

OFC 2014

The future of optical networking and communications is here.

Exhibitor Newsletter

November 2013

www.ofcconference.org

Deadline Approaching!

Exhibit Buyers' Guide Submission Deadline: 29 November 2013

The Exhibit Buyers' Guide, which contains exhibiting company descriptions and product categories, is handed out to all conference attendees. Submit yours by **29 November** and take advantage of this important free advertising opportunity!

You can also upload your Virtual Tradeshow information for the online directory in the same place. 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

If you are a **returning exhibitor**, your Virtual Tradeshow listing from the 2013 show will be replicated. We encourage you to visit [this link](#) to view and update your listing.

OFC/NFOEC announces name change for OFC 2014! Check the [Press Release](#) for more information.

Get your [OFC 2014 logos](#) here!

[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.

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Housing & Registration Online

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

Exhibitor 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
- Click [here](#) for housing

Exhibitor Registration

- Save time when you arrive!
- Avoid lines at registration by pre-registering
- Click [here](#) to register

Mark your calendars!

- **29 November**
Exhibit Guide Submissions Due
- **17 February**
Housing Reservation Deadline
- **10 February**
Pre-Registration Deadline

Exhibitor Service Manual

The OFC 2014 Exhibitor Service Manual is now available! It contains all the information you need for a successful exhibit, including deadlines, vendor forms, rules and regulations, shipping and more.

Visit the [Exhibitor Service Center](#) and select the Exhibitor Service Manual bullet. 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.

Please be sure to read through it thoroughly.

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.



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 exhibits@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 2014. 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.

Want More Exposure for your Company?

Sponsorships and Meeting Rooms are Still Available

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? Contact the OFC Sales Team today at +1 202.416.1428 or sales@ofcconference.org today to discuss available meeting space both on and off the exhibit floor.

- The Corporate Village, located on the exhibit floor, is ideal for extending booth conversations or hosting confidential customer demonstrations or meetings.
- Limited accessibility exists for meeting room space within the Moscone Center – call the Sales Team at +1 202.416.1428 for details.

Attention exhibitors! There is a **new exhibit product category** being recognized at OFC 2014. If you are an organization in the Datacom industry, then chose this category to make yourself more visible to your target market.

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. [Click here](#). If you would like to schedule an Exhibitor Invites walk through or need assistance, please contact your Exhibitor Invites Specialist, [Greg Gentry](#) at 541.363.3113 Monday - Friday, 10 AM to 6 PM EDT. The exhibitor who generates the most free Exhibits Pass Plus registrants through the Exhibitor Invites system will win a new **16GB iPad!**

Holiday Hours

OSA will be CLOSED on the following holidays:

Thursday-Friday, 28-29 November 2013

*Wednesday, 25 December 2013
through*

Wednesday, 1 January 2014

If you would like anyone else in your organization to receive future Newsletters, please contact exhibits@ofcconference.org.

GET TO KNOW YOUR OFC 2014 EXHIBIT MANAGEMENT TEAM

Operations & Exhibitor Services

Dave Coray, CEM, Director

Kathleen O'Driscoll, CEM, Coordinator

+1 202.416.1995 or exhibits@ofcconference.org

Exhibit Payments, Invoices, or Primary Contact Changes

Sia Mullen, Sales Administration Coordinator

+1.202.416.1942 or accounts@ofcconference.org

Exhibits, Promotional Opportunities

Tom Markusson, CEM, Director of Sales

+1 202.416.1988 or sales@ofcconference.org

Career Center, Meeting Room Sales, Booth Location/Size Changes

Crystal Krason, Manager

+1 202.416.1428 or careercenter@ofcconference.org

Media Relations

Angela Stark, Director +1 202.416.1443

Lyndsay Meyer, Public Relations Manager + 1 202.416.1435

or media@ofcconference.org