EXHIBITOR PROSPECTUS

OFC 2017
The world’s largest optical networking and communications event.

96% of the OFC 2017 exhibit hall is SOLD
SIGN UP NOW!

EXHIBITION: 21-23 March 2017
LOS ANGELES CONVENTION CENTER
CALIFORNIA, USA

OFCCconference.org
OFC 2017 EXHIBIT SPACE IS 96% SOLD OUT—SECURE YOURS TODAY.

JOIN 600+ EXHIBITORS AND 13,000 BUYERS AT THE INDUSTRY’S LARGEST EXHIBITION.

99% of attendees visited the exhibits

72 countries represented

13,000 ATTENDEES

32% of exhibit attendees spent 10+ hours on the show floor

73% of all attendees have a role in buying decisions.

1/4 OFC attendees are C-Level

1/3 of OFC attendees come from outside of the US

96% exhibitor satisfaction rate with 41.5 leads per exhibitor.

OFC is the world's largest and most prestigious event dedicated to optical networking and communications.

Exhibit at OFC 2017 and be part of the ONE EVENT that defines the market and brings together the thought leaders and solution providers that drive the industry. Representing a range of products—from optical components and devices to systems, test equipment, software and specialty fiber—OFC is where your customers and prospects come to make their purchasing plans.

OFC is Your BEST Opportunity to:

- Connect with buyers
- Meet decision makers
- Increase sales
- Get quality leads
- Build your competitive advantage

Exhibiting at OFC grows your business.

With a solid and expanding base of 13,000 attendees from all sectors of the market—from data center end users and service providers and carriers, to systems and component vendors—OFC represents the entire supply chain and provides the premier marketplace where the industry learns, connects, networks and closes deals.

A large and dynamic market. Capital expenditures among network operators will be nearly $180 billion in 2016, according to market research firm LightCounting. A strong growth segment is in expansion of data centers, with Google spending $10 billion alone, and over $3 billion in transceiver sales for data centers across all customers, according to Discerning Analytics. And that’s not all, with important developments throughout the industry, from fiber to the home to undersea systems.
2016 MEDIA HIGHLIGHTS

- Leading industry media and analysts attended, including: CNBC, Dell’Oro, Light Reading, Lightwave, LightCounting, Ovum, and many more.

- Exhibiting companies made 200+ announcements that resulted in additional branding, reach and visibility to an international audience.

- Generating 1,400+ news articles, OFC reached an audience of nearly 7.5 million.

Buyers consider OFC a “must for their businesses.”

WHAT BUYERS WANT — PURCHASE AREAS INCLUDE:

Optical Networking • Equipment or Design • Gigabit Ethernet • SDN, NFV, and Networks • Active and Passive Components • Test and Measurement or Manufacturing Equipment • Optical Packet Switches • Optical Interconnects and Transceivers • 100Gbps Hardware • Hardware including Switches, ROADMs, VCSEL, etc. • Transport and Metro Technologies and Hardware • Wavelength and Spatial Division Multiplexing • Integrated and Silicon Photonics • FTTX • Materials and Services • Lasers and Light Sources • Cable or Specialty Fiber • Data Center/IT Products/Datacom • Data Center Interconnects • Design Software • And, much more!

INdUSTRIES REPRESENTED:

Network/Communications Service Provider • Internet Service Provider • Content Provider • Data Center • Systems/Network Equipment Manufacturer • Components or Device Manufacturer • Test Equipment Manufacturer • Fiber and Cable Supplier • Enterprise • Government Agencies • Academia • Investment/Venture Capital • Contract Manufacturer • Metro and Long Haul Carriers

FUTUREWEI

JOB FUNCTIONS INCLUDE:

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

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Contact the OFC Sales Team to learn more:
+1 202.416.1428 • sales@ofcconference.org • OFCconference.org

TOP BUYERS EXPECTED AT OFC

LinkedIn

Facebook

Twitter
OFC is your BEST opportunity to meet key buyers, and we have the options and flexibility to meet your goals and objectives. From traditional booth space to meeting rooms, a solution can be created to meet your needs.

**Exhibit Space**

**WHAT’S INCLUDED?**
- 1 Technical Registration per every 100 sqft of exhibit space reserved.
- 1 Technical Program per every 100 sqft of exhibit space reserved.
- Unlimited number of exhibit personnel badges for staff to work your booth.
- Unlimited Exhibits Only badges to distribute to your customers and prospects.
- Access to leading trade and international consumer media - OFC will help facilitate your relationships with these leading trade and consumer publications.
- Complimentary customized HTML e-mail promotions available to send to your client list through a third party.
- Company profile in the official OFC Buyers’ Guide, website and mobile application (benefits dependent on date of the signed contract).

