

sponsorships

OFC 2018

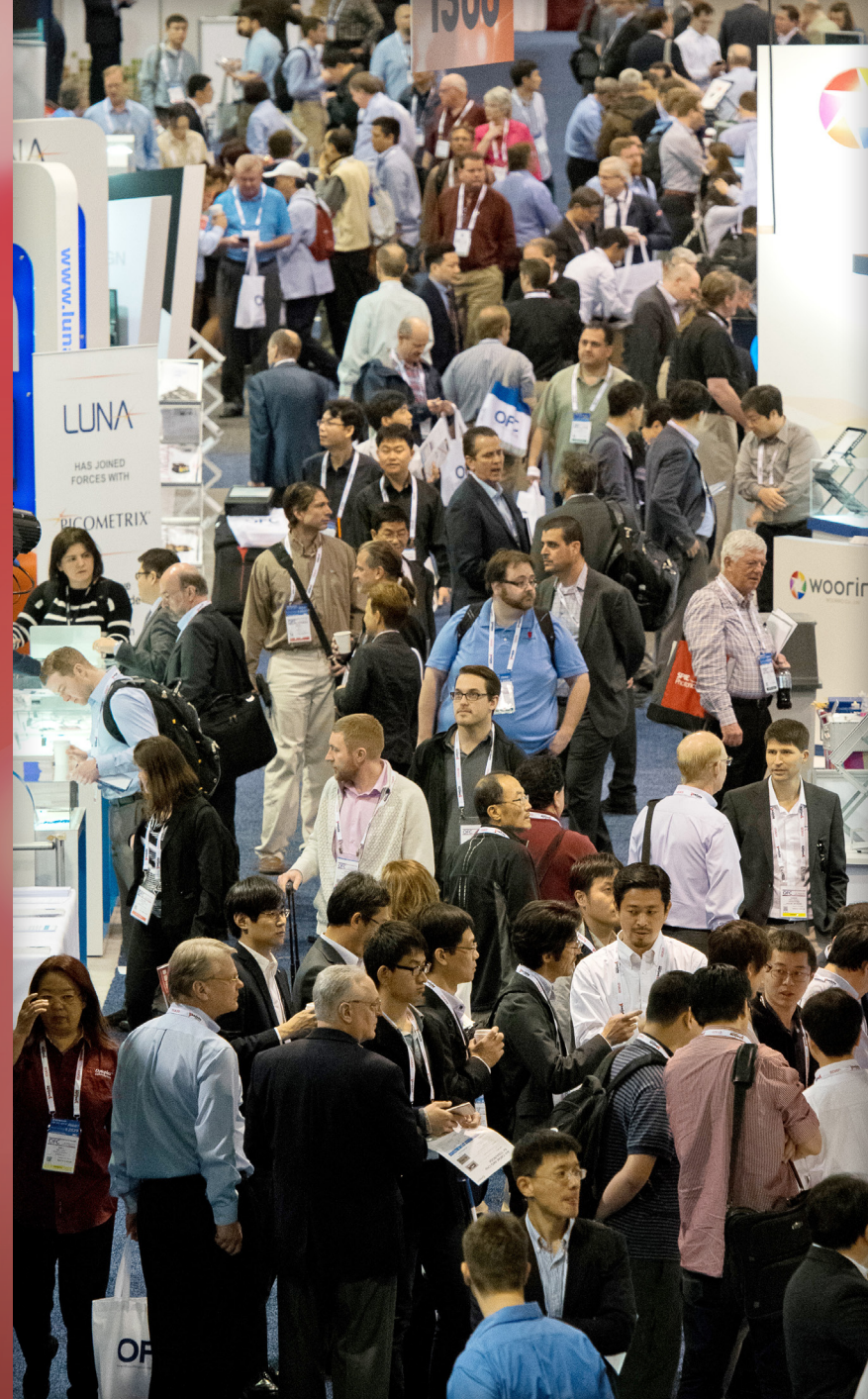
The world's largest optical networking
and communications event

EXHIBITION

13 – 15 March 2018

San Diego, California, USA

ofcconference.org/sponsorships



SPONSORED BY:





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CONTACT THE OFC SALES TEAM

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



Build your brand at OFC 2018, the largest, most comprehensive optical communications event in the world.

