



EXHIBITOR PROSPECTUS 2021

EXHIBITION
13 - 15 SEPTEMBER



BORDEAUX EXHIBITION CENTRE, BORDEAUX, FRANCE
www.ecocexhibition.com

SEMINARS

DEMONSTRATIONS

TRAINING

AWARDS



DESTINATION: BORDEAUX

We are pleased to announce that ECOC Exhibition 2021 will take place from 13-15 September at the Bordeaux Exhibition Centre in France.

After a difficult year of 2020, we are pleased to be returning to the exhibition halls for ECOC 2021 in Bordeaux, France and look forward to welcoming you in person.

The event will be held at the Bordeaux Exhibition Centre, located just North of the city overlooking the Bordeaux Lake.

The city offers a huge variety of restaurants, shops, museums and historic architecture. La Place de la Bourse, built in the 1720's has become a symbol of the city and has become famous for the Miroir

d'Eau (Water Mirror) is actually the largest reflecting pool in the world and a UNESCO World Heritage Site.

The brand new Cité du Vin, a 21st-century architectural demonstration of what wine means to the city, and the rest of the world, is a super-modern, futuristic cultural center that will teach you everything about wine production all around the world.

ECOC Exhibition runs from 13-15 September 2021. For the latest event details visit www.ecocexhibition.com



EVENT HIGHLIGHTS

Market Focus

Market Focus is one of the most popular areas of the exhibition. Located within the exhibition hall, the sessions are free for visitors, delegates and exhibitors to attend and a popular platform to gain industry knowledge and insight into the latest technology and developments.

Hot topics for 2021 will be announced in April. Meanwhile, you can access presentations from Market Focus 2020 at www.ecocexhibition.com

FTTx Centre

In association with CTTs Training, the FTTx Centre showcases a range of fibre-related products in a specially-designed feature area within the exhibition hall, with live interactive demonstrations of OSP/ISP systems and deployment methods. Technical experts will be on hand to provide explanations of the products featured, and deliver cutting-edge, live engineering demonstrations in the deployment of Fibre to the 'X' and Fibre to the Home.

Training Sessions

Organised with CTTs, the UK's leading telecommunications training provider, these free hands on and intensive sessions provide essential insight into key techniques, including:

- Modern fusion splicing using hand held fusion splicers
- Passive optical network testing using PON optimised OTDRs
- Passive optical network testing using bidirectional smart testers
- Fibre optic testing workshop covering acceptance to commissioning testing

Product Focus

Launched virtually at ECOC Exhibition in 2020, the new Product Focus Theatre focuses on the latest innovative products, offering you the chance to run demonstrations or presentations and showcase your products.

Product Focus runs in conjunction with Market Focus, one of the most popular areas of the exhibition, and slots of 30-45 minutes can be secured by contacting sales@ecocexhibition.com. This is a great platform to promote your presence at ECOC and give your company more exposure at the event.

WHO ATTENDS THE ECOC EXHIBITION?

The ECOC Exhibition is a must-attend three-day event attracting over **6,500** decision makers from companies around the world. If you are a manufacturer, supplier or service provider of optical communications products and services, you are guaranteed to network with your most active prospects at ECOC 2021.



