with an OFC sponsorship

Connect with a global audience of buyers at the world’s largest optical networking and communications event

OFC 2017
The future of optical networking and communications

EXHIBITION
21 – 23 March 2017
Los Angeles, California, USA

ofcconference.org/exhibit
AMPLIFY YOUR SALES —
Become an OFC sponsor and reach
13,000 customers and 600 exhibitors

OFC IS YOUR BEST OPPORTUNITY TO:
• Connect with over 13,000 buyers
• Position your company as an industry leader
• Increase sales
• Get quality leads
• Build your competitive advantage
• Increase exposure of your brand

JOIN THESE INDUSTRY LEADERS!
Previous OFC Corporate Sponsors include:

Contact the OFC Sales Team
+1.202.416.1428 • sales@ofcconference.org • ofcconference.org/sponsorships

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

BUYER JOB FUNCTIONS
• 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

ATTENDEES BY THE NUMBERS
13,000 ATTENDEES from 72 COUNTRIES
96% EXHIBITOR SATISFACTION RATE

★★★ 1/4 ★★★
OF ATTENDEES ARE C-LEVEL
Build your competitive advantage—meet high level buyers and get quality leads that turn into sales.

1/3
OF ATTENDEES COME FROM OUTSIDE THE US
No other event boasts so many buyers from around the globe.

99% VISITED EXHIBITS

73% HAVE A ROLE IN BUYING DECISIONS
OFC attendees are ready to evaluate products and make purchases.

32% OF EXHIBIT ATTENDEES SPENT 10+ HOURS ON THE SHOW FLOOR
Choose from the following sponsorship opportunities and receive dedicated exposure to an audience of over 13,000 top buyers. Ensure that your company is seen by individuals who are directly responsible for procuring the products and services your company offers.

### Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Attendee Registration Bags</td>
<td>$36,750</td>
<td>SOLD</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$35,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Registration Area</td>
<td>$35,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>USB with Technical Digest Content</td>
<td>$35,000</td>
<td>Available</td>
</tr>
<tr>
<td>Badge Holder Inserts</td>
<td>$21,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Exhibit Attendee Registration bags</td>
<td>$20,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>E-Center</td>
<td>$15,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Exhibitor Lounge</td>
<td>$10,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Pens</td>
<td>$8,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$6,250</td>
<td>6 Available</td>
</tr>
<tr>
<td>You Are Here Stations</td>
<td>$4,500</td>
<td>4 Available</td>
</tr>
<tr>
<td>Hotel Room Keys</td>
<td>Call for Pricing</td>
<td>1 Available</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>Call for Pricing</td>
<td>1 Available</td>
</tr>
</tbody>
</table>

### Advertising

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Amount</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket Guide Rear Cover Ad</td>
<td>$12,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Technical Session Slide Advertising</td>
<td>$6,000</td>
<td>5 Available</td>
</tr>
<tr>
<td>Registration Bag Inserts</td>
<td>$5,400</td>
<td>4 Available</td>
</tr>
<tr>
<td>Mobile App Banner</td>
<td>$5,250</td>
<td>2 Available</td>
</tr>
<tr>
<td>Room Drops</td>
<td>$5,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Technical Program Ad</td>
<td>$4,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Preshow Attendee Email</td>
<td>$2,500-$10,000</td>
<td>4 Available</td>
</tr>
<tr>
<td>Exhibit Hall Map — Logo Placement</td>
<td>$2,000</td>
<td>4 Available</td>
</tr>
<tr>
<td>Buyers Guide Advertising</td>
<td>$5,150-$12,000</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Upgraded Printed Company Listing in Buyer’s Guide</td>
<td>$500</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Upgraded Online Company Listing</td>
<td>$295-$495</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

### Signage

<table>
<thead>
<tr>
<th>Signage</th>
<th>Amount</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Aisle Signs</td>
<td>$30,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$7,500</td>
<td>3 Available</td>
</tr>
<tr>
<td>Convention Center Hanging Signs/Banners</td>
<td>$7,500</td>
<td>3 Available</td>
</tr>
<tr>
<td>Indoor Billboards</td>
<td>$7,500</td>
<td>3 Available</td>
</tr>
<tr>
<td>Escalator Adhesives</td>
<td>Call for Pricing</td>
<td>3 Available</td>
</tr>
<tr>
<td>Floor Adhesives</td>
<td>Call for Pricing</td>
<td>3 Available</td>
</tr>
</tbody>
</table>

### Custom Sponsorships

Let’s work together to unlock a unique opportunity for your brand! Contact us today at to discuss your business objectives and we’ll build a sponsorship package that will help you achieve your goals.