The fastest and most effective way to build your brand exposure and generate high-quality leads is through sponsorships and advertising at OFC 2018.

Guarantee your company's visibility to attendees before, during and after the show by securing a sponsorship or advertising opportunity today.

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Amplify Your Sales — Become an OFC Sponsor and Reach 15,000+ Buyers

OFC represents the entire supply chain and provides the premier marketplace where the industry learns, connects, networks and closes deals.

OFC IS YOUR BEST OPPORTUNITY TO:

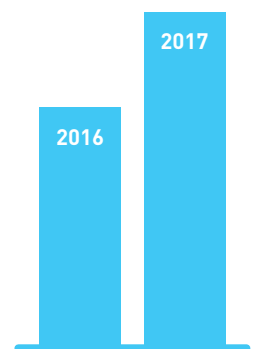
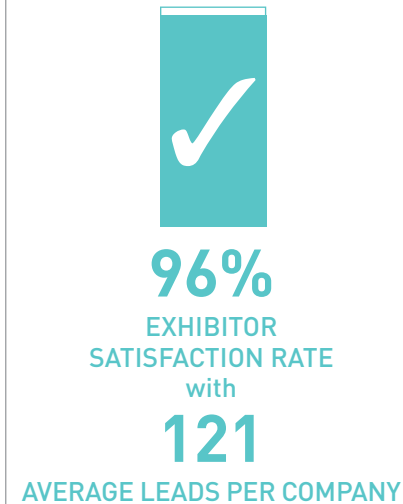
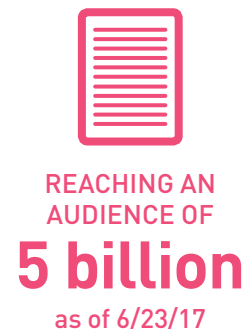
- Connect with over 15,000 buyers
- Position your company as an industry leader
- Increase sales
- Get quality leads
- Build your competitive advantage
- Increase exposure of your brand
- Engage with your customers and prospects in a face-to-face environment

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

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Source: OFC 2017 Attendee Survey and Registration Data

Join These Industry Leaders!

PREVIOUS OFC CORPORATE SPONSORS INCLUDE:

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

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1

Sponsorships



Enhance your exhibition investment with proven booth traffic drivers

When the doors open and 15,000+ attendees are flooding the exhibit hall, make sure your company has the strongest visual impact. Sponsorships offer a valuable opportunity to engage with your audience, generate leads, build brand awareness and recognition for your company name, products, and services.

CUSTOM SPONSORSHIPS

Let's work together to engage your audience with a unique opportunity for your brand! Contact us today to discuss your business objectives and we'll build a customizable sponsorship package that will deliver results, drive traffic, and achieve your goals.

SPONSORSHIP OPPORTUNITIES		
WiFi Sponsorship	\$80,000	1 of 1 Available
Technical Attendee Registration Bags	\$36,750	SOLD
Lanyards	\$36,750	SOLD
Registration Area	\$36,750	SOLD
USB with Technical Digest Content	\$35,000	1 of 1 Available
OFC Headshot Photo Lounge	\$25,000	1 of 1 Available
Badge Holder Inserts	\$22,100	SOLD
Exhibits Pass Plus Attendee Registration Bags	\$21,250	SOLD
Room Drops	\$15,000+	Call for Availability
Charging Stations	\$15,000	2 of 2 Available
E-Center	\$15,000	1 of 1 Available
Notepads at Conference Sessions	\$12,000	1 of 1 Available
Exhibitor Lounge	\$10,000	1 of 1 Available
Pens	\$8,000	SOLD
Coffee Breaks	\$6,500	5 of 6 Available
You Are Here Stations	\$4,500	4 of 4 Available
Hotel Room Keys	Call for Pricing	Call for Availability

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Sponsorship Opportunities

WiFi Sponsorship

\$80,000

This exclusive sponsorship provides recognition to thousands of unique visitors per day and thanks your company for providing complimentary Wi-Fi in all conference session rooms and in all common areas at OFC. This is your company's chance to connect to your network multiple times per day on multiple devices!

Technical Attendee Registration Bags

\$36,750

SOLD
Company logo will appear on the conference bags that are distributed to every technical attendee at registration. A take-home must!