**WHAT’S YOUR INVESTMENT?**

**Booths less than 500 square feet (sqft)**
- $45.00 per sqft or $4,500 per 100 sqft

**Booths equal to or larger than 500 square feet (sqft)**
- $43.00 per sqft
  - All booths are subject to a $300 fee per open corner, if applicable.
  - The booth structure fee is based on 10’x10’ units (approximately 9 sqm).

**Exhibition Center Meeting Space**

**WHAT’S YOUR INVESTMENT?**

This Meeting Space is off the exhibit floor for additional privacy. Limited rooms are available and are assigned on a first-come, first-served basis. Be off the floor but close to the action!

**WHAT’S YOUR INVESTMENT?**

Prices vary based on length of time a space is used. Call us for details.

**Corporate Villages**

Corporate Villages are hard-walled meeting rooms/offices built on the exhibit floor for private meetings and demonstrations. Corporate Village spaces include all of the regular Exhibit Space benefits as well as a private hard-walled turn-key space with standard carpet, furniture and electric. Corporate Villages can also be customized.

**WHAT’S YOUR INVESTMENT?**

Prices vary based on size, and are available starting at $4,600. Call us for details.

“As always, OFC is a highlight of the year for Finisar. It is the place to be in the industry.”

Victoria McDonald, Finisar

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BOOK EXHIBIT SPACE NOW!
LIMITED BOOTH SPACE AVAILABLE.

HOW TO RESERVE YOUR EXHIBIT—IT’S SIMPLE!

1. Visit: OFCconference.org/exhibit
2. View the most current floorplan.
3. Determine the desired size and location of your booth.
4. Complete the exhibit space application. Submit your 50% non-refundable deposit with the application.
5. Review the rules and regulations.

Contact us:

- OFC Sales Team: +1 202.416.1428 sales@ofcconference.org
- China Sales Office: +86.755.3303.3338 info@ofc-expo.com
- Japan Sales Office: +81.3.3269.3550 s_shiba@optronics.co.jp
- Media Relations: +1 202.416.1435 media@ofcconference.org

BECOME A SPONSOR AND STAND OUT FROM YOUR COMPETITORS.

HIGHLIGHT YOUR BRAND WITH ANY BUDGET

Sponsorships increase your booth traffic, generate more leads, create a buzz, separate you from the crowd and position your company as an industry leader. Keep your company in your buyer’s minds long after the conference comes to a close!

ADVANTAGES OF SPONSORING:
- Increase name recognition
- Drive buyers to your booth
- Position your company as a leader

SPONSORSHIPS AND ADVERTISING OPPORTUNITIES

Call us for a customized sponsorship package or choose from an established opportunity:
- Coffee Breaks
- Mobile Application advertising
- Buyers’ Guide advertising
- Receptions
- Bag Inserts
- E-Center
- And many more!

“OFC is one of the few shows where industry leaders from around the world come to learn about the future of their networks and the future of their technology. Juniper Networks, being on the forefront of network innovation, wants to be at OFC where decisions about tomorrow’s networks are being shaped.”

Paul Obsitnik, VP Service Provider Systems Marketing, Juniper Networks

“OFC is our main forum for releasing new products, gaining market insight, and meeting new and current customers.”

Caroline Connolly, President, OptoTest Corporation

“OFC is becoming the main show of the year for network architecture, so we’re very happy with our investment in the show.”

Leonard Luna, Senior Marketing Manager, Cisco Service Provider Solutions

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Leonard Luna, Senior Marketing Manager, Cisco Service Provider Solutions
JOIN THESE INDUSTRY LEADERS!  
SECURE YOUR BOOTH TODAY!
EXHIBIT AT OFC—THE EXHIBIT HALL IS ALMOST SOLD-OUT. SECURE YOUR SPACE TODAY!

- 13,000 high-value buyers
- 72 countries represented
- 600+ companies participating

THE WORLD’S TOP OPTICAL NETWORKING AND COMMUNICATIONS BUYERS—ALL IN ONE PLACE!

OF-C 2017
2010 Massachusetts Ave NW
Washington DC 20036

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