exhibitor prospectus

OFC 2018
The world’s largest optical networking and communications event

EXHIBITION
13 – 15 March 2018
San Diego Convention Center
San Diego, California, USA

ofcconference.org/exhibit

SPONSORED BY:
15,000+ Buyers and 700+ Exhibitors Come to OFC — The World’s Largest Event for Optical Networking and Communications

Exhibit at OFC 2018 and be part of the ONE EVENT that defines the market and brings together the thought leaders and solution providers that drive the industry. Representing a range of products — from optical components and devices to systems, test equipment, software and specialty fiber — OFC represents the entire supply chain and provides the premier marketplace where the industry learns, connects, networks and closes deals.

**OFC IS YOUR BEST OPPORTUNITY TO:**
- Connect with buyers
- Meet decision makers
- Increase sales
- Get quality leads
- Build competitive advantage

**EXHIBITING AT OFC GROWS YOUR BUSINESS**
With a solid and expanding base of 15,000+ attendees from all sectors of the market — from data center end users and service providers and carriers, to systems and component vendors.

View the 2017 OFC Post-show Report at ofcconference.org/postshow-report

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**A “SUPERCYCLE”**

Strong growth in data center builds and software-defined approaches are creating new opportunities in the networking industry.

The total market for optical components and modules reached nearly $7 billion in 2016, according to market research firm LightCounting. This is driven in particular by growth in demand from China and data center operators, pointing to a favorable “supercycle” for many vendors, according to Needham & Co. The growth impacts nearly every segment, from new undersea cables installed for warehouse data center operators to an emerging front-haul buildout for next-generation 5G wireless networks, and from software and systems vendors to component and cable suppliers.
Who Attends
Join 15,000+ Buyers and 700+ Exhibitors at the Industry’s Largest Exhibition

ATTENDEES BY THE NUMBERS

15,000
ATTENDEES

1/3
OF ATTENDEES ARE BASED OUTSIDE THE UNITED STATES

99%
VISITED EXHIBITS

OFC 2017 GENERATED
11,450
NEWS ARTICLES

REACHING AN AUDIENCE OF
5 billion
as of 6/23/17

15,000
ATTENDEES
from
72
COUNTRIES

70%
HAVE A ROLE IN BUYING DECISIONS

$30%
HAVE PURCHASING BUDGETS OF $1M OR MORE

96%
EXHIBITOR SATISFACTION RATE with
121
AVERAGE LEADS PER COMPANY

1/4
OF ATTENDEES ARE C-LEVEL

OFC Connects You with Your Global Market

WHAT BUYERS WANT — PURCHASE AREAS INCLUDE:
Optical Networking Equipment or Design • Gigabit Ethernet • SDN, NFV and Networks • Active and Passive Components • Test and Measurement or Manufacturing Equipment • Optical Packet Switches • Optical Interconnects and Transceivers • 100Gb/s Hardware • Hardware including Switches, ROADMs, VCSEL, etc. • Transport and Metro Technologies and Hardware • Wavelength and Spatial Division Multiplexing • Integrated and Silicon Photonics • FTTH • Materials and Services • Lasers and Light Sources • Cable or Specialty Fiber • Data Center/IT Products/Datacom • Data Center Interconnects • Design Software • And, much more!

INDUSTRIES REPRESENTED:
Network/Communications Service Provider • Internet Service Provider • Content Provider • Data Center • Systems/Network Equipment Manufacturer • Components or Device Manufacturer • Test Equipment Manufacturer • Fiber and Cable Supplier • Enterprise • Government Agencies • Academia • Investment/Venture Capital • Contract Manufacturer • Metro and Long Haul Carriers

JOB FUNCTIONS INCLUDE:
Executive Management (CEO, CFO, etc.) • Executive Technical (CTO, CIO, Chief Scientist) • R&D Director/Manager • Network/Systems Engineer • Network Architect • Researcher/Scientist • Marketing/Sales/Product Development Director/Manager • Technician • Purchasing Director/Manager

Buyers consider OFC a “must attend” event to see the latest trends and cutting edge-solutions for their businesses.

CONTACT THE OFC SALES TEAM
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Source: OFC 2017 Attendee Survey and Registration Data

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## Who Attends

Top Organizations and Companies Expected at OFC

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"OFC is the highlight of my year. Our product launches all center on OFC. It brings together operators, web scale companies, component vendors, systems such as ourselves. You can’t get that anywhere else."

KYLE HOLLASCH, DIRECTOR, PRODUCT MARKETING — OPTICAL NETWORKING, NOKIA

Your Company Logo Could Be HERE!

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OFC is one of the few shows where industry leaders from around the world come to learn about the future of their networks and the future of their technology. Juniper Networks, being on the forefront of network innovation, wants to be at OFC where decisions about tomorrow’s networks are being shaped.

— PAUL OBSITNIK, VP SERVICE PROVIDER SYSTEMS MARKETING, JUNIPER NETWORKS
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3. Determine the desired size and location of your booth.
4. Review the rules and regulations.
5. Complete the exhibit space application. Submit your 50% non-refundable deposit with the application.

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“OFC is really the preeminent trade show for the optical communications industry. It has all of the suppliers and customers, all the way up through the value chain. You get a chance to meet everyone you really need to meet at this show.”

RAY MORONEY, VP AND BUSINESS LINE MANAGER, MACOM

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Oclaro exhibits at OFC because it is the leading optical conference for engineers and for system OEMs.

SHARON HALL, DIRECTOR NORTH AMERICA MARKETING, OCLARO

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Previous OFC Exhibitors

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VPIphotonics  Xilinx
Yenista Optics

“ It’s always exciting to be at OFC because there’s so much going on. We have a complete supply chain, a complete ecosystem of this emerging technology. ”

Dr. Paul Brooks, Optical Transport Marketing, VIAVI Solutions

For a current list of OFC Exhibitors and Sponsors visit ofcconference.org/exhibit
Exhibit at OFC

The Exhibit Hall is Almost Sold Out — Secure Your Space Today!

- 15,000+ high-value buyers
- 72 countries represented
- 700+ companies participating

The World’s Top Optical Networking and Communications Buyers — All in One Place!

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