

## Quick Links

- [Register Now](#)
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## Operations & Logistics

**Action Required! New Product Categories now offered.** You must update your Exhibit Buyers' Guide [submission](#) before **22 November** so now you can match your product list and services with the Attendee's areas of interest. You **must** update your information for inclusion in the printed Buyers' Guide! Your password is your company ID number, found on your invoice or booth confirmation. Find this link and more in the [Exhibitor Service Center](#) on the OFC website.

**Sharing Your Booth with Another Division of your Company?** To include separate printed and digital booth listings for another division of your company, please complete the [Additional Listing Form](#).

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: OFC2017

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

## 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@ofconference.org](mailto:sales@ofconference.org) for additional details including rates. Sponsorships are secured on a first-come, first-serve basis.

**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@ofconference.org](mailto:sales@ofconference.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! 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 be entered into a raffle to win a complimentary Tech Session Slide Sponsorship at OFC! You must schedule your campaign by 16 January 2017. To get started visit: [www.exhibitorinvites.com/ofc](http://www.exhibitorinvites.com/ofc).

**Take Advantage of OFC’s Public Relations Opportunities:** Maximize your presence on-site by promoting your news and product announcements to media and analysts attending the show. Just a few opportunities include:

**Engage on social media:** OFC has an active social media presence throughout the year. Make sure you are following and engaging with OFC on [Twitter](#), [LinkedIn](#), [YouTube](#) and the OFC [blog](#). And, don’t forget to use the OFC 2017 hashtag - #OFC17.

**Reinforce your expertise:** Writing a post (or posts) for the OFC blog is a great way to position yourself and your organization as an expert on a particular topic or industry trend. Share news on your latest research, product launch or identify the latest trend or industry issue. The PR team welcomes year-round participation. Contact [media@ofcconference.org](mailto:media@ofcconference.org) for more information.

**Free news release posting:** [Submit your news releases](#) free of charge on the OFC website. Registered media and analysts 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 news release opportunities.

**Advance news sharing:** Share your advance news and product launches through the *First News* program sent directly to media and analysts. Contact [Leah Wilkinson](#) for more information on *First News*.

**Breakfast Briefings with media/analysts:** The OFC PR team can arrange exclusive one-on-one briefings for your company representatives with registered media and analysts on-site. Contact [Leah Wilkinson](#) 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).

## Housing Warning! Caution on Third Party Offerings

For your housing needs, please be vigilant if approached by any company or service other than onPeak, OFC’s Official Housing Provider, who implies or claims to be an official housing provider of OFC 2017. We have been made aware of other housing companies or travel agencies that may be aggressively pursuing you, or your company, to book your guest rooms through their company at supposedly significant discounts.

OFC has NO affiliation with these organizations and in no way endorses their services. Reservations made through these “pirate” agencies or companies will be at your own risk. These companies are contacting you by phone (and in some cases email). Please note that OFC does not provide them with any contact information. Look for the Official Vendor seal for OFC 2017 on emails and correspondence.

**Contact Us** – If you receive a phone call or email from any company or any other travel service that is not onPeak, please contact OFC Show management at [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org).



When in doubt, check the full list of OFC 2017 Official Vendors [here](#) including [CCR Solutions](#), our **new** Audio Visual and IT Vendor! OFC is happy to announce that CCR Solutions Inc. has been selected as the preferred partner for all of your audio visual and IT needs for the exhibitor show floor. [Ryan Wade](#) with CCR Solutions Inc. will be contacting you directly to assist with any of your needs.



## Contacts and more...

Registration badges, registration tech support, registration billing - [ofc@compusystems.com](mailto:ofc@compusystems.com)

Hotel information, reservations, customer service - [ofc@onpeak.com](mailto:ofc@onpeak.com)

Operations & Exhibitor Services, Logistics - [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org)

Exhibits, Promotional Opportunities & Sponsorships - [sales@ofcconference.org](mailto:sales@ofcconference.org)

Career Center, Meeting Room Sales, Booth Location/Size Changes - [sales@ofcconference.org](mailto:sales@ofcconference.org)

Exhibit Payments, Invoices, or Primary Contact Changes - [accounts@ofcconference.org](mailto:accounts@ofcconference.org)

Media/PR - [media@ofcconference.org](mailto:media@ofcconference.org)

### Holiday Hours

OSA will be closed for the holidays on

23 November and 24 November 2016

26 December 2016 through 3 January 2017



Questions? OFC Show Management is happy to help at [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org)