
LYL / WiFi Service	3
Exhibitor Service Manual/ Official Vendors Seal	4
Vendor Warning/ Housing Poachers	4
Exhibits Team Contacts	5

**Exhibition Hours**  
 Tuesday, 24 March 10:00 – 17:00  
 Wednesday, 25 March 10:00 – 17:00  
 Thursday, 26 March 10:00 – 16:00

**Exhibit Set-Up Hours – Booths & Islands:**  
 Thurs, 19 March\* & Friday, 20 March\*  
 \*Targeted Move In only\*

Saturday, 21 March 8:00 – 16:30  
 Sunday, 22 March 8:00 – 16:30  
 Monday, 23 March 8:00 – 16:30

Start time is determined by your location in the exhibit hall. See this [Targeted Floor Plan](#)

All booths must be set by 16:30 Monday, 23 March unless prior written permission is obtained by Show Management.  
**No set-up hours are scheduled for Tuesday, 24 March.**

**Save the Date!!**  
 Celebrate the opening of the show at the *OFC Exhibitor Appreciation Reception* on Tuesday, 24 March, 2015 from 17:30 until 19:00. Just a 5 minute walk from the LA Convention Center, join us for great food and bowling at Lucky Strike LA Live, 800 West Olympic Blvd. Exhibitor badge required for entry.

**Exhibitor Appreciation Breakfast** - We invite 2 employees from each exhibiting company to come to this working breakfast for a show overview and industry update. We'll see you on Thursday, 26 March from 08:30 - 09:30 on the show floor in Booth 764 in back of the 700 aisle.

**Head in the right direction**  
 Headed to OFC 2015 from SPIE Photonics West? Move your materials quickly and easily. Click here for a discounted caravan rate.

**Laser Safety**  
 If your company display includes a live laser using open-beam paths or access to laser radiation, **you must sign up for an inspection.** If all laser energy is contained in optical fibers with no open-beam paths or access to laser radiation, you will not need an inspection. [Click here](#) to fill out your form, located in the Rules & Regulations tab of your [Exhibitor Service Manual](#).

**Mark your calendars!**

- **23 February**  
*Pre-Registration Deadline*
- **23 February**  
*Vendor Discount Deadline*
- **2 March**  
*Housing Reservation Deadline*

## Housing & Registration Online - *Pre-registration deadline is 23 February!*

Exhibitor Housing and Registration are now available. Cross two items off your list today!

### [Housing](#)

- Book in the OFC block to receive:
  - ⊕ Lowest Rate Assurance
  - ⊕ No booking or service fees
  - ⊕ Automated waitlisting
  - ⊕ Guaranteed hotel confirmation number for smooth check-in

### [Registration](#)

- Save time when you arrive!
- Avoid lines at registration by pre-registering

## Want More Exposure for your Company?

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. [Click here](#) to see what is still available.

Feeling restricted within your booth? The Corporate Village, located on the exhibit floor, is ideal for extending booth conversations or hosting confidential customer demonstrations or meetings. Call the Sales Team at +1 202.416.1428 or email at [sales@ofcconference.org](mailto:sales@ofcconference.org) for details.

**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!** OFC is covering all the costs associated with a great pre-show marketing tool, Exhibitor Invites. This easy to use program has proven to be one of the most powerful ways to ensure your key contacts attend OFC. Exhibitors who made use of this program for OFC 2014 received **72% more booth visitors** than exhibitors who didn’t.

Don’t miss this opportunity to connect with your customers and prospects while they are still forming their plans for the show. A little hype is useful, get started today at: [www.exhibitorinvites.com/ofc](http://www.exhibitorinvites.com/ofc).

**Bonus for using Exhibitor Invites!** The exhibitor who sends the most emails through the Exhibitor Invites system will win a 16GB new iPad!

Upload your Virtual Tradeshow information for the online directory.

One stop and you’re done!

#### How to Complete

[Click here](#) to submit your description.

#### What to Complete:

- Business Card
- Show Guide (Printed)
- Add a Product
- Company Profile (Online)
- Categories

#### [Additional Listings](#)

Don’t forget to sign up your internal or external partners for a FREE Additional Listing in the Buyers’ Guide – contact the OFC Sales Team for details at

+1 202.416.1428 or

[sales@ofcconference.org](mailto:sales@ofcconference.org).

## Take Advantage of OFC's Free PR Opportunities

The OFC PR Team has several FREE opportunities to maximize your presence on-site by promoting your news and announcement to press and analysts attending the show. Just a few opportunities include:

**Free press release posting:** [Submit your press releases](#) free of charge on the OFC website. Reporters are directed here prior to and during the show. Exhibitors also receive a discount on [Business Wire's tradeshow circuit](#). Contact [media@ofcconference.org](mailto:media@ofcconference.org) for more information on press release opportunities.

**Advance news sharing:** Share your advance news and product launches through the *First News* program sent directly to press. Final deadline is February 26. Contact [Keira Shein](#) for more information on *First News*.