**Contact the OFC Sales Team**

+1.202.416.1428 • sales@ofcconference.org • ofcconference.org/sponsorships
Sponsorship Opportunities

ENHANCE YOUR EXHIBITION INVESTMENT WITH GUARANTEED BOOTH DRIVERS

When the doors open on 21 March and 13,000+ attendees are flooding the exhibit hall, make sure your company has the biggest visual impact. Sponsorships offer a valuable opportunity to generate leads and build recognition of your company name, products and services.

Technical Attendee Registration Bags

- **Price**: $36,750
- **Offer**: Company logo will appear on the conference bags distributed to every technical attendee at registration. A must-have!

Exhibit Attendee Registration Bags

- **Price**: $20,000
- **Offer**: Bags provided to every exhibit-only attendee.

Lanyards

- **Price**: $35,000
- **Offer**: Company name logo along with the OFC Show logo printed on all lanyards distributed to all OFC registrants.

USB with Technical Digest Content

- **Price**: $35,000
- **Offer**: Sponsorship of USBs that contain technical digest to be distributed to approximately 3,200 registered technical attendee

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Badge Holder Inserts

$21,000

Placed inside the badge holder, these preprinted inserts sit approximately 1” above the badge and are a unique opportunity to promote your company as attendees walk the show floor. Price includes standard double-sided printing of sponsor’s print-ready art.

Registration Area

$35,000

Sponsorship of the registration area — where all 13,000+ attendees begin their OFC experience. Also includes pre-show exposure on the registration portal.

Pens

$8,000

Distribution: approximately 3,200+ technical conference attendees. Sponsor is responsible for producing and shipping pens for distribution at the show.

Hotel Room Keys

Call for Pricing

Your company’s artwork will be printed on hotel key cards distributed to hotel guests that are registered to attend.

E-Center

$15,000

Open each day to all exhibitors and attendees, these E-Centers provide web access for 13,000+ attendees and exhibitors. Sponsorship includes company logo on all E-Center signage, customized screen saver, and company website as the default homepage. Sponsors are also encouraged to provide company-branded mouse pads.

Exhibitor Lounge

$10,000

Opportunity for publications or industry suppliers to reach over 600 exhibitors with refreshment area.
Sponsor an Event for High Visibility

These targeted event sponsorships put your company in the spotlight with the key buyers you are trying to reach.

**Market Watch**
$36,750
Industry education sessions feature high-profile speakers from all tiers of the optical communications industry.

**Network Operators Summit**
$36,750
A daylong program focused on the needs and interests of carriers and service providers.

**Annual OFC Awards Luncheon**
$26,250
Sponsor may provide three minutes of introductory remarks, promotional items for attendees and will also receive ten tickets to attend the luncheon. OFC will provide table-tent cards with logo placement as well as signage at the event and on the PowerPoint slide on screen prior to and after the awards presentation.

**Conference Reception**
$20,000
Gain exposure to attendees as they meet and greet at the beginning of the conference. Your role as the exclusive sponsor of this high profile event will skyrocket your company’s visibility at OFC!

**Exhibitor Reception**
$20,000
Reach over 600 exhibitors with refreshment area sponsorship. Includes sponsorship signage, opportunity to give a 2-3 minute speech thanking attendees, and a table to place literature or promotional piece for attendees.

**Coffee Breaks**
$6,250 — 6 available
No need to go far–host your own coffee break right in the exhibit hall with an audience of highly qualified attendees. Coffee will be served from multiple stations on the show floor during session breaks—a perfect time and place to promote your company! Have your sales staff on-hand to greet attendees and pass out literature or invitations to visit your booth. Sponsor may provide promotional banner and napkins. Show Management will provide signage with your company’s logo at each coffee area that is sponsored.

**You Are Here Stations**
$4,500 — 4 Available
13,000+ potential buyers find their way to your booth when it is highlighted on these maps in the convention center.

**Charging Stations**
Call for Pricing
Show management will provide signage acknowledging your company as the sponsor of the charging station area where 13,000+ attendees can charge their devices.

