

Technical Conference: 11 - 15 March 2018 • Exhibition: 13 - 15 March 2018

San Diego Convention Center, San Diego, California, USA

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## !!! Operations & Logistics

Are you ready for OFC 2018? **Review important February deadlines**, [Important Dates and Information](#) schedule!

OFC's hotel room blocks are filling up! Be sure to make your [Hotel Reservation](#) *now* to get the best rates!

Visit the [Registration](#) portal to enter your exhibitor booth staff names –pre-printed badges will be waiting for them at the registration desk!

**Special Offer to OFC 2018 Exhibitors!** The San Diego Convention Center's full-service business center - located across from Hall D and managed by FedEx Office - is offering a 30% concession when you print 3 days or more in advance! Visit <http://www.fedex.com/us/office/Hotels-Conventions/san-diego-convention-center.html> or call +1.619.525.5450 or stop by in person.

**Do you have questions regarding your booth setup?** The [Exhibitor Service Manual](#) is available to assist with your planning. To access the order forms, click on the Order Rental Items button at the bottom of the page. Use log in credentials: **Show Name:** OFC **Show Code:** OFC2018.

**The Chinese language version of the OFC 2018 Exhibitor Services Manual is now available!** Click [here](#) to access the Manual, click the "Select Language" button on the grey Welcome banner and select Chinese (simplified).

**Sharing Your Booth with Another Division of your Company?** To include separate printed and digital booth listings for another division of your company, please complete the [Additional Listing Order Form](#).

## Maximize Your Attendee Participation / PR Opportunities

**Is your exhibiting company looking for new ways to capture the attention of over 15,000+ OFC attendees?** Sign up now for these remaining sponsorships! Sponsorships are available on a *first come, first serve basis*. Contact [sales@ofcconference.org](mailto:sales@ofcconference.org) or +1.202.416.1952 for more details.

- E-center (kiosks where attendees can check emails) \$5,000 – deadline 30 January
- Charging Stations \$7,500 – deadline 31 January
- Indoor banners \$8,000 – deadline 31 January
- Technical Session Slide \$6,000 – deadline 5 February

- Exhibitor Hall Map (logo placement) \$2,100 – deadline 5 February
- Post Deadline Papers (book outside cover) \$5,000 – deadline 5 February
- Coffee breaks \$6,500 – deadline 10 February
- Registration Bag Insert \$5750 – deadline 10 February

**Feeling restricted within your booth?** The Corporate Village, located on the exhibit floor, is ideal for extending booth conversations or hosting confidential customer demonstrations or meetings. Call the Sales Team at +1.202.416.1952 or email at [sales@ofcconference.org](mailto:sales@ofcconference.org) for details.

**Free Exhibitor Invites Opportunity:** Drive traffic to your booth! A great pre-show marketing tool, Exhibitor Invites is an easy to use program proven to be one of the most powerful ways to ensure your key contacts attend OFC. **Bonus for using Exhibitor Invites!** All participating companies will be entered into a raffle to win a complimentary Tech Session Slide Sponsorship at OFC! You must schedule your campaign by 31 January 2018. To get started, visit: [www.exhibitorinvites.com/ofc](http://www.exhibitorinvites.com/ofc).

### **The OFC Career Zone is Now Open!**

Is your company looking for new talent? If so, sign up for the [OFC Career Zone](#) now, or forward this information to your Human Resources team. The OFC Career Zone connects employers and high-level talent from all areas of optical communications. Choose your method of interaction, in person on the show floor during OFC 2018, online, or both.

[OFC Career Zone Live](#) – 13-15 March 2018, San Diego Convention Center, San Diego, California, USA Take advantage of having more than 14,000 industry professionals in one place. For information on packages and pricing, visit [OFC Career Zone Live - Packages and Pricing](#).

[OFC Career Zone Online](#) is a year-round online opportunity to connect with the industry’s top talent. Complete your team today – register for the OFC Career Zone.

Questions? Please contact [careercenter@ofcconference.org](mailto:careercenter@ofcconference.org) or +1.202.416.1942.

### **Take Advantage of OFC’s Public Relations Opportunities!**

The [OFC PR Team](#) is available to support you and your organization! We provide our exhibitors with public relations and social media information, opportunities including [OFC First News](#) and the [Breakfast Briefings](#) program, and assistance to help you maximize your presence and investment in OFC 2018. If you would like to receive the OFC PR Team newsletters, deadline reminders, media opportunities and the advanced pre-registered media and analyst list, please take a moment to [register](#) your organization’s PR and/or marketing contact. We also offer several [online resources](#) including the new [OFC FAQ videos](#) to help answer your questions and the [2018 PR Toolkit](#) that will walk you through the **free** PR opportunities available to exhibitors.

Maximize your presence on-site by promoting your news and product announcements to media and analysts attending the show. Just a few opportunities include:

**Promote Your Booth** – display a “We’re Exhibiting” [banner](#) on your company’s homepage!

**Engage on social media:** OFC has an active social media presence throughout the year. Make sure you are following and engaging with OFC on [Twitter](#), [LinkedIn](#), [YouTube](#) and the OFC [blog](#). Remember to use the OFC 2018 hashtag - #OFC18.

**Reinforce your expertise:** Writing a post (or posts) for the OFC blog is a great way to position yourself and your organization as an expert on a particular topic or industry trend. Share news on your latest research, product launch or identify the latest trend or industry issue. The PR team welcomes year-round participation. Contact [media@ofcconference.org](mailto:media@ofcconference.org) for more information.

To learn about additional PR opportunities, contact the OFC PR Team: [media@ofcconference.org](mailto:media@ofcconference.org).

## OFC Official Vendors

Did you know that OFC provides a list of trusted vendors available to provide pre- and onsite services for your booth at discount pricing? Each OFC 2018 preferred vendor offers specific booth services including:



- Audio visual/computer rentals – CCR Solutions
- Booth personnel – JVA, Inc.
- Booth security – TNT Convention Services
- Catering – Centerplate
- Electrical and plumbing – Edlen
- Insurance – John Buttline, Inc.
- Internet and telecom – SmartCity
- Lead retrieval – CompuSystems
- Photography – Joe Orlando, Inc.
- Plants/floral – TLC
- Domestic - Air and International & Customs Brokerage – ICAT EXPO
- Domestic - Ground – Hargrove Shipping.

Be sure to look for the Official Vendor seal for OFC 2018 on emails and correspondence. If you receive an email or phone call from any company soliciting their company's services to you at OFC, please contact OFC Show management at [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org) for validation.

## Contacts and more...

- **Registration badges, registration tech support, registration billing** - [ofc@compusystems.com](mailto:ofc@compusystems.com)
- **Hotel information, reservations, customer service** - [ofcexh@experient-inc.com](mailto:ofcexh@experient-inc.com)
- **Operations & Exhibitor Services, Logistics** - [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org)
- **Exhibits, Promotional Opportunities & Sponsorships** - [sales@ofcconference.org](mailto:sales@ofcconference.org)
- **Meeting Room Sales, Booth Location/Size Changes** - [sales@ofcconference.org](mailto:sales@ofcconference.org)
- **Exhibit Payments, Invoices, or Primary Contact Changes** - [accounts@ofcconference.org](mailto:accounts@ofcconference.org)
- **OFC Career Zone**, [careercenter@ofcconference.org](mailto:careercenter@ofcconference.org)
- **Media/PR** - [media@ofcconference.org](mailto:media@ofcconference.org)

### **PLEASE NOTE:**

OSA offices will be closed on Monday, 19 February in observation of President's Day.

Questions? OFC Show Management is happy to help at [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org)

