

OFC 2014

The future of optical networking
and communications is here.

February 2014

www.ofcconference.org

Exhibitor Newsletter

OFC Management Helps You Drive Traffic to Your Booth

OFC provides three ways to [promote your booth](#) at OFC:

- 1) Display a "We're Exhibiting" Banner
- 2) Invite your customers to OFC
- 3) Promote your new product announcements to the press. For more information, visit [Promote Your Booth](#) in the Exhibitor Service Center today.

Free Exhibitor Invites Opportunity

Increase Traffic at Your Booth and Win an iPad!

OFC has once again partnered with [Exhibitor Invites](#) to provide a FREE tool that allows you to send a nicely-designed html email campaign of up to three different emails to your customers and prospects, letting them know what you'll be doing at the show. Invite them to visit you at your booth and register for a FREE Exhibits Pass Plus. It's fast, easy, and there is absolutely NO CHARGE for you to use this tool! In less than 30 minutes, you'll have a complete pre-show marketing campaign ready to go! Your list is secure with Exhibitor Invites. No exhibitor list will be rented, sold or used for any other purpose, even by show management.

Get an edge over your competition and start today. [Schedule an Exhibitor Invites walk through](#) or if you need assistance, please contact your [Exhibitor Invites Specialist, Greg Gentry](#) at +1 541.363.3113 Monday - Friday, 10 AM to 6 PM EDT. The exhibitor who generates the highest amount of free Exhibits Pass Plus registrants through the Exhibitor Invites system will win a new **16GB iPad!**

Increase Your Exposure!

IT IS NOT TOO LATE – ACT NOW to pursue available sponsorships aimed to drive traffic to your booth and increase your visibility at the show. A handful of opportunities are still available, Coffee Breaks, LED Screen Advertising, E-Center, and a few more. [View available sponsorships](#) and contact Tom Markusson at tmarkusson@osa.org or +1 202.416.1988.

FEELING CRAMPED IN YOUR BOOTH?

Upgrade your booth space, reserve meeting room space on the exhibitor floor OR within the convention center.

- Corporate Village space, located on the exhibit floor, is ideal for extending booth conversations or hosting confidential customer demonstrations or meetings.
- Limited availability exists for meeting room space within the Moscone Center in hourly increments.

Contact the OFC Sales Team today at sales@ofcconference.org or +1 202.416.1428

Visit the OFC 2015 Rebook Office

Exhibiting companies are invited to visit the 2015 Sales Office located in the North Hall, Lower Lobby to view the floor plan and reserve booth space for OFC 2015 in Los Angeles, California at a discounted rate. The Sales office is open during show hours. Find your [appointment time](#) here to select space or come by any time to view the floor plan.

If you have any questions about your appointment time, please contact [Crystal Krason](#).

Exhibitor Lounge, sponsored by

Visit the Exhibitor Lounge, sponsored by [OIDA](#), located in the North Lower Lobby adjacent to the OFC 2015 Sales Office. Exhibitor personnel are welcome to stop by during exhibit floor hours to refresh!

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 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.

Exhibition Hours:

Tuesday, 11 March 10:00 – 17:00
Wednesday, 12 March 10:00 – 17:00
Thursday, 13 March 10:00 – 16:00

Exhibit Set-Up Hours – Booths & Islands:

Thursday, 6 March & Friday, 7 March:
See Targeted Floor Plans

Saturday, 8 March 08:00 – 17:00
Sunday, 9 March 08:00 – 17:00
Monday, 10 March 08:00 – 17:00

To see the [Target Floor Plan](#), [Click Here!](#)

Exhibit Set-Up Hours – Tabletop Displays:

Companies with tabletop displays may set up Monday, 10 March from 08:00 – 17:00. No earlier set-up times will be available. Tabletops needing to set-up on Tuesday, 11 March must contact Show Management in advance so the company is not deemed a no-show and its space released for resale or removed from the floor. Set-up must be completed by 09:00.

Floor Managers—Floor managers are assigned to each hall to work with exhibitors, answer questions and facilitate on-site logistics and communication, and to assure compliance with OFC regulations. Desks will be located in South Hall Booth 1543 and North Hall Booth 3883.

Exhibitor Service Desks – North and South Lobbies, Street Level

Show Operations / Exhibit Director's Office – South Concourse Lower Lobby

Sales Office – North, Lower Lobby - Exhibit Sales will have an office during the show. You can ask any sales-related questions or rebook here for OFC 2015.

Housing & Registration Online

[Exhibitor Housing](#)

[Exhibitor Registration](#)

QUESTIONS:

Phone: + 1 800.221.3531 or + 1 212.532.1660
Contact Travel Planners ofc@tphousing.com

QUESTIONS:

Contact OFC@compusystems.com

[Exhibitor Service Manual](#)

Click on the Exhibitor Service Manual button above to access your vendor order forms:

User name **OFC**

Password **OFC2014**

Visit the [Exhibitor Service Center](#) and select other exhibitor information such as registration, housing reservations, travel, parking, updating your online company description and the floor plan.

Official OFC Vendor Seals

Look for these seals on all official OFC vendor emails and solicitations. They indicate that they are an approved OFC 2014 Vendor. Only official OFC 2014 vendors are authorized to use these seals.



OFC® is a registered trademark; seal used by permission.



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](#).

Job Fair

Look for a job. Explore career options. Post job vacancies. The [OFC Online Job Fair](#) connects employers and skilled job seekers from all areas of optical networking and communications. Conference attendees are encouraged to visit the onsite kiosk located in the north, lower lobby of the Moscone Center.

Join Us at the 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, 13 March from 08:30 - 09:30 in Booth 4383 in back of the 4300 aisle.

You're Invited to the Exhibitor Reception!

Exhibitors, get ready for some mingling and a friendly game of billiards on Tuesday, 11 March, 2014 from 17:15 until 18:45. Just two blocks from Moscone Center, join us for great food and beverages at [Jillian's @ Metreon](#), 175 Fourth Street in San Francisco. Further details and directions will be included with your rebook information packet, which will be delivered to your booth on Monday afternoon.

Calling all networking pros: Are you struggling to set your 2014 strategies?

TechTarget's family of networking-focused sites and publications has the content you need to get ready for this new year. We're the only information resource that provides immediate access to breaking industry news, technical tips, and valuable best practices on routing, switching, network security, SDN, network/systems management, convergence/VoIP, and wireless LANs – all at no cost.

Let our experts help you put your 2014 priorities in place – visit [SearchNetworking](#), [SearchSDN](#), [SearchEnterpriseWAN](#), or [SearchTelecom](#) for your free membership today! And as a thank you, you'll receive a complimentary copy of the latest issue of *Network Evolution* magazine. [Join now](#).

Operations & Exhibitor Services

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Kathleen O'Driscoll, CEM, Coordinator
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Exhibit Payments, Invoices, or Primary Contact Changes

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Exhibits, Promotional Opportunities

Tom Markusson, CEM, Director of Sales
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Career Center, Meeting Room Sales, Booth Location/Size Changes

Crystal Krason, Manager
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