6,569 visitors

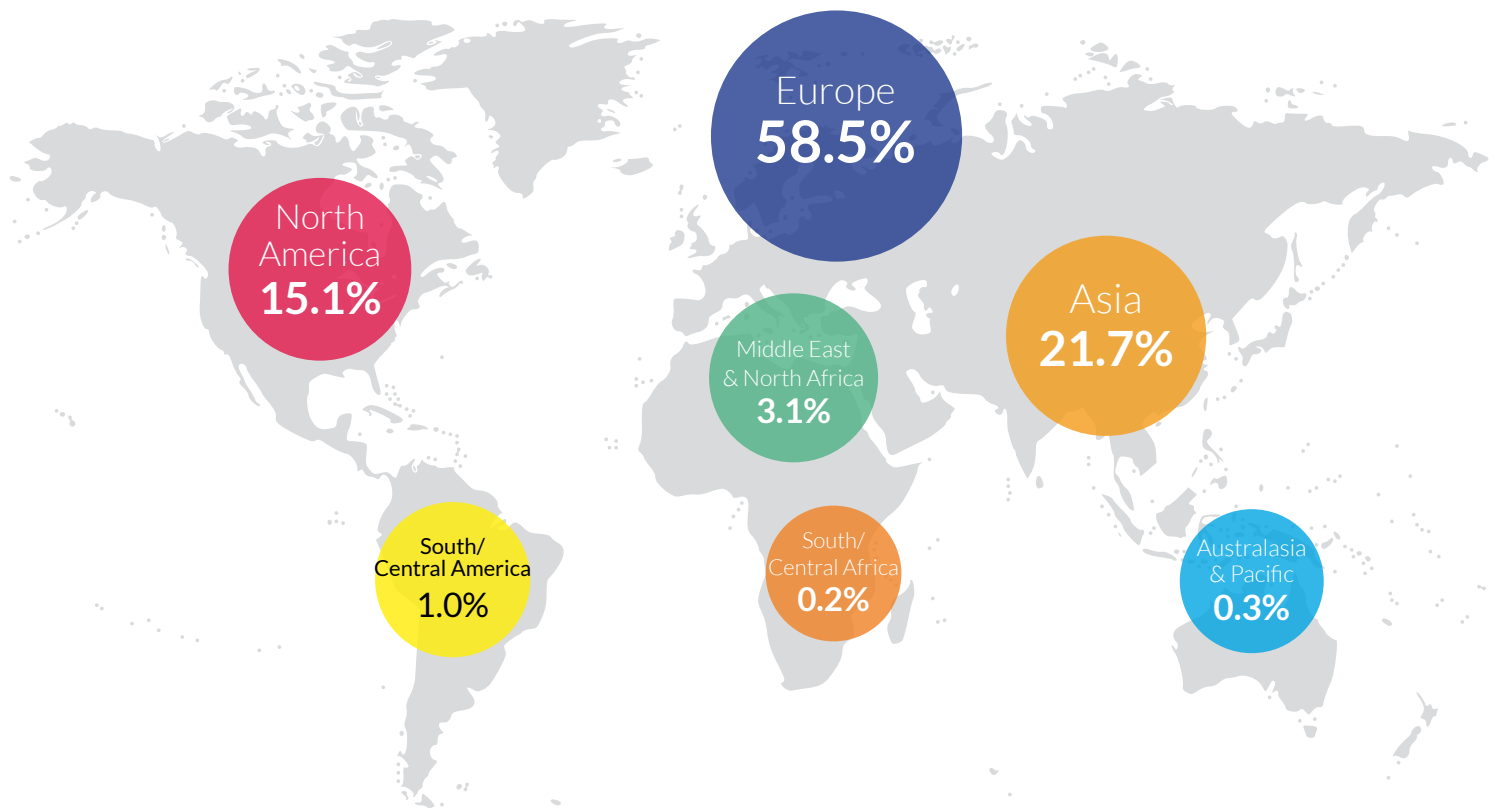


90 countries represented



337 exhibiting companies

ATTENDEES BY GEOGRAPHIC LOCATION



93% of visitors found the show useful in finding out about new product developments



83% of visitors went to ECOC with the aim of finding a new supplier



93% of visitors have an influence on purchases within their organisation



86% of visitors attended the exhibition for two days or more



92% of visitors said their time at the show was successful



84% of visitors said they would recommend the ECOC Exhibition to a colleague



84% of visitors said they arranged business with an existing supplier



92% of visitors are planning to attend the 2019 show in Dublin

"We have been so pleased with how well things have gone for us here in Rome...We already know that the research and development contacts we seek are here and with the effective stand positioning at the same time, we've certainly had a productive time here!"

