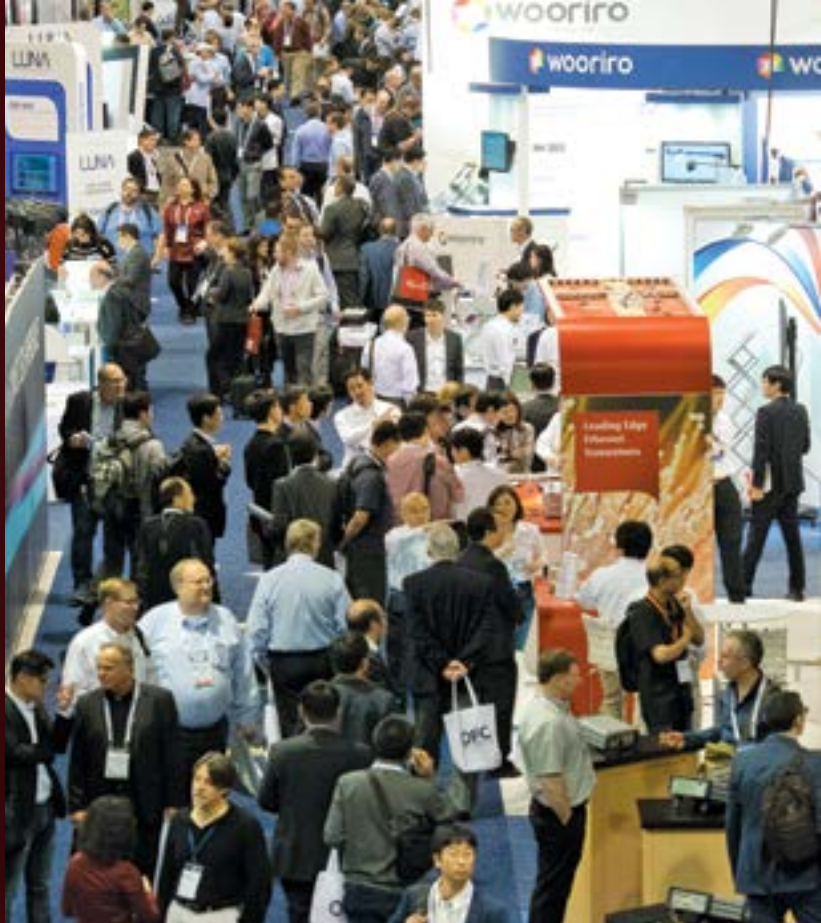


exhibitor prospectus



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# OFC 2018

The world's largest optical networking  
and communications event

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## EXHIBITION

13 - 15 March 2018

San Diego Convention Center  
San Diego, California, USA

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### **A “SUPERCYCLE”**

**Strong growth in data center builds and software-defined approaches are creating new opportunities in the networking industry.**

The total market for optical components and modules reached nearly \$7 billion in 2016, according to market research firm *LightCounting*. This is driven in particular by growth in demand from China and data center operators, pointing to a favorable “supercycle” for many vendors, according to Needham & Co. The growth impacts nearly every segment, from new undersea cables installed for warehouse data center operators to an emerging front-haul buildout for next-generation 5G wireless networks, and from software and systems vendors to component and cable suppliers.



# Who Attends

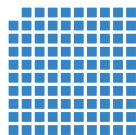
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## ATTENDEES BY THE NUMBERS



**15,000**

ATTENDEES  
from  
**72**  
COUNTRIES



**99%**

VISITED EXHIBITS

OFC 2017  
GENERATED

**11,450**

NEWS ARTICLES



REACHING AN  
AUDIENCE OF

**5 billion**

as of 6/23/17



**96%**

EXHIBITOR  
SATISFACTION RATE  
with

**121**

AVERAGE LEADS PER COMPANY



**1/4**  
OF ATTENDEES  
ARE C-LEVEL

**1/3**

OF ATTENDEES ARE BASED  
OUTSIDE THE UNITED STATES



MORE THAN

**100**

MEDIA AND ANALYSTS  
registered for  
the conference — a

**40%**  
increase

OVER OFC 2016

**70%**

HAVE A ROLE  
IN BUYING  
DECISIONS



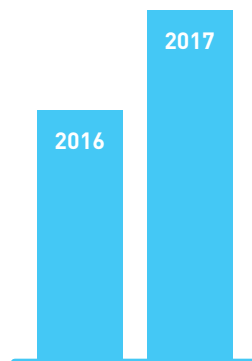
**30%**

HAVE  
PURCHASING  
BUDGETS OF  
\$1M OR MORE



**37%**

OF EXHIBIT  
ATTENDEES  
SPENT  
10+ HOURS  
ON THE  
SHOW FLOOR



Source: OFC 2017 Attendee Survey and Registration Data

## OFC Connects You with Your Global Market

### 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 • 100Gb/s 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!

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# Who Attends

## Top Organizations and Companies Expected at OFC

“ OFC is the highlight of my year. Our product launches all center on OFC. It brings together operators, web scale companies, component vendors, systems such as ourselves. You can’t get that anywhere else. ”

KYLE HOLLASCH, DIRECTOR, PRODUCT MARKETING — OPTICAL NETWORKING, NOKIA

		
		
		
		
		
		
		
		
		
		
	<b>Your Company Logo Could Be HERE!</b>	

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“ 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

### EXHIBIT SPACE

#### What’s Your Investment?

Booths less than 500 square feet (sq.ft.)  
\$46.00 per sq.ft. or  
\$4,600 per 100 sq.ft.

Booths equal to or larger than  
500 square feet (sq.ft.)  
\$44.00 per sq.ft.

- 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).

#### Exhibit Hours

Tuesday, 13 March	10:00–17:00
Wednesday, 14 March	10:00–17:00
Thursday, 15 March	10:00–16:00

#### What’s Included?

- 1 Technical Registration per every 100 sq.ft. of exhibit space reserved.
- 1 Technical Program per every 100 sq.ft. 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 exhibit app (benefits dependent on date of the signed contract).

### 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 \$4,700. Call us for details.

### EXHIBITION CENTER MEETING SPACE

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.

## Book Exhibit Space Now! 85% of the OFC 2018 Floor Plan is Sold Out

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3. Determine the desired size and location of your booth.
4. Review the rules and regulations.
5. Complete the exhibit space application. Submit your 50% non-refundable deposit with the application.

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### ADVANTAGES OF SPONSORING

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- Drive buyers to your booth
- Position your company as a leader

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“ OFC is really the preeminent trade show for the optical communications industry. It has all of the suppliers and customers, all the way up through the value chain. You get a chance to meet everyone you really need to meet at this show. ”

RAY MORONEY, VP AND BUSINESS LINE MANAGER, MACOM

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SHARON HALL, DIRECTOR NORTH AMERICA MARKETING, OCLARO

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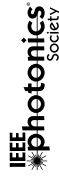
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