Lanyards

\$36,750

SOLD
Company name/logo along with the OFC Show logo printed on all lanyards distributed to all OFC registrants.

Registration Area

\$36,750

SOLD
Sponsorship of the registration area — where all 15,000+ attendees begin their OFC experience. Also includes pre-show exposure on the registration portal.

USB with Technical Digest Content

\$35,000

Sponsorship of USBs that contain technical digest to be distributed to approximately 3,200 registered technical attendees.

OFC Headshot Photo Lounge

\$25,000

New for 2018! More than 15,000 optics and photonics professionals will gather in San Diego and are looking to grow their professional career! As the sponsor of the OFC Photo Lounge — an executive photo portrait will be taken and emailed directly to the attendee — compliments of YOUR COMPANY! This will position your company as an industry leader and will potentially guide talented individuals looking to take that next step YOUR WAY.

Badge Holder Inserts

\$22,100

SOLD
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.

Exhibits Pass Plus Attendee Registration Bags

\$21,250

SOLD
Bag provided to every exhibit-only attendee.

Room Drops

\$15,000+

A high-impact sponsorship opportunity, this sponsorship enables your company to provide literature or a give-away to be dropped off at attendee hotel rooms in San Diego.

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Charging Stations

\$15,000

Show management will provide signage acknowledging your company as the sponsor of the charging station area where 15,000 attendees can charge their devices.

E-Center

\$15,000

Open each day to all exhibitors and attendees, these E-Centers provide web access for 15,000 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.

Notepads at Conference Sessions

\$12,000

Extend your brand during the show by providing customized notepads with your company's message for all conference attendees. Items will be distributed in session rooms. Sponsor is responsible for producing and shipping items to San Diego for distribution at the show.

Exhibitor Lounge

\$10,000

Opportunity for publications or industry suppliers to reach over 700 exhibitors with refreshment area.

Pens

\$8,000

SOLD
Pens are distributed at registration and throughout the technical conference. Sponsor is responsible for producing and shipping pens for distribution at the show.

Coffee Breaks

\$6,500

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

15,000+ potential buyers find their way to your booth when it is highlighted on these maps in the convention center.

Hotel Room Keys

Call for Pricing

Your company's artwork and marketing message will be printed on hotel key cards that are distributed from the hotel check-in desk to guests that are pre-registered to attend OFC!

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2

Events



Sponsor an Event for High Visibility

These targeted event sponsorships put your company in the spotlight and help your brand engage with the key buyers you are trying to reach and develop relationships with at OFC!

EVENT OPPORTUNITIES		
Market Watch	\$38,600	SOLD
Network Operators Summit	\$38,500	SOLD
OFC Awards Luncheon	\$27,000	SOLD
Expo Theater II	\$22,050	SOLD
Conference Reception	\$22,050	1 of 1 Available
Exhibitor Reception	\$22,050	1 of 1 Available
Expo Theater III	\$22,050	1 of 1 Available
Product Showcases	\$5,750	9 of 12 Available

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Event Opportunities

Market Watch

\$38,600

SOLD
OFC's business and industry education sessions feature high-profile speakers from all tiers of the optical communications industry.

Network Operators Summit

\$38,500

SOLD
A day-long program focused on the needs and interests of carriers and service providers.

OFC Awards Luncheon

\$27,000

SOLD
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.

Expo Theater II

\$22,050

SOLD
As the sponsor, you have the ability to host a session within the theater. Sponsorship includes high-impact branding and signage opportunities!

Conference Reception

\$22,050

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

\$22,050

Reach over 700 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.

Expo Theater III

\$22,050

As the sponsor, you have the ability to host a session within the theater. Sponsorship includes high-impact branding and signage opportunities!

Product Showcases

\$5,750

Present your company's latest products and cutting-edge developments through a presentation in Expo Theater III on the show floor at OFC.

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3

Advertising



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.