**Breakfast briefings with press:** The OFC PR team can arrange exclusive one-on-one briefings for your company with press and analysts on-site. Contact [Keira Shein](#) for more information on the Breakfast Briefings program.

To learn about additional PR opportunities, contact the OFC PR Team: [media@ofcconference.org](mailto:media@ofcconference.org).

## The OFC 2015 FTTx Resource and Demonstration Center's

FREE table space is rapidly being filled!

OFC 2015 FTTX Resource & Demonstration Center participation is FREE to companies that provide products in the Fiber to the "X" industry AND have booths at OFC 2015. This is added exposure for OFC 2015 exhibiting companies for FREE! Participating companies receive leads collected in the FTTx Resource and Demonstration Center.

Don't delay – We have available Tabletops, Kiosk Rentals, Signs and Literature placement.

To participate in the FTTX Resource Center, please contact Theresa Hosking of ElectroniCast Consultants at [thosking@electroniccastconsultants.com](mailto:thosking@electroniccastconsultants.com)

## International Year of Light 2015



The International Year of Light and Light-Based Technologies (IYL 2015) is a global initiative that will highlight to the citizens of the world the importance of light and optical technologies in their lives, for their futures, and for the development of society.

A [resolution declaring 2015 the International Year of Light](#) was passed by the full United Nations General Assembly on 20 December 2013. The Optical Society is one of nine [founding scientific organizations](#) that worked to obtain the formal declaration.

Get the latest news and information. [Click Here](#) to find out how YOU can be part of IYL 2015!

## Access to WiFi & Cellular Data Network Services:

OFC is pleased to provide free wireless Internet service throughout the Los Angeles Convention Center for all attendees and exhibitors. Wireless services are for checking emails, etc. If you need internet for streaming video or product demos, order your dedicated hard wired internet [here](#). For the latest on interference devices, [click here](#) for detailed information from the convention center.

**SSID: OFC2015**

**User Name: optical**

## [Exhibitor Service Manual](#)

*The OFC 2015 Exhibitor Service Manual* contains all the information you need for a successful exhibit, including deadlines, vendor forms, rules and regulations, shipping and more. Click on the Exhibitor Service Manual button above. To access the order forms:

Show Name **OFC**

Show Code **OFC2015**

Visit the [Exhibitor Service Center](#) and select the Exhibitor Service Manual or other exhibitor information such as registration, housing reservations, company descriptions and the floor plan. In an effort to go green, the Service Manual is only available online.

Only the main contact for your company will receive the password for the vendor order forms in the Service Manual.

### Official OFC Vendor Seals

Look for these seals on all official OFC vendor emails and solicitations. They indicate that they are an approved OFC 2015 Vendor. Only official OFC 2015 vendors are authorized to use these seals.



### Vendor Warning: Who's contacting me? Official and Preferred Vendors

Show Management does not release its exhibitor contact list to anyone except official show vendors. If you are contacted by a non-official vendor, we would appreciate you providing us with the details regarding these calls or copies of their emails. We will follow up aggressively with them. The exhibitor list is available online as part of the Virtual Trade Show, so an enterprising company may visit that list to gather even generic contact information about your company. **This includes outside companies offering listings in show directories as well as more standard items for your booth.**

When in doubt, exhibitors may contact us at [exhibitops@ofcconference.org](mailto:exhibitops@ofcconference.org) to confirm that a company is legitimate. A list of official and preferred vendors is included in [Exhibitor Service Manual](#). Exhibitors are welcome to use their own vendors for non-exclusive services, but these vendors cannot claim to be official vendors of the meeting.

### **Caution! Housing Poachers**

The OFC Exhibits Team is warning all exhibitors of potential housing "poachers." These are housing companies that are trying to get your business, yet they are **not affiliated with OFC**. **Travel Planners** is the **ONLY** official housing company for OFC 2015. Reserving your housing through Travel Planners guarantees the availability of your room and amenities such as free bottled water and free in-room wireless internet. OFC cannot make the same guarantee for other housing companies. Book with Travel Planners and look for the Official Housing Partner logo above on their website.

## Get to know your OFC 2015 Exhibit Management Team

### **Operations & Exhibitor Services**

Dave Coray, CEM, Director

Kathleen O'Driscoll, CEM, Specialist

+1 202.416.1995 or [exhibitops@ofcconference.org](mailto:exhibitops@ofcconference.org)

### **Exhibit Payments, Invoices, or Primary Contact Changes**

Sia Mullen, Sales Administration Coordinator

+1.202.416.1942 or [accounts@ofcconference.org](mailto:accounts@ofcconference.org)

### **Exhibits, Promotional Opportunities, Career Center**

#### **Meeting Room Sales, Booth Location/Size Changes**

Kari Smith, Director of Exhibitions & Sponsorship Sales

+1.202.416.1988 or [sales@ofcconference.org](mailto:sales@ofcconference.org)

Crystal Krason, Senior Sales Manager

+1 202.416.1428 or [careercenter@ofcconference.org](mailto:careercenter@ofcconference.org)

### **PR/Media Relations**

[media@ofcconference.org](mailto:media@ofcconference.org)