Yigal Ezra, CEO, ColorChip

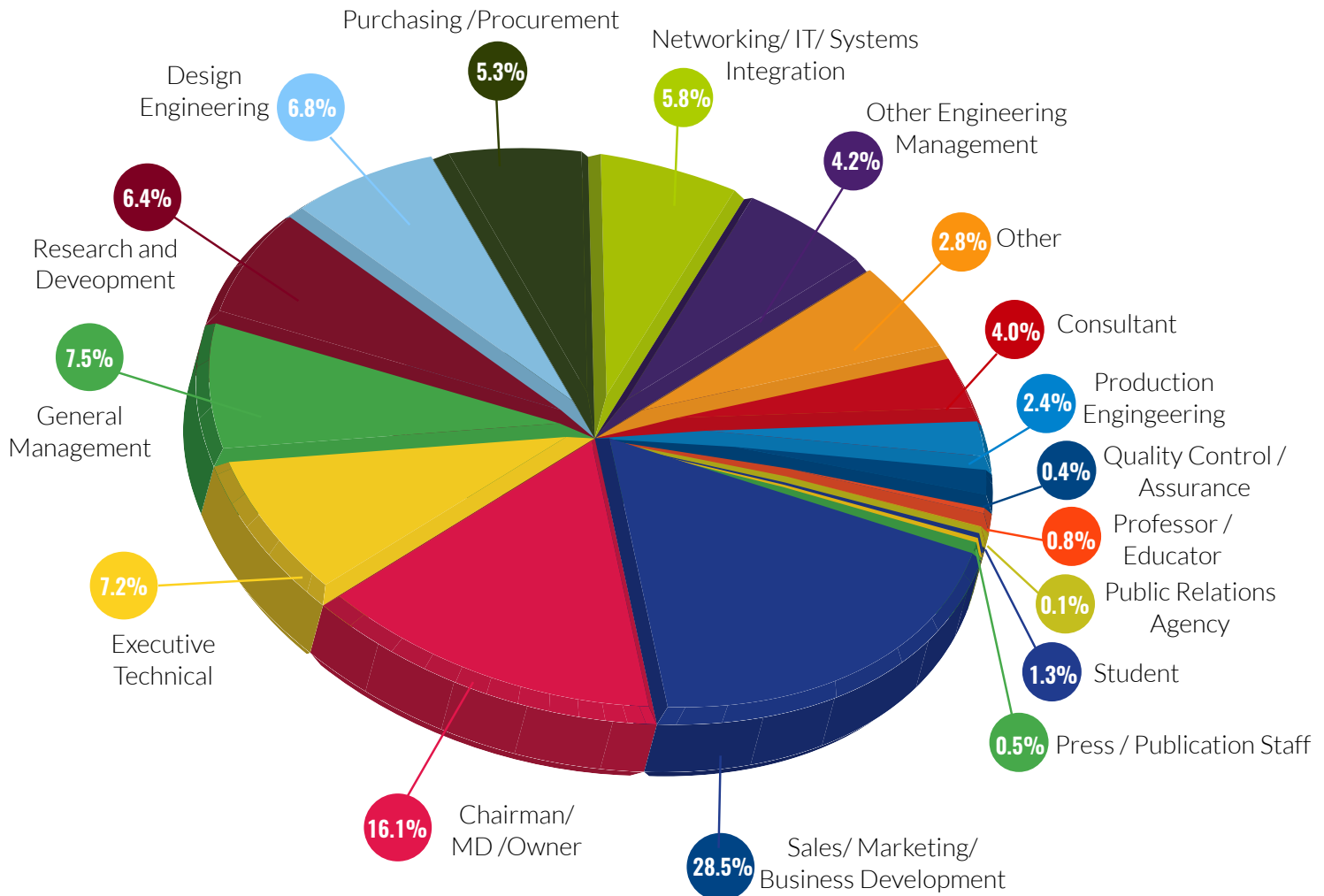
MAIN ACTIVITY OF ORGANISATION

Enterprise Systems/network equipment manufacturer/developer Government/military agencies
 Reseller Publishing/Public relations Contract manufacturer
 End user Utilities Consultancy **Manufacturer & Supplier** Education
 Broadcasting/media Service Provider Test equipment manufacturer/developer Research and development institutes
 Components/subsystems manufacturer/developer Fibre and cable manufacturer/developer
 Systems integrator Telecommunications services Data communications services Fibre optics installer

"ECOC is perfect for us as it simply brings together some of our most important optical customers, especially from Europe, to one central place"

Doug Busch, Vice President and General Manager Optical Solutions, Molex

ATTENDEES BY JOB ROLE



"Go!Foton has been a participant and supporter of ECOC for a number of years and we value the opportunity to come to ECOC and engage with all of our important distribution and service provider customers. It's an awesome show for us to get the exposure and the opportunity to meet customers from all over Europe"

Michael Zammit, VP & GM Connectivity Solutions, Go!Foton

SHOWCASE YOUR PRODUCTS AND SERVICES TO A GLOBAL AUDIENCE

Exhibitor packages can be created for either shell scheme or space only bookings, with additional sponsorship opportunities available to help you raise the profile of your business, both in the lead up to, and at the show, through our pre- and post-show marketing campaign.

Stand options

Space Only – £400 per sqm

Design and build your own stand.

(Please note there is no partition between space only stands)

Shell Scheme - £435 per sqm

A complete booth structure, with solid walls and carpet, fascia board (company name and stand number), 500w electrical socket, spotlights and daily cleaning.

As an exhibitor you will also receive:

- A 60-word company profile in the ECOC Exhibition 2021 Official Show Guide
- 60-word company profile on the ECOC Exhibition website
- Unlimited exhibitor badges
- Complimentary company branded visitor email invitations

Get noticed at ECOC

Take advantage of a global platform to promote your products and services to an international audience of top decision makers in the optical communications industry. Please contact the sales team for further details or to discuss your requirements.

Sponsorship opportunities

- Market Focus Theatre
- FTTx Centre Zones
- Official Show Guide
- Visitor e-Newsletter
- Visitor Bags
- Visitor Lanyards
- Exhibition Map
- ECOC TV Studio
- Signage
- What's On Guide
- Show Daily
- ...and many more.

Promotional opportunities

We have a range of opportunities available online, in print and on site at the event, all designed to help you promote your business:

- Visitor e-Newsletter
- Exhibitor Showcase
- Highlighted Directory Entry
- Onsite stand filming
- Show Guide advertising

"For optical communications in Europe, there really is nowhere else to be!"

Andy Stevens, CEO, Coherent Solutions



98% of exhibitors are planning to exhibit again in 2020




78% of exhibitors said their time at the show was successful

RESERVING STAND SPACE

2021 reservations can be made independently through the ECOC Exhibition website at www.ecocexhibition.com or via our sales team. An online account will be created for each exhibitor which allows you to reserve, book and manage your stand.


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For the latest event details and to start planning your stay visit www.ecocexhibition.com