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Advertising Opportunities to Build Your Brand

Advertising ensures incomparable reach to the entire conference audience. Capture the attention of attendees by putting your company message on the online and onsite tools that they rely on to plan their conference experience.

**Buyers Guide Advertising**
$500-$12,000
Used at the show and throughout the year. This book includes a detailed alphabetical directory of exhibiting companies, a cross-referenced product index and important information about show floor activities and events.

**Upgraded Printed Company Listing in the Buyers’ Guide**
$500
Include your full color logo next to your listing in the Buyers’ Guide.

**Upgraded Online Company Listing**
$295-$495
With an upgraded digital listing your company will get all of the basic items we give all exhibitors online plus a whole lot more. Showcase products online, post press releases and post a video webcast!

**Preshow Attendee Email**
$2,500-$10,000 — 4 available
Secure a position for your hyperlinked custom banner or company logo in the Preshow Registered Attendee email blast. Four positions are available, multiple placements can be purchased.

**Pocket Guide Rear Cover Ad**
$12,000
Exclusive sponsorship for one company to have prominent advertising as the sponsor of the OFC Pocket Guide distributed to all attendees.

**Expo Theater II**
$21,000
As the sponsor, you have the ability to host a session within the theater. Sponsorship includes high-impact branding and signage opportunities!

**Expo Theater III**
$20,000
As the sponsor, you have the ability to host a session within the theater. Sponsorship includes high-impact branding and signage opportunities!

**Product Showcases**
$5,250 — 6 Available
Present your company’s latest products and cutting-edge developments through a presentation in Show floor Theater III at OFC.

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<table>
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<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Technical Session Slide Advertising</td>
<td>$6,000</td>
</tr>
<tr>
<td>Your marketing message and logo will be prominently displayed on a slide as technical attendees enter their session.</td>
<td></td>
</tr>
<tr>
<td>Registration Bag Inserts</td>
<td>$5,400</td>
</tr>
<tr>
<td>Place your literature or promotional item in every registration bag! Inserts can be up to 8.5” x 11” and weigh no more than 3oz.</td>
<td></td>
</tr>
<tr>
<td>Mobile App Banner</td>
<td>$5,250</td>
</tr>
<tr>
<td>Sponsorship includes a rotating banner ad that can be linked to your company’s website in order to highlight your company.</td>
<td></td>
</tr>
<tr>
<td>Technical Program Ad</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full page ad in the program given to all technical registrants.</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Map — Logo Placement</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full color company logo is placed prominently on all of the printed floor plans that are positioned inside and outside of the exhibit hall. Based on booth size the company booth is highlighted in color, or a second instance of the company logo is placed in the booth.</td>
<td></td>
</tr>
<tr>
<td>Room Drops</td>
<td>$5,000</td>
</tr>
<tr>
<td>This sponsorship enables your company to provide literature or a give-away to be dropped off at attendee hotel rooms.</td>
<td></td>
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**Signage**

Reinforce your corporate image with a highly visible sign at OFC. Sure to be seen and remembered by thousands of industry professionals. Secure a premium position now — space is limited!

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<tr>
<th><strong>Exhibit Hall Aisle Signs</strong></th>
<th>$30,000</th>
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<tbody>
<tr>
<td>This sponsorship includes the sponsoring company’s logo and booth number on ½ or ¼ of all double sided aisle signs on the exhibit floor.</td>
<td></td>
</tr>
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</table>

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<tr>
<th><strong>Column Wraps</strong></th>
<th>$7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly visible column wrap in the Convention Center interior lobby. Above pricing does not include printing; please call show management for a production quote.</td>
<td></td>
</tr>
</tbody>
</table>

| **Convention Center Hanging Signs/Banners** |
| **Starting at $7,500** |
| These banners are available in various shapes and sizes and are placed in high traffic common areas of the Los Angeles Convention Center. Minimum size is 48 inch x 96 inch one-sided hanging banner. Custom signs quoted upon request. Pricing does not include printing and production. |

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Indoor Billboards
$7,500
7’ tall, free-standing double-sided billboards in the highest traffic areas of the Convention Center.

Escalator Adhesives
Call for Pricing
Be seen on the way into the convention center. With OFC 2017 events taking place on many levels of the Los Angeles Convention Center, attendees will be traveling throughout the facility for the duration of the event. Take advantage of having your branding throughout the convention center!

Floor Adhesives
Call for Pricing (dependent on path and production)
These floor decals lead from registration right to your exhibit booth.

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