ADVERTISING OPPORTUNITIES		
Pocket Guide Rear Cover Ad	\$12,600	1 of 1 Available
Technical Session Slide Advertising	\$6,000	2 of 6 Available
Registration Bag Inserts	\$5,750	4 of 10 Available
Buyers' Guide Advertising	\$5,400-\$12,600	Unlimited
Technical Program Ad	\$5,400	2 of 2 Available
Mobile App Banner	\$5,250	2 of 5 Available
Daily Wrap Banner Ad	\$2,750+	3 of 3 Available
What to Know Before You Go Banner Ad	\$2,750	1 of 1 Available
Exhibit Hall Map — Logo Placement	\$2,100	6 of 6 Available
Upgraded Printed Company Listing in Buyers' Guide	\$500	Unlimited
Upgraded Online Company Listing	\$295-\$495	Unlimited

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Advertising Opportunities

Pocket Guide Rear Cover Ad

\$12,600

Exclusive sponsorship for one company to have prominent advertising as the sponsor of the OFC Pocket Guide distributed to all attendees.

Technical Session Slide Advertising

\$6,000

Your marketing message and logo will be prominently displayed on a slide as technical attendees enter their session.

Registration Bag Inserts

\$5,750

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.

Buyers' Guide Advertising

\$5,400–\$12,600

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.

Technical Program Ad

\$5,400

Full page ad in the program given to all technical registrants.

Mobile App Banner

\$5,250

Sponsorship includes a rotating banner ad that can be linked to your company's website in order to highlight your company.

Daily Wrap Banner Ad

\$2,750+

Stand out for your competition and secure your banner advertisement in the OFC Daily Wrap emails that go out at the end of the day each day during show time.

What to Know Before You Go Banner Ad

\$2,750

Stand out for your competition and secure your banner advertisement in the OFC "What to Know Before You Go" emails that go out to pre-registered attendees.

Exhibit Hall Map — Logo Placement

\$2,100

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.

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

Be sure to stand out from your competitors and give attendees more detail about what your company offers. With an upgraded listing your company will get all of the basic items we give all exhibitors online plus a whole lot more. Upgrading your online company listing enables you to post products online, and post press releases! A great investment for maximum web exposure. See page 18 for additional details.

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4

Signage



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!

SIGNAGE OPPORTUNITIES		
Exhibit Hall Aisle Signs	\$35,000	SOLD
Column Wraps	\$8,000	3 of 3 Available
Convention Center Hanging Signs/Banners	\$8,000	3 of 3 Available
Indoor Billboards	\$8,000	3 of 3 Available
Escalator Adhesives	\$7,750	3 of 3 Available
Floor Adhesives	\$5,750+	3 of 3 Available

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Signage Opportunities

Exhibit Hall Aisle Signs

\$35,000

SOLD This sponsorship includes the sponsoring company's logo and booth number on 75% of all double sided aisle signs on the exhibit floor.

Column Wraps

\$8,000

Highly visible column wraps extend your company's branding, messaging, and visibility throughout the San Diego Convention Center. Above pricing does not include printing; please call show management for a production quote.

Convention Center Hanging Signs/Banners

\$8,000

These banners are available in various shapes and sizes and are placed in high traffic common areas of the San Diego 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.

Indoor Billboards

\$8,000

7' tall, free-standing double-sided billboards in the highest traffic areas of the Convention Center.

Escalator Adhesives

\$7,750

Be seen on the way to the convention center. With OFC events taking place on many levels of the San Diego 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

\$5,750+

These floor decals lead from registration right to your exhibit booth.

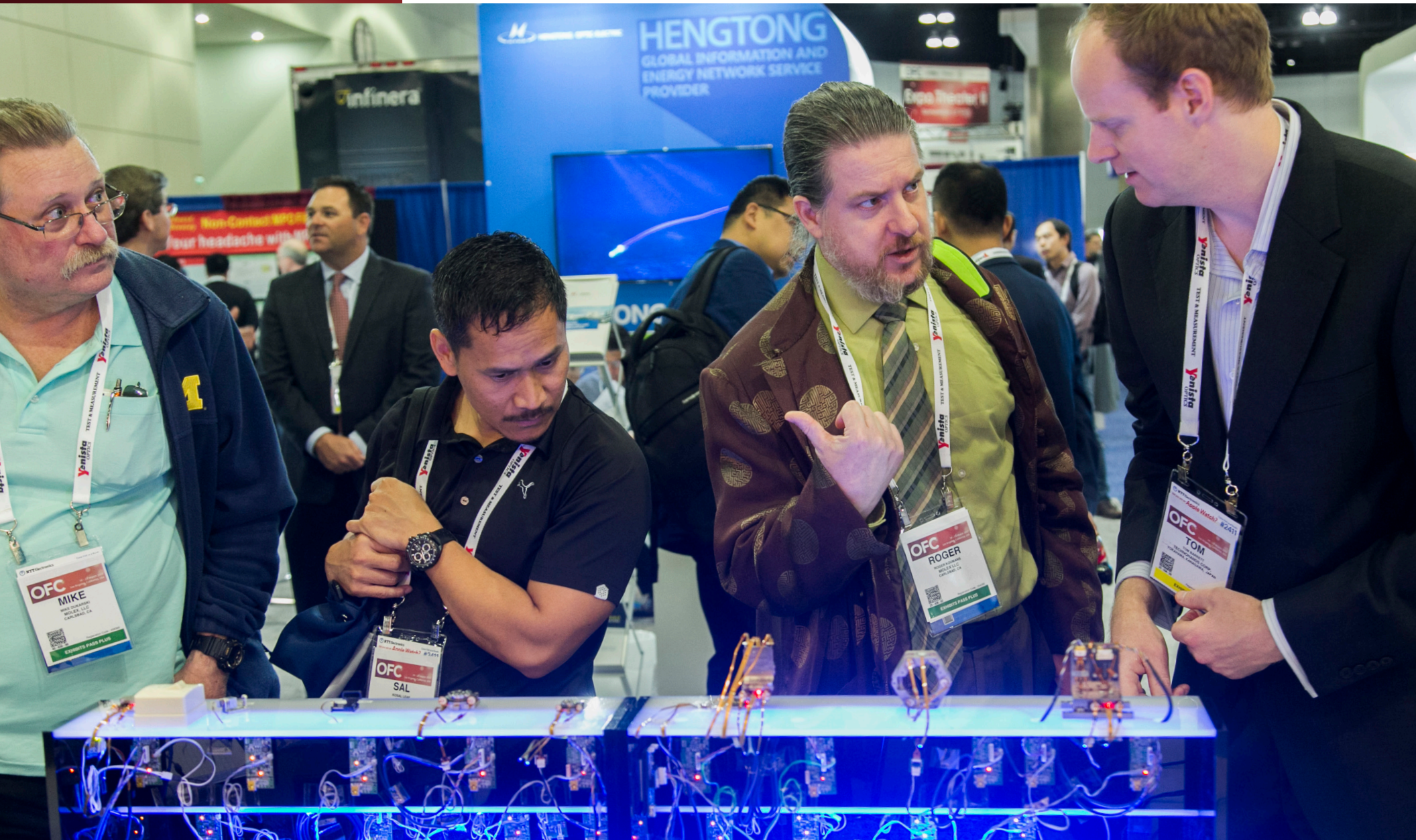
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5

Upgrades



Upgrades

Your digital booth is the company and product information that you display online. Stand out from your competitors and give OFC attendees more detail about your company offerings all year as part of the OFC Virtual Tradeshow. A great investment for maximum Web exposure!

UPGRADE OPPORTUNITIES	FEATURES	GOLD LEVEL	SILVER LEVEL
Business Card	General company contact information and website, which appear online	•	•
Company Logo	100x100 pixel GIF or JPG	•	•
Coupon	PDF, GIF, or JPG file upload	•	•
Product Categories	Display online and are published in the printed Buyers' Guide	•	•
Special Event Information	Name, description, time and location	•	•
Booth Contacts	Contact information for booth personnel who will be at the show	•	•
Press Releases		2	2
Company Profile	Published in Buyers' Guide, online, and in mobile app	50 words	50 words
Product Names	These are associated with the full Product Showcase details	5	2
Product Showcase	Product names, tagline, description, photo, brochure, and URL	5	2
Company Logo on Floor Plan	25x25 pixel GIF or JPG	•	
Company Brochure	PDF upload	•	
Audio Webcast Link		•	
Video Webcast Link		•	
Visitor Report		•	
		\$495	\$295

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Amplify Your Business with an OFC sponsorship

Let's work together to unlock a unique
opportunity for your brand!

Contact us today to discuss your business
objectives and we'll build a sponsorship
package that will help you engage with our
audience and achieve your